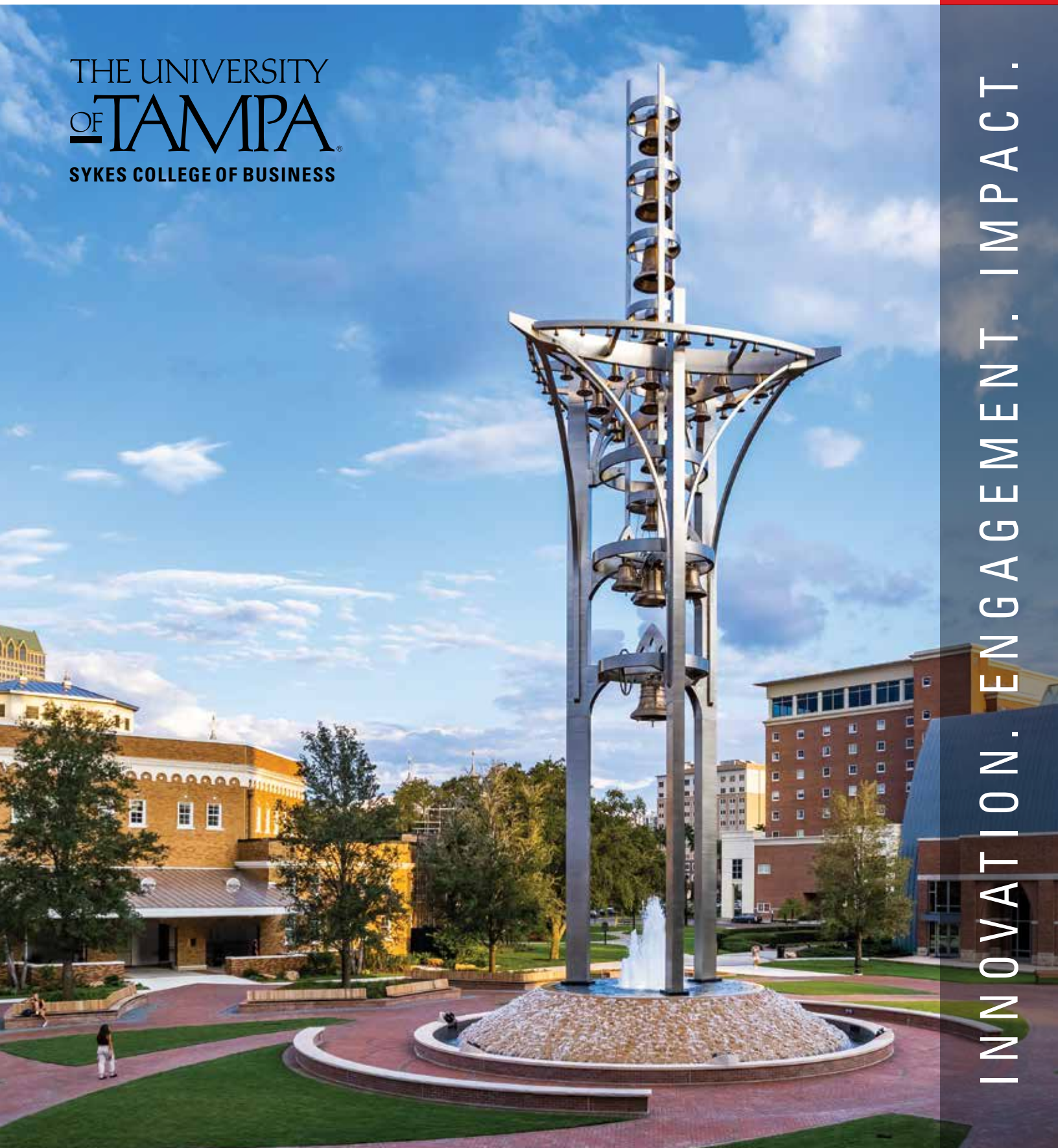


ANNUAL REPORT 2022

THE UNIVERSITY
OF TAMPA
SYKES COLLEGE OF BUSINESS



INNOVATION. ENGAGEMENT. IMPACT.

A MESSAGE FROM THE DEAN



Dear Friends and Supporters,

For the past 15 years I have had the privilege to lead the Sykes College of Business at The University of Tampa. As I enter my 16th year as dean, I remember when I started we had just over 1,500 students at the college; and our faculty size was about 55. When joining The University of Tampa, I was excited to see a business school with a huge potential — outstanding faculty, outstanding curriculum and outstanding facilities in the heart of downtown Tampa. Over the past 15 years, many changes have occurred in business and academia. New masters programs, a new MBA curriculum and a new doctorate in business program, along with the college enrollment in 2022 exceeding 4,000 students and more than 120 faculty, is evidence of our higher quality and societal impact. This makes the Sykes College of Business a true force for good for the community and the country. Every year we distribute an annual report highlighting our most important achievements. I am happy to report that the College has improved significantly over these years, and I am proud to be part of this amazing growth in numbers, quality and achievements. During these years we have maintained our AACSB, ABET and SACSCOC accreditations and are seeking more recognition and other relevant accreditations. It is my great pleasure to provide you this year's annual report about the activities at the Sykes College of Business.

As you can see from this annual report, we hired more distinguished faculty and staff

members, and our enrollment has exceeded 4000 in the College of Business. Our ranking continued as part of the top 100 in *Bloomberg Businessweek* among the best MBA programs in the country. Our listing among The Princeton Review's best business schools over 15 years in a row indicates a business school that is growing and is on the watch list of schools to achieve greatness. These accomplishments are the culmination of the effort of faculty and staff who work tirelessly to improve what we do for students, the community and the educational environment every day. I am proud to be among these great colleagues.

We are continuously striving to improve and enhance academic programs to ensure faculty are providing students with the best and latest programs at both the graduate and undergraduate levels. New masters programs and a new Executive DBA are among the wide range of curriculum additions that are on the horizon as we grow.

As in years past, we have continued our collaboration with the business community, particularly in three specific areas: innovation, engagement and impact. The faculty have influenced the business and academic world with practical research published in pedagogical and non-pedagogical peer-reviewed outlets. Students consistently praise the faculty for their teaching expertise and genuine care for student success. Educating and student

involvement are hallmarks of being part of The University of Tampa.

UT students are doing award-winning work and have been honored throughout the community, as you will see in the following pages. We are truly grateful for an outstanding community in Tampa that supports outreach programs and activities within the college. The five centers and institutes in the college — the TECO Energy Center for Leadership, the John P. Lowth Entrepreneurship Center, the Center for Ethics, the Naimoli Institute for Business Strategy and the Institute for Sales Excellence — all provide a variety of dynamic programs and services to the community. The Dean's Advisory Council, along with other supporters, alumni and friends, make us the strong college that we are today. The community's support, along with outstanding faculty and high-achieving students, are what make the College of Business truly unique. This annual report will give you a summary of the remarkably exceptional things that have happened in the Sykes College of Business this past year. We urge you to visit us on campus, where we can give you a tour and host you for lunch if you are interested. Alternatively, you can write to us directly to get more involved or ask any questions.

A handwritten signature in black ink that reads "F. Frank Ghannadian". The signature is fluid and cursive, with a long horizontal line extending to the right.

F. Frank Ghannadian, Ph.D.
Dean



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DRIVEN BY OUR VISION

Vision

To be a preeminent business school for preparing global business leaders.

Mission

Preparing students to succeed globally through multifaceted, experiential and academic learning opportunities.

Values and Goals

People First: *We attract, develop and support talented students, faculty and staff embracing diversity within an equitable and inclusive environment.*

Teaching Excellence: *We focus on teaching excellence and high-quality student-centered education by preparing learners for success in technologically changing, complex business environments.*

Dynamic Programs: *We offer academically challenging and innovative graduate and undergraduate programs that prepare lifelong learners for the dynamic local, regional and global workplace.*

Scholarship: *We enhance faculty teaching effectiveness and advance business knowledge through impactful, high-quality intellectual contributions and scholarship.*

Partnerships: *We form strong alliances with universities, communities and businesses through our centers, institutes and other programs which impact our local and global communities by enhancing learning and engagement.*



Computing
Accreditation
Commission



SYKES COLLEGE OF BUSINESS **By The Numbers**



12

UNDERGRADUATE
MAJORS

11

UNDERGRADUATE
MINORS

13

GRADUATE PROGRAMS
(INCLUDING NEW EDBA)

4

GRADUATE
CERTIFICATES

3,733

UNDERGRADUATE STUDENTS

489

GRADUATE STUDENTS

711

UNDERGRADUATE DEGREES
AWARDED IN 2022

230

GRADUATE DEGREES
AWARDED IN 2022

TOP 3 MAJORS

1. FINANCE

2. MARKETING

3. MANAGEMENT

FASTEST GROWING MAJOR
M A R K E T I N G

115

FULL-TIME FACULTY

SYKES COLLEGE OF BUSINESS **Rankings And Accolades**



Sykes College of Business is on
Bloomberg Businessweek's list of
Best Graduate Business Schools of 2022



The Princeton Review named Sykes College
of Business **outstanding business school**
for the 17th year in a row



Tier One North American MBA Program
Ranked #56 for Global Executive MBA Program



Sykes College of Business
Part-time MBA program ranked nationally
in the 2023 Best Graduate Schools



**Best Master's of Accounting, Master's of
Marketing and Master's of Finance programs**



PEOPLE FIRST **Welcome New Faculty**



Mark Bender

Assistant Professor, Marketing
B.A., Washington & Jefferson College, 2009
M.A., University of Pittsburgh, 2011
Ph.D., University of Pittsburgh, 2016



Kelly Darnell

Visiting Lecturer, Accounting
B.S., Florida State University, 2014
M.S., The University of Tampa, 2016



Angela Bianco

Lecturer I, Cybersecurity
B.S., University of Maryland, 2013
M.S., University of South Florida, 2018



Sulei Han

Assistant Professor, Finance
B.S., Central University of Finance and Economics, 2013
M.S., Lehigh University, 2015
Ph.D., University of Central Florida, 2022



Abigail Blanco

Associate Professor, Economics
B.A., Bellarmine University, 2011
M.A., George Mason University, 2013
Ph.D., George Mason University, 2015



Kara Hardin

Assistant Teaching Professor,
Management and Entrepreneurship
B.A., Spelman College, 1997
MBA, Stetson University, 2001
J.D., Stetson University, 2001



Christopher Crawford

Assistant Professor, Management and
Entrepreneurship
B.B.A., The University of Toledo, 1992
MBA, Miami University, 2002
Ph.D., University of Louisville, 2013



Juliana Kralik

Instructor, Accounting
B.S., B.A., University of South Florida, 2011
M.Acc., University of South Florida, 2016



Jerry Marks

Lecturer I, Information and Technology Management

B.S., Northern Illinois University, 1998
M.S., University of South Florida, 2020



Pengcheng (PC) Wang

Assistant Professor, Information and Technology Management

B.S., Southern Polytechnic State University, 2012
M.S., Georgia State University, 2014
Ph.D., Georgia State University, 2022



Adam Merkle

Assistant Professor, Marketing

B.S., Ball State University, 2001
MBA, Indiana University Bloomington, 2009
Ph.D., University of South Alabama, 2021



Louis Zmich

Assistant Professor, Marketing

B.S., Northern Illinois University, 2017
M.S., Northern Illinois University, 2018
D.B.A., Louisiana Tech University, 2022



Cathy Nelson

Visiting Lecturer, Management and Entrepreneurship

B.A., Drake University, 1993
EMBA, University of Iowa, 2018



Joshua Ray

Visiting Lecturer, Management and Entrepreneurship

B.A., University of South Florida, 2014
M.S., University of South Florida, 2017
M.A., University of South Florida, 2018





Students from the EMBA program meet in the conference room at Novartis in Portugal.

Free to Travel: EMBA Consulting Projects in Portugal

As part of the final course in the Executive MBA (EMBA) program, Global Strategic Management, the EMBA students embarked on a dynamic study-abroad experience in March 2022. Students traveled to Lisbon and Porto, Portugal to learn about Portuguese culture and business practices and engage with local companies seeking innovative solutions to strategic problems.

The projects are an opportunity for the students to apply what they have learned throughout the EMBA program to solve real-world problems for real clients. Students accurately diagnose the relevant issues/

problems and provide innovative solutions. Clients benefit from an outside perspective from highly qualified executive-level students.

The students were divided into teams to work on three different consulting projects. One of the companies, Blue Clinical, is a privately owned independent contract research organization that focuses on bioequivalence and early-stage clinical studies for pharmaceutical companies. In addition to providing guidance on improving their competitive position within Portugal, the students developed a market entry strategy for Blue Clinical to better serve existing

U.S.-based customers and expand their U.S. market share.

The second company, Laskasas, is in the high-end furniture design and manufacturing industry. The company has established markets in Portugal, UK and the Middle East but has only very limited interaction with the U.S. market. The goal of the project was to make recommendations on operational improvements, develop a social media marketing plan, establish an e-commerce platform and evaluate/identify promising U.S. markets to establish a brick-and-mortar presence.

The third company, AAC Textiles, is in the luxury/high-end apparel manufacturing industry. They make their clients' ideas, concepts and designs come to fruition through a variety of services: sustainability planning, quality control, production scheduling and production of garments from concept to final product. Examples of AAC Textiles' client brands include Marc Jacobs, Heidi Klein, RTA, Sandro, Ted Baker, Two Thirds, Zilton, Burberry, Givenchy, Global Champions Tour and Balenciaga. The objective of this project was to improve AAC Textile's marketing efforts — solidifying effective communication of their value proposition and strengthening brand management to better target high-end luxury clients.

UT students started working with these clients in January. After arriving in Portugal in March, they spent several days gaining an in-depth understanding of each company. Back in the U.S., they spent an additional two months developing strategic plans designed for immediate implementation and impact.

In addition to working closely with the project companies, the students interacted with local businesses to gain better insight into the cultural and business environment in Portugal. For example, in Lisbon, the students visited Novartis, a large Swiss pharmaceutical company, and Zomato, a startup information-based app that provides restaurant rankings like Yelp. Senior leaders from both companies discussed the benefits and challenges of operating in Portugal. The students also had the opportunity to participate in a panel discussion on the Portuguese economy and business environment.



EMBA '22 class in front of the statue of King Jose I in Praça do Comercio in Lisbon, Portugal.

UT Marketing Graduate Lands Job at TikTok

While TikTok helped Gaby Almeida '22 stay entertained throughout college, she never imagined it would be anything more than laughs and life hacks. That is, until last year when she applied for a Summer 2021 internship with TikTok on a whim.

That “just for fun” summer internship got real when not only did she get the position, but they asked her to stay on full-time after graduation. After Almeida graduated in May, she left her lifelong home of Tampa Bay to head to Los Angeles to start a new position as a sales coordinator at TikTok headquarters.

“It was kind of crazy starting senior year with a whole job lined up and a whole life ahead of me,” Almeida said.

Almeida started out at UT as a marketing major, but her passions led her to picking up a minor in film and media arts, “which made total sense,” Almeida said. Turns out, the intersection of marketing and film created the perfect balance of skills for her new role. As a sales coordinator for TikTok, she will assist in selling ad space to major brands and overseeing their performance on the app.

Ever since directing her siblings in homemade movies, Almeida has had dreams of becoming a big-shot producer. So even though this will be her first time living outside of Florida, Almeida’s imagination is a Los Angeles native. At UT she was able to dabble in her craft through a producing class and an independent study working with Aaron Walker, chair of the Department of Film, Animation and New Media and associate professor.



Photo courtesy of Gaby Almeida

Gaby Almeida '22, a marketing major with a minor in film and media arts, turned an internship into a full-time job with TikTok.

“ I’ve produced two short films so far, but really dream of being a legitimate producer at a big production company one day, or some sort of manager,” said Almeida. “I’ve had multiple amazing professors at UT; I wouldn’t be anywhere without them. My film professors are the ones who really pushed me in the direction of pursuing something in media and entertainment.”

AMA Partners with Tampa Bay Businesses

As most entry level marketing jobs these days require one to two years of relevant work experience, Sykes College of Business does its best to provide students with the ability to earn real-world experience while at school. One such opportunity is the American Marketing Association (AMA). The AMA is a student organization overseen by Gary Beemer, a lecturer of marketing. He created the AMA Agency to help students gain substantial real-world experience by working with live clients in a real agency setting.

The agency is staffed and led by students with various skills sets, which include marketing, writing/content development, advertising and public relations, graphic design, web design, search marketing and more. The organization mirrors that of an actual marketing agency, with teams under an agency manager, research lead, web/search lead, social media lead, analytics lead and email marketing lead. Agency teams meet weekly to work on their clients' specific issues and objectives.

Now that the word is out in the Tampa Bay community that the UT AMA Agency takes on clients, they have a steady stream of local Tampa Bay clients asking for help. During the fall semester, they worked with the Tampa Laundry Company, assisting them with research, website redesign, search, email and social media marketing and content development (text, images and video). They also participated in the annual AMA National Case Competition, and this year's client was the Wall Street Journal (WSJ). The agency



Management and entrepreneurship faculty with The Candle Pour founders Dennis and Misty Akers.

developed a marketing plan which addressed the declining subscription base for the WSJ print and digital publication, and provided recommendations on how to best engage with Gen Z in the future.

Learn more about the agency leaders and their specific roles at ama.ut.net/agency.

Undergraduate Students' Case Study Competition

In Fall 2022, professors from the management department met at The Candle Pour, an experiential retail business in Hyde Park Village. At this unique shop, customers design and create custom candles, choosing from over 100 scents as well as several sizes and colors for the candle's glass vessel.

As a result, The Candle Pour was selected to participate in the Case Study Competition for the Fall 2022 semester. Approximately 300

senior students were grouped into 60 teams to study the company's business strategy. Over the semester, students met with the owners, researched the industry and worked together to create recommendations for the company. Because of The Candle Pour's convenient proximity to campus, many students also took advantage of the discount they were offered to enjoy the process of making their own candles.

Every semester, the Naimoli Institute for Business Strategy hosts the Case Study Competition. For 25 years, local companies have partnered with the Sykes College of Business because they are interested in hearing the ideas provided by both undergraduate and MBA students. For more information, see ut.edu/naimoli or contact Jody Tompson, director of the Naimoli Institute for Business Strategy and professor of management and entrepreneurship, at jtompson@ut.edu.

DYNAMIC PROGRAMS **Expanding Educational Offerings**

Professional Selling Minor Launched

The Department of Marketing has begun offering a minor in professional selling in Fall 2022, which requires 24 credit hours. The minor is designed for students who want to further develop their current sales skills and competencies. It will combine theory and practical applications where students learn about sales best-practice and then apply those concepts in simulated and real-world business situations. Students will gain the ability to clearly articulate business-to-business sales solutions, build relationships and meet consumer needs. The minor brings together a foundation of marketing while sharpening interpersonal skills and learning to thrive in a competitive market.

Sales as a discipline is found across multiple career paths. This minor will also provide students with the opportunity to apply strengthened interpersonal skills and professional relationship building to any path they choose to take. Not only will students excel in the classroom, but the minor is also connected to the Institute for Sales Excellence, thus allowing students to participate in various networking events, competitions and role-play scenarios with Tampa Bay business professionals. The institute provides exclusive access to networking opportunities with Tampa Bay companies, national sales competitions that provide hands-on learning and sales practice and experience that can be applied to real-world careers and internships. Sales minor students will also be able to receive a sales certification via the University Sales Center Alliance (USCA) because the minor is

coordinated with the Institute for Sales Excellence. With the USCA certification, students can differentiate themselves in the sales employment market. UT is one of 46 universities from around the world approved to offer this exclusive certification.

Less than 3% of all colleges in the U.S. offer a recognized sales program. Research conducted by the Sales Education Foundation finds that almost 60% of all college business majors begin their professional career in an entry-level sales position. The minor in professional selling is tailored to provide students with a top-tier sales education and create opportunity for them to prosper inside and outside the classroom.



Digital Marketing is on the Rise

MKT 362 Digital Marketing is a new course offered by the Department of Marketing that teaches students the theory and application of search, paid, email and social media marketing. As part of the class, students earn six industry certifications in analytics, ads, content, inbound, email and social media marketing. Students also learn how to use

WordPress to build a portfolio website that showcases their UT education, hard and soft skill sets and relevant work experience to potential employers. The focus of the course is to help students know what to do and how to do it so they can be immediately productive in the digital marketing workspace.

New Master of Science in Information and Technology Management Program

The Department of Information and Technology Management launched its new M.S. in Information and Technology Management in Spring 2022. This creative and flexible STEM-approved program is designed for IT professionals who want to develop both their technical expertise and managerial skills to advance their career.

The program is comprised of four required courses and four elective courses. The required courses provide students with important foundations of technology management. They learn project management, operations management, enterprise resource planning and managing the IT organization. These courses also help students prepare for top professional certifications such as the SAP ERP certificate and Project Management Professional (PMP) certificate.

Students can select four electives from a list of technology, analytics and cybersecurity courses, allowing students to customize their degree in a way that fits their interests and their organizations' specific needs.

The flexibility of the program provides students with options to fit both their learning styles and schedules. Courses can be delivered in face-to-face, online and hybrid modes.

New Executive Doctor of Business Administration

In Fall 2022, the Sykes College of Business began offering a doctoral degree in business administration. The Executive Doctor of Business Administration (EDBA) program offers students the opportunity to define, analyze and solve complex business problems utilizing interdisciplinary topics and research methods, while exposing students to diverse perspectives on contemporary business issues.

The program is designed to meet the needs of people who have already been successful in business for many years and are looking for a new intellectual challenge.

The EDBA program provides students the opportunity to build expertise in a specific business field. EDBA students can select their specific area of expertise, guided by highly qualified and experienced faculty.

EDBA coursework includes:

- Contemporary Business Research Issues
- Global Business and Economics
- Multidisciplinary Strategic Thinking
- Applied Business Research
- Practical Corporate Financial Management and Valuation Research
- Sustaining Business Policies and Practices Research



The program is led by a group of faculty with expertise in finance, economics, leadership, innovation and marketing research methods. Lonnie Bryant, UT professor of finance, is the director of the EDBA program. Bryant specializes in the theories and practices of global business.

The EDBA degree is a three-year program consisting of three, three-day residencies per semester. Students meet in person Friday, Saturday and Sunday during each residency, which is offered during fall, spring and summer semesters. To support faculty-student engagement, students have access to both synchronous and asynchronous instruction throughout the semester utilizing video conferencing technology, multi media content, discussion boards and other online outlets.



In addition to receiving hands-on training in a flexible learning environment, EDBA students will have a chance to network and collaborate with top industry professionals in Tampa's vibrant downtown where they can build on their work experience to become leaders in their field."

Lonnie Bryant, Ph.D., J.D., MBA
EDBA Program Director and
Professor of Finance

SCHOLARSHIP **Selected Faculty Publications**

- Aljahani, M.** (2022). The Saving Behavior of Heterogeneous Households and Credit Constraints: A Decomposition. *The Journal of Applied Business and Economics*, 24(2), 2022., 7.
- Beck, A. K.** (2022). Effects of ASU 2016-13 and COVID-19 on Banks' Loan Loss Allowances. *Advances in Accounting*, 56.
- Blanco, A.** (2022). State of Deception: Propaganda in the War on Terror. *Economic Affairs*, 42(1), 168-178.
- Coyne, C. J., **Blanco, A.** (2022). Dr. Mengele, USA Style: Lessons from Human Rights Abuses in Post-World War II America. *Cosmos + Taxis: Studies in Emergent Order and Organization*, 10(11/12), 1-14.
- Borja, K.** (2022). Retention rates at ESU: Asymmetry of information and screening devices. *Journal of Case Research and Inquiry*, 7.
- Ledford, A., Luning, C. R., **Dixon, D. P.**, Miles, P., Lynch, S. M. (2022). The role of mindfulness and resilience in Navy SEAL training. *Military Psychology*, 0(0), 15.
- Whiteside, J., **Dixon, D. P.** (2022). Understanding Leadership Of Remote Work: A Teaching Case on How Authentic Leadership can Improve Remote Work Outcomes. *Journal of Business and Behavioral Sciences*, 34(1), 150-160.
- Galperin, B. L.**, Punnett, B. J., Ford, D., Lituchy, T. R. (2022). An emic-etic-emic research cycle for understanding context in under-researched countries. *International Journal of Cross-Cultural Management* 22(1), 7-35.
- Reizer, A., **Galperin, B. L.**, Chavan, M., Behl, A. Pereira, V. (2022). Examining the relationship between fear of COVID-19, intolerance for uncertainty, and cyberloafing: A mediational model. *Journal of Business Research*.
- Ghannadian, F. Frank**, Vahlberg, M. A. (2022). The Impact of the COVID-19 Pandemic on the U.S. Luxury Hotel Market. *Quarterly Review of Business Disciplines*, 9(2), 119-137.
- Keshanian, K.**, Zantedeschi, D., Dutta, K. (2022). Features Selection as a Nash-Bargaining Solution: Applications in Online Advertising and Information Systems. *INFORMS Journal on Computing*.
- Lang, M.**, Rodrigues, A. C. (2022). A comparison of organic-certified versus non-certified natural foods: Perceptions and motives and their influence on purchase behaviors. *Appetite*.
- Petrova, O.**, Gray, N., Johnston, N., Stovall, S. (2022). Unstacking the Russian Doll: An Integrative Interdisciplinary Analysis of Restaurant Operations. *Entrepreneurship Education and Pedagogy*.
- Platau, S. M.**, Rood, D. K. (2022). Use of e-signatures for engagement documentation. *Journal of Accountancy*, 2022 (January), 4.
- Roby, C.** (2022). Social Information and Gender Differences in Competitive Preferences. *The American Economist*.
- Hemling, L., **Rossing, J. C. P.**, Hoffjan, A. (2022). The use of information technology for international transfer pricing in multinational enterprises. *International Journal of Accounting Information Systems*, 44(March).
- Shirley, B. M.**, Brooks, B. W. (2022). Edmonton Eskimos: Brand Value vs Social Values. *Journal of Critical Incidents*, 14(1), 38-40.
- Hyman, M. R., **Steiner, S. D.** (2022). Constructing Core Course In-Class Sessions from Students' Presubmitted Questions. *Journal of Higher Education Theory and Practice*, 22(3), 67-78.
- Thomason, S. J.**, Weeks, M., **Galperin, B.** (2022). Generational differences in beliefs and justifications of ethical issues. *Ethics & Behavior*.
- Athayde, A., Torres, C., **Thomason, S. J.** (2022). Psychological profile and sources of guidance at work. *Contemporary Thought in Management Magazine*, 16(2).
- Thomason, S.J.**, **Koutroumanis, D.** (2022). What should Columbine Health Systems do in the wake of a discrimination settlement? *Journal of Critical Incidents*.
- Eom, M., Jung, M., **Yayla, A.** (2022). Investigating the interaction effect between IT-enabled innovation and corporate social responsibility on firm performance. *Information Systems Management*.

Research Examines Video Marketing Influence on Young Adult Perceptions of Quick Service Restaurants

A study titled “Impact of an Innovative Video Demonstration on Perceptions and Attitudes Toward McDonald’s Product Quality,” co-authored by Mark Lang, associate professor of marketing, and Gary Beemer, lecturer I of marketing, was recently published in *The Journal of Food Marketing*. This study explores whether online video demonstrations can significantly influence young adult perceptions and attitudes toward product quality of Quick Service Restaurants (QSR).

Patronage at U.S. QSRs has been declining due to changes in attitudes and preferences of their primary customers: young adults, particularly in regards to ingredients, preparation and healthiness. In response, QSR operators are improving their menus, preparation methods, ingredients and supply chains. But operators have difficulty changing ingrained perceptions of their products and influencing attitudes and behaviors of skeptical young adults. One of the most prominent aspects of modern communications is the adoption of online or digital advertising. Online video advertising appeals to a young adult audience that can be difficult to reach and influence. This study tried to determine whether video marketing can shift the perception of young adults.

An experiment was conducted through an online survey of 200 young adults who were asked questions before and after a subset viewed a YouTube-style online video demonstration. The video was a behind-the-

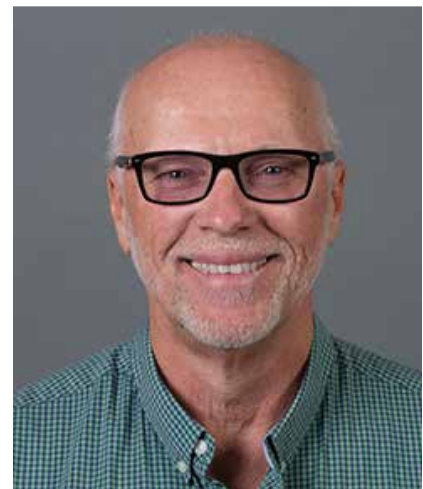
scenes, reality-TV-style demonstration of how McDonald’s prepares its Egg McMuffin breakfast sandwich. To test whether online video demonstrations can influence perceptions and attitudes toward product quality and the overall restaurant experience, a series of tests were conducted between experimental treatment and control group response means.

Results of the study show that the video had a significant impact on viewers’ evaluations of the Egg McMuffin, McDonald’s product attributes and experience factors overall, as well as McDonald’s behavioral outcomes. Exposure improved assessments of all five attitudes and intended behaviors toward the Egg McMuffin with the highest impact on assessments of fresh, wholesome ingredients. Exposure also improved perceptions of product preparation. These are important results as they are primary areas of interest and central communication points for McDonald’s as they struggle to influence perceptions of product quality.

It is surprising how much video exposure can also produce significant improvements to perceptions of McDonald’s overall product quality and pricing. It also improves intentions to purchase, pay more and recommend McDonald’s overall. It is particularly interesting that the effect of exposure to information on a single product in this way could extend to and have a positive halo effect at these higher levels.



Mark Lang
Associate Professor of Marketing



Gary Beemer
Lecturer I of Marketing

President of the Metropolitan Ministries Foundation Receives the 2022 Tampa Bay Ethics Award



Sykes College of Business faculty, UT administration and members of the UT Board of Trustees gathered in November to congratulate Rev. Morris E. Hintzman (second from left) for receiving the 2022 Tampa Bay Ethics Award awarded by the Center for Ethics.

Rev. Morris E. Hintzman, president of the Metropolitan Ministries Foundation, received the Tampa Bay Ethics Award from UT's Center for Ethics on Nov. 3. Rev. Hintzman celebrated his 40th year with Metropolitan Ministries in 2022 and is the 27th recipient of this prestigious award. The Tampa Bay Business Ethics Award was created in 1994 to recognize role models in the local community whose lives demonstrate exceptional ethical decision-making, actions and leadership.

Rev. Hintzman grew up as one of nine children on a farm, on which he learned about hand-me-downs and giving, taking and sharing. His passion became to provide answers for the poor and homeless in America. He's a

respected authority on poverty and social services and received his Doctor of Divinity in 1998 from Asbury Theological Seminary. He is a visionary leader who shares his experience and knowledge on councils, boards and committees to make a difference in our world.

Rev. Morris E. Hintzman pastored many churches on Florida's West Coast before becoming the first full-time employee of Metropolitan Ministries, serving as its executive director until 1997, when he was promoted to president. He then served as CEO until 2014 and is currently the president of Metropolitan Ministries Foundation.

Former winners of the Tampa Bay Ethics Award

include former Florida Gov. Bob Martinez; Freddie Solomon '75; former Tampa Mayor Pam Iorio; John Sykes; James Ferman Jr.; Richard Gonzmart; Sam Ellison; and Eric Newman. Approximately 150 guests attended the Tampa Bay Business Ethics Award Breakfast, including local Tampa Bay business professionals and UT students, faculty and administrators. The ceremony included an invocation from Rev. Beth Nostrom and two testimonials from former Ethics Award winner James Ferman Jr., and Andy May, who have both borne witness to Rev. Hintzman's ethical contributions over the past four decades.

UT's Sykes Hall of Fame Business Speaker Series

The annual UT Sykes Hall of Fame Business Speaker Series was held in September 2022. This event was created to augment the learning of all Sykes College of Business students, specifically the undergraduate students. The Sykes Hall of Fame Business Speaker Series provides students with a rich and vibrant experience which adds to their portfolio of learning business leadership at the college.

The guest speakers featured at these events are nationally known business leaders who have an interesting story to tell.

Sykes Hall of Fame hosted Gerald "Jerry" Divers, founder of the Bank of Tampa and Gregory Celestan, CEO of Celestar Corporation. The presentation was titled "Passion: A Key to Entrepreneurial Success." Divers and Celestan brought a plethora of knowledge on leadership and business from their own personal experiences.



Gregory Celestan and Jerry Divers accepting their awards at the Sykes Hall of Fame Business Speaker Series.

Jerry Divers grew up in Clearwater, graduated from the University of Florida with a major in banking and finance, and after serving in the Navy on active duty for four years, joined The Exchange National Bank of Tampa as a management trainee in 1961. In 1993, the bank in Tampa he served as president was sold, and he was not comfortable with the operation of the buying bank. He arranged the purchase of a small independent bank in Tampa, selected the board, found buyers, and The Bank of Tampa came into being in 1994. With the focus of building personal relationships with professionals and business owners, it has become by far the largest community bank in the Bay Area, and tenth largest Florida chartered bank. Over the years he has been active in civic and social affairs and in his church. He serves on the UT Board of Trustees.

Gregory Celestan is the chief executive officer of Celestar Corp., a defense consulting

company specializing in intelligence support. Celestan started his company in Tampa after serving 20 years in the U.S. Army. In the months before Celestan retired as a Lieutenant Colonel from the U.S. Army in 2004, he took business courses and started building what would become lifelong community connections. He launched his company with a credit card and a dream. Celestan has received numerous awards and recognitions for his achievements, including the prestigious Ernst & Young Entrepreneur of Year award in Florida. He was also elected to the Tampa Bay Business Hall of Fame. Celestan's community commitments include serving on the boards of the Bank of Tampa and the Tampa General Hospital.

The Institute for Sales Excellence Hosts Second Topgolf Networking Event

On Wednesday, October 26, 2022, the Institute for Sales Excellence hosted its annual networking event at Topgolf Tampa. The objective of the event is to expose students to numerous Tampa Bay companies and provide a relaxed and fun way to network and learn more about existing career opportunities.

In addition to over 130 students, a total of 15 companies and their representatives attended the evening event. Testimonials from company representatives and students were overwhelmingly positive, noting the casual, friendly atmosphere reflected "real-life" networking. One of the company's representatives gave the Sales Institute's event a rave review, saying this occasion gave both students and companies the opportunity

to let down their guard and create memorable business connections.

In the past, students expressed feeling intimidated by networking because of the notion that it had to be forced and formal. The event at Topgolf was designed to change this misperception and show students that networking — while crucial for professional development — can take on a casual and flexible form. Students expressed appreciation for the laid-back environment and said they were able to connect with more companies than they ever had previously.

The overwhelming success and affirmative feedback from this event have been nothing short of rewarding. Proceeds from this event and future networking events will support a scholarship for sales students. The Institute for Sales Excellence will continue to host events aimed at engaging students and local companies in an impactful manner.



Networking at the second annual Institute for Sales Excellence Topgolf event.

PARTNERSHIPS **Centers at UT Engage and Innovate**

Lowth Entrepreneurship Supports Young Entrepreneurs

The Lowth Entrepreneurship Center offers a variety of programs for both students and community business leaders.

Big dreams begin with an idea that needs developing, which is why the Lowth Entrepreneurship Center meets their founders at all points along the entrepreneurial path.



Community business leaders looking for assistance to kick-start their businesses can apply for the **Spartan Incubator Program**. The Spartan Incubator hosts a live lab for early-stage community businesses. Unlike many similar programs, the Spartan Incubator program places a focus on the personal growth, skill development and transformation of the founder as well as the company. In August 2022, the center welcomed a new cohort of 15 incubators from many different industries, which included UT alumni founders like Kitchenerly, Maverick Media Group and the Little Saint Nick Foundation. The Lowth Center looks forward to the successes of all of the new Spartan Incubators!

The **Spartan Accelerator Program** pairs students with mentors, industry leading experts and a launch team to help them formulate successful business plans and pitch deck presentations. The goal of this opportunity is to help build the student entrepreneurs' skills and equip them with the tools necessary to be successful entrepreneurs. In October 2022, New Venture Advisor Josh Ray onboarded 21 new companies into the Spartan Accelerator program across various industries. Some of the student-based companies include Cool Cat Coolers, Coast to Coast Hammock Co., iPaint and Nexus Kitchens. Company founders are students in UT undergraduate and graduate programs.

A signature event of the Lowth Entrepreneurship Center, **CREATE** (Creating Real Entrepreneurial Action Through Education) is a business idea pitch competition open to all UT students who believe they have a viable business idea. Students with the best business concepts are selected to go through an



2022 CREATE Business Pitch Winners:

1st Place: \$3,000 Prize
Callahan Reynolds
iPaint

2nd Place: \$1,500 Prize
Samantha Crandell
Sad Donkey Coffee

3rd Place: \$500 Prize
Sophie Dickerman and
Haley Tisone
Coast to Coast Hammock Co.

entrepreneurial bootcamp which covers topics such as marketing, management, finance and presentation skills. At the conclusion of the bootcamp, students showcase their presentation and compete for cash prizes.

Eleven student companies pitched in the 2022 pitch competition, which consisted of

three parts: an initial pitch, a multi-session boot camp and a grand finale Shark Tank-style pitch-a-thon.

Leadership Speaker Series: Know Thy Team and Know Thyself

In Spring 2022, the TECO Energy Center for Leadership featured Dirk Montgomery, chief financial officer and supply chain leader for Fiesta Restaurant Group. With more than 25 years of experience in private and public companies with domestic and international operations, Montgomery candidly discussed his career path and highlighted several themes including the importance of continuous learning and self-discovery, leveraging one's strengths and experience and the central role of developing leadership skills, such as emotional intelligence. Montgomery also stressed that the key to effective leadership is not only understanding yourself but your team. After sharing several self-discovery topics with the students, faculty and members of the business community, Montgomery ended with quote from Warren Buffet, "There is no more profitable investment than investing in yourself."

The TECO Energy Center for Leadership Speaker Series is an opportunity for The University of Tampa's academic community, including students, faculty and alumni and local Tampa Bay community to meet with top leaders in their industry. These leaders openly share their leadership experiences, discuss challenges which have impacted their leadership development and provide advice to aspiring leaders.

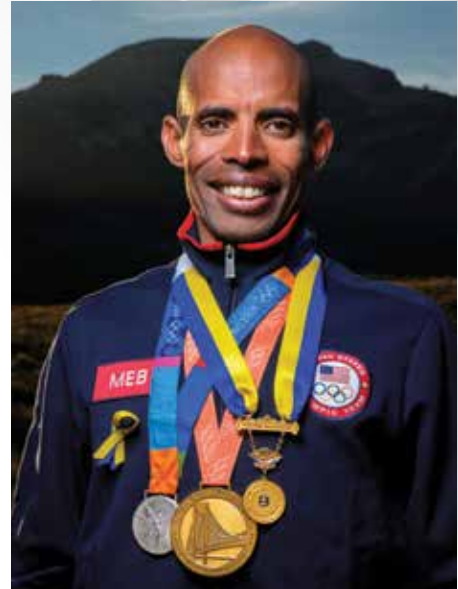
Annual Leadership Summit: Leadership — It's a Marathon, Not a Sprint

The TECO Energy Center for Leadership Annual Leadership Summit keynote address was given by Meb Keflezighi, Olympian, champion marathoner and author of *26 Marathons: What I Learned About Faith, Identity, Running and Life from My Marathon Career*.

Keflezighi's life began as the fourth child born to parents in an Eritrean village amidst a war of independence with Ethiopia. His father was a wanted man. When Keflezighi was about five years old, his father began an arduous journey to Sudan (over 200 miles walking through rough land), and ultimately found his way to Italy. There he worked numerous jobs to save money so that the family could leave Eritrea and rejoin his father in Italy five years later.

In 1987, the family's journey brought them to the U.S., specifically to San Diego. This is where Keflezighi spent his formative years, and it's also where he discovered his athletic talent. Ultimately, this led to a full scholarship at UCLA where he won four NCAA titles and graduated with a communications degree and a specialization in business. Upon graduation, he embarked upon a career as a professional athlete. By the end of his career, Keflezighi was a three-time Olympian, silver medalist and winner of the New York City Marathon; in 2014, he was the first American in decades to win the Boston Marathon.

In his keynote, "Leadership — It's a Marathon,



Meb Keflezighi, Olympian, champion marathoner and author

Not a Sprint," Keflezighi discussed how life is also like a marathon. Every person needs to be inspired, grab a greater cause, trust your team, have the courage and wisdom to seize opportunities, follow your own path, and most of all, give gratitude to those who guide and inspire you along the way. Those have been guiding forces in the life that has taken Keflezighi from a small Eritrean village without electricity to the top of the podium at the most prestigious marathon in the world.

The summit also included a leadership panel discussion with Bill Goede, president of Tampa Bay Bank of America, John Bell, CEO of Tampa Theatre, and Suzanne Perry, founder and owner of Datz and Dough. Attendees connected with local business leaders, gained valuable leadership insight and advice and learned about hot topics in leadership through breakout sessions.

AWARD AND ACCOLADES **Outstanding Students of 2022**

Outstanding Graduate in Accounting:

HANNAH LAMMON '22 holds a double major in international business and accounting and finance, with a minor in leadership studies. An Honors student, Lammon maintained excellent grades in all her classes and spent a semester abroad at Oxford University. While doing all of this, she held internships and secured a job offer well in advance of graduation. Further, Hannah served as the BAP chapter president for 2021-22. Her BAP Best Practices team placed first in the regionals competition and went on to place second at nationals — only nine chapters made it to the finals out of hundreds of submissions.

Outstanding Graduate in Business Information Technology:

TAYLOR HIGGINS '22 received a bachelor's in business information technology. Known for her exceptional work ethic, Higgins had an IT accounts payable internship with Munich Re, was a Delta Sigma Pi member and participated in intramural volleyball. Higgins' studies at UT included studying abroad in Barcelona, where she formed relationships and gained a multicultural perspective. She held leadership roles with student teams that helped local organizations to select an analytics tool, perform strategic analysis and use Tableau to overcome obstacles.

Outstanding Graduate in Management and Outstanding Graduate in Cybersecurity:

JORDAN WATT '22 double majored in cybersecurity and management. A hardworking student, Watt was one of the

first students to pass the Network+ certification. A much-appreciated volunteer, he helped other students prepare for the certification exam.

Adam Smith Society Award for Outstanding Student in Economics:

NOAH DOBLE '22 demonstrated impressive academic ability while at UT. He challenged himself by taking rigorous courses and engaging in intellectually stimulating pursuits. He passed the CFA-Level I exam while still taking a full course load to satisfy his undergraduate degree requirements.

Alan Weimer Outstanding Entrepreneurship Student:

MARC WHITAKER '22, an entrepreneurship major, won the Alan Wiemer Entrepreneurship Student of the Year Award due to his entrepreneurial mindset, behavior, academic performance and engagement. Whitaker is a Spartan Accelerator alum and founder of Maverick Media, a digital marketing company specializing in content creation, drone media, sports media and social media marketing, as well as web design and development. This past fall, Maverick Media recorded a drone video on behalf of a local Tampa Bay business that was aired on Monday Night Football to an audience of approximately 14 million viewers.

Outstanding Graduate in Finance:

EKATERINA GRIB '22 served as a member of the Dean's Advisory Student Group, which is comprised of dedicated COB students that advise the dean on

important matters pertaining to the college. Dedicated and high achieving, Grib was also a member of Beta Gamma Sigma and a recipient of the Delta Sigma Pi Scholarship Key. DSP is the professional business fraternity, and the key is awarded to the student who has the highest cumulative academic grade point average.

Outstanding Graduates in Management Information Systems:

ALEXIS WOOLDRIDGE '22, who currently works as an early childcare teacher in Tampa, was a great team leader while at UT and an excellent, engaged student.

CONNOR MOLLOY '22 focused on information systems and data-driven decision-making during his time at UT. He was known as a consistent contributor and a well-organized, intelligent, fast learner. During his time at UT he also was an intramural sports referee and vice president of communication for the business and technology club. Molloy interned at IQT, a building survey firm.

Ken Jensen Memorial Award for Outstanding Graduate in Marketing:

HALEY PARILLA '22 was awarded the Ken Jensen Memorial Award for Outstanding Graduate in Marketing for her impressive work, which included creating her own portfolio website that integrated Google Analytics, Google AdWords and HubSpot social media, content, email and inbound marketing. A member of the American Marketing Association (AMA), she competed in the AMA Case Competition and advised Amazon on their Prime Student marketing strategy.

AWARDS AND ACCOLADES **Dean's Award Winners**



Robert Marley



Stefani Milovanska-Farrington



Elena Klevsky



Jason Alpert



Jennifer Burton

TEACHING EXCELLENCE **Robert Marley, director of the Center for Ethics and associate professor of accounting**, has set an incredible standard for teaching in his tenure at UT. He maintained very high student evaluations and received a perfect 5.0 instructor score across three different courses for the academic year. To earn those high evaluations, he focuses on a four-pillar teaching philosophy: creating an enticing learning environment, respecting each student, setting clear expectations and involving each student. He sponsored two student independent studies and worked with Hannah Lammon '22 on her honors thesis, which examines the role of Bitcoin in accounting. Through enthusiasm and innovation, Marley grabs students' attention and keeps them engaged throughout the academic year. The most recent CPA pass-rate information shows students are passing the audit section of the CPA exam — his primary teaching focus at UT — at the highest rates in UT's history.

RESEARCHER OF THE YEAR **Stefani Milovanska-Farrington, assistant teaching professor of economics**, had an impressive four publications over the past academic year. She published in *Economics and Human Biology*, *Education Economics*, *Journal of Economics and Finance* and *Journal of Economic Studies*. The key to future research is a strong pipeline, and she has managed to maintain a strong research pipeline with seven working papers. Milovanska-Farrington presented her research at UT's Faculty Research Day in 2021. She also published a 12-chapter textbook designed for her Principles of Microeconomics courses.

TEACHING INNOVATION **Elena Klevsky, assistant professor of accounting**, has brought excellent teaching and research to UT along with a positive attitude. Her teaching innovation has application to many others classes and includes using multiple guest speakers to incorporate a real-world perspective followed by real-world application to companies using startups involved with the Lowth Entrepreneurship Center.

OUTSTANDING PART-TIME FACULTY AWARD **Jason Alpert, part-time faculty in management and entrepreneurship**, who has taught Introduction to Global Business (BUS 101) continuously since Spring 2017, brings his enthusiasm and banking experience to the classroom and easily connects with students. Alpert has made important contributions to the continued development of BUS 101. In conjunction with another faculty member, he developed a personal finance assignment, which motivates students to think about how they will need to budget their post-graduate increase in income, as well as save money for retirement. He also recruits guest speakers for Thursday night common sessions, arranging three to four guest speakers each semester. These speakers have impacted UT students tremendously.

OUTSTANDING SERVICE AND STUDENT INVOLVEMENT **Jennifer Burton, associate professor of marketing**, has been a tremendous asset in each area of service to UT: university, college, department and profession. She served as a senator and vice president of the Faculty Senate and faculty advisor to the Women's Business Professionals Association. Burton also served as a faculty advisor to approximately 55 students. She was a member of the COB Graduate Curriculum and the Dynamic Programs Committee and chaired two search committees this year. Outside of the University, Burton is currently on the Editorial Review Board for the *Journal of Advertising Research*, conducted a total of 11 reviews of journal articles for the *Journal of Advertising Research*, *Journal of Services Marketing*, *Journal of Consumer Behavior* and *Tourism Review International* and reviewed a competitive paper for the AMA Marketing and Public Policy Conference.

FACULTY External Board Appointments

Abigail Blanco, associate professor of economics, serves on the editorial board for *The Eastern Economic Journal* and *The Review of Austrian Economics*.

Lonnie Bryant, professor of finance, serves as a Terrace Community Middle School director, freshman parent representative for Tampa Catholic High School and part of the Tampa Bay Chamber of Commerce's Leadership Tampa program.

Deirdre Dixon, associate professor of management, serves as a board member at large for the Girl Scouts of West Central Florida and as a board member and strategy committee chair for the Tampa Theatre. She also serves as the Alumni Support Chair, Leadership Conference Chair and a National Board Elected Director for the West Point Association of Graduates.

Dean A. Koutroumanis, professor of management and entrepreneurship, serves on the advisory board for Clearwater Central Catholic High School and on the parish council and property management committee for the Holy Trinity Greek Orthodox Church.

Ru-Shiun Liou, associate professor of management, serves on the Executive Board at the Academy of International Business Southeast Chapter.

Speros Margetis, professor of finance, serves as a board member for the Link Foundation.

Scott Miller, associate professor of finance, serves on the board of directors for the Al Wooten Jr. Youth Center and IMPACT Microfinance. He also serves as an advisory board member for WeMentor360.

Thomas Pittz, associate professor of management, serves as chair for the United States Association for Small Business and Entrepreneurship.

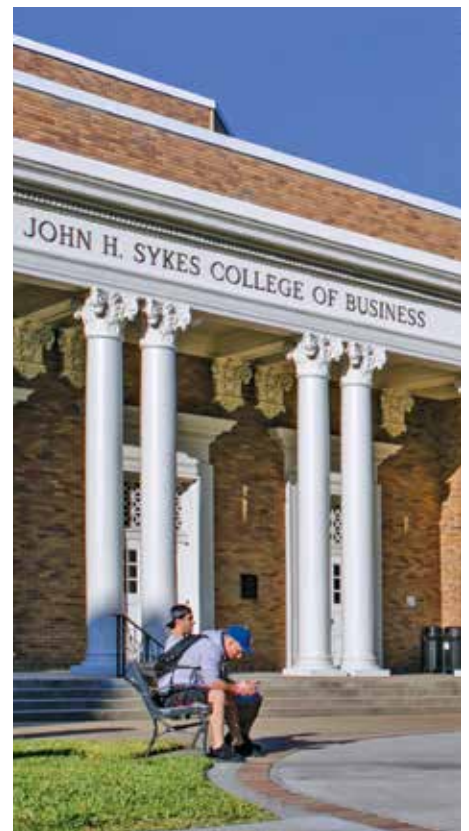
Steven Platau, professor of accounting, serves as chair of the Florida Board of Accountancy and a member of the National Association of State Boards of Accountancy Ethics Committee.

Michael Robinson, associate professor of accounting, serves on the board of directors for the MacDonald Training Center.

Stephanie Thomason, professor of management, serves as an editorial review board member for *The Journal of Managerial Psychology* and *The Experiential Learning and Teaching in Higher Education Academic Journal*.

Jody Tompson, professor of management and entrepreneurship, serves on the board of directors for Field Forensics Inc. and Front Burner Brands Inc.

Natasha Veltri, professor of information and technology management, serves on the board of Tampa Chapter of Society for Information Management (SIM) and as the chair of its academic special interest group.



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- **A respected degree.** UT is top-ranked by The Princeton Review, *Bloomberg Businessweek*, *U.S. News & World Report* and *Forbes*, and is AACSB-accredited.
- **Mentorship from proven leaders.** 80% of our faculty have real-world business experience, and 97% have a doctorate.
- **Job opportunities.** Tampa's top employers look to UT for skilled, innovative employees and future leaders.
- **Global connections.** UT's strong relationships with the local business community provide opportunities for alumni worldwide.

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