

HASLAM

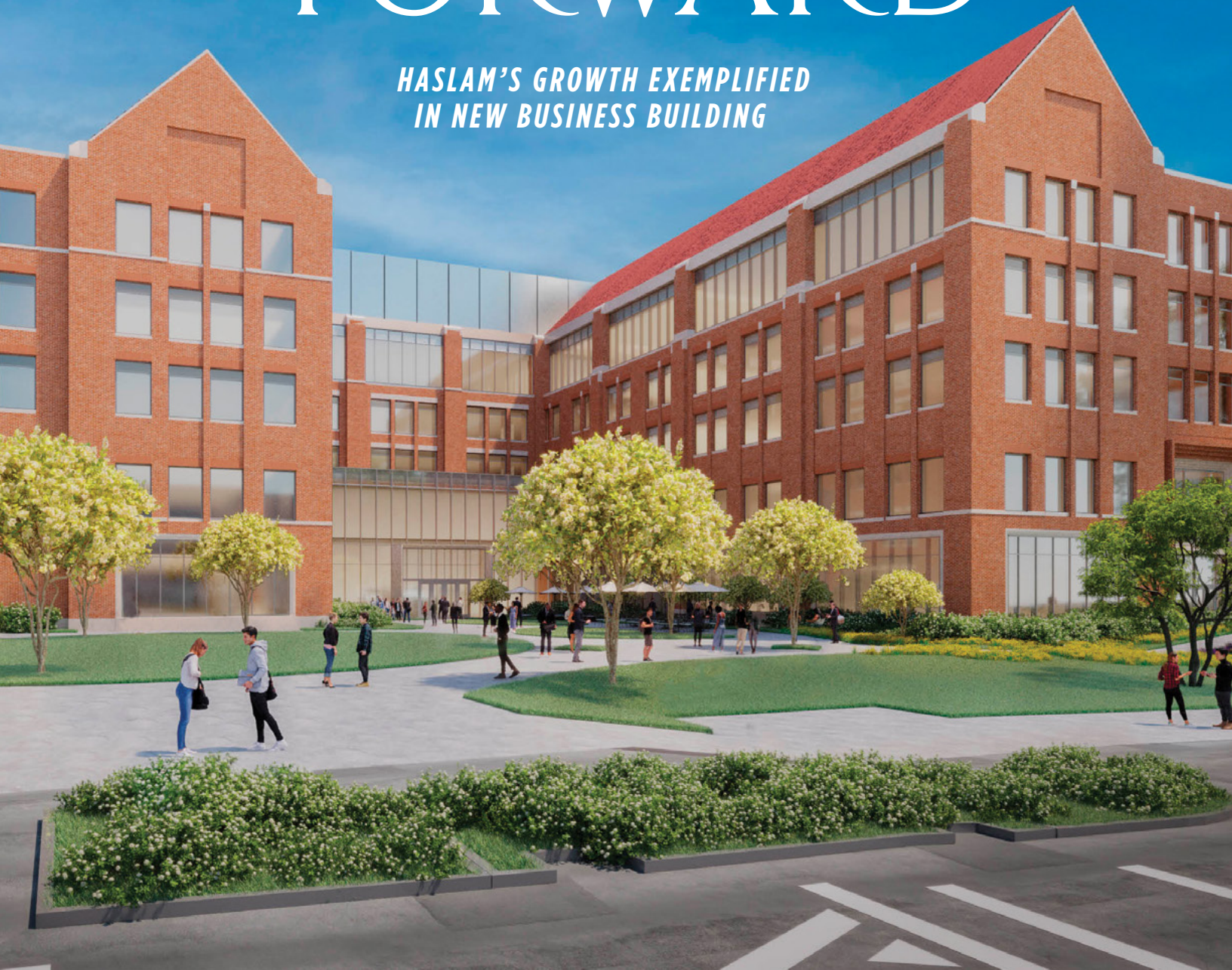


Haslam Magazine is the premier publication of the Haslam College of Business at the University of Tennessee, Knoxville.

MAGAZINE
Volume 14, Issue 1

STEPPING FORWARD

*HASLAM'S GROWTH EXEMPLIFIED
IN NEW BUSINESS BUILDING*



#15

Business Analytics
among publics, 2024,
U.S. News & World Report

#23

**Accounting & Information
Management**
among publics, 2024,
U.S. News & World Report

Undergraduate Rankings

#1

**for academic
experience among SEC
business schools**
2024, *Poets&Quants*

#25

overall
among publics, 2024,
U.S. News & World Report

#14

overall
among publics, 2024,
Poets&Quants

**Sometimes,
we let the
numbers
do the talking.**

#3

Supply Chain (online)
among publics, 2023,
U.S. News & World Report

#3

Supply Chain
among publics, 2024,
U.S. News & World Report

#31

nationally
2023, *Financial Times*

#9

among publics
2023, *Poets&Quants*

Executive MBA Rankings

#14

among publics
2023, *Financial Times*

#92

globally
2023, *Financial Times*

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At left: A rendering of the North Wing of the new building; Above: This year's alumni award recipients gather at the 14th annual gala.

THOUGHT LEADERSHIP



FreightWaves
November 3, 2023

"As wages rise, the relative cost of technology drops. I expect you will see accelerated investments in technology that help employees become more productive, and in some cases, replace them. With the rise of AI, this will extend into the white-collar workforce as well."

Alan Amling, assistant professor of practice and former UPS executive, on the role of technology in UPS's efforts to optimize its network, streamline processes, and reduce costs.

The Conversation
November 3, 2023

"Intersectionality explores how people experience life through multiple coexisting identities. Outside of intersectionality's academic origins, there are many debates today over whether it is important for understanding workplace and policy issues."

Christina Hymers, assistant professor of management and entrepreneurship, on intersectionality and its place in academia, politics, and the workplace.

Industry Today
October 20, 2023

"If the major automakers suffer significant losses, it could result in workers getting laid off or [being] forced to decrease their work hours. Naturally, this translates to economic ripple effects such as less consumer spending and shaken confidence that result in additional ripple effects."

Tom Goldsby, Dee and Jim Haslam Chair in Logistics, Global Supply Chain Institute co-executive director, and James A. and Natalie Haslam Faculty Fellow, on how a lengthy United Auto Workers strike could impact the economy.

Harvard Business Review
October 5, 2023

"We believe a paradigm shift is occurring. Organizations will increasingly adopt platform solutions like COSMOPlat and TYS that will solve systemic supply chain issues for a vast number of players. Supply chain management will be transformed."

Kate Vitasek, Global Supply Chain Institute distinguished fellow, and **Alan Amling**, assistant professor of practice, on how new blockchain-based platforms can streamline the process of onboarding new suppliers.

The Conversation
September 28, 2023

"Opponents of vouchers and school choice policies more generally argue that they put traditional public schools at a financial disadvantage. Critics have also noted that some of the early voucher advocates viewed them as a way to avoid racial integration."

Celeste Carruthers, William F. Fox Distinguished Professor of Labor Economics and Haslam Family Faculty Fellow, on several education-related issues that will be important to voters in the 2024 presidential election.

AI Business
September 21, 2023

"Before generative AI came into existence, the limiting factor for bad actors to produce biased content was research, language skills, and copywriting time. With generative AI, bad actors can mass-produce high-quality content in any language."

Michel Ballings, associate professor of business analytics and statistics, JoAnne and James B. Ford Faculty Fellow, and director of the JTV Center Intelligence Lab, on the challenges of mitigating bias in generative AI.

WalletHub
August 17, 2023

"Bank deposits are very sticky (i.e., people with money in a bank CD often roll their money into a new CD with the same bank). Investors should be aware of CD rates that other financial institutions are paying before rolling a CD over at their bank."

Andy Puckett, Paul and Beverly Castagna Professor in Investments, on common mistakes people make when selecting a certificate of deposit.

Wisconsin Examiner
July 26, 2023

"Workers are all powerful right now, particularly in this sector where it takes roughly twice as many workers to process the same volume of product that goes out in e-commerce as opposed to brick-and-mortar retail."

Tom Goldsby, Dee and Jim Haslam Chair in Logistics, Global Supply Chain Institute co-executive director, and James A. and Natalie Haslam Faculty Fellow, on labor's emergence as a dominant force following the UPS strike negotiations.

The Center Square
July 7, 2023

"Tennessee's economy continues to outpace the nation's and shows no signs of slowing down. These record-high new business filings in the state, along with strong personal income and stable unemployment rates, are yet another sign of continued economic growth in the coming months."

Don Bruce, director of the Boyd Center for Business and Economic Research and Boyd Distinguished Professor, on Tennessee's growing economy considering the state's record number of new business filings in the first quarter of 2023.

The Columbia Law School Blue Sky Blog
July 6, 2023

"Overall, we find that female board appointments are influenced by institutional holdings, employees, customers, and incumbent board and executive gender diversity. We further find that the proportion of female board appointments is increasing faster than overall boardroom gender diversity, which explains why boardroom gender diversity in the U.S. is slow to change."

Lauren Cunningham, Keith Stanga Professor of Accounting, director of research for the Neel Corporate Governance Center, and Cheryl Massingale Business Faculty Scholar, and **Laurie Ereddia** (PhD, '23) on the role boards, executives, and other stakeholders play in attracting women to U.S. corporate boards.

WalletHub
June 28, 2023

"States are often conduits of funds for people (often coming from the federal government) or local governments (state tax revenues transferred to local governments), making state governments appear to have more resources than they ultimately control."

William Fox, Boyd Distinguished Professor Emeritus, on some states being more dependent on the federal government than others.

Harvard Business Review
June 20, 2023

"They really put their money where their mouth is in terms of gaining visibility across their operations."

Chad Autry, associate dean of research and faculty, Myers Distinguished Professor of Supply Chain Management, and R. Stanley Bowden II Faculty Research Fellow, on high-performing organizations whose planning and sourcing functions share real-time data access.

HASLAM

M A G A Z I N E

Haslam Magazine is the alumni publication of the Haslam College of Business at the University of Tennessee, Knoxville.

HASLAM COLLEGE OF BUSINESS DEANS GROUP

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Dean and Stokely Foundation Leadership Chair

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Associate Dean of Faculty and Research,
Myers Distinguished Professor of Supply Chain
Management, and R. Stanley Bowden II Faculty
Research Fellow

AMY CATHEY

Associate Dean for Graduate and Executive
Education

MICHAEL "LANE" MORRIS

Associate Dean of Undergraduate Studies and
Student Affairs and John W. Fisher Professor of
Innovative Learning

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HASLAM COLLEGE
OF BUSINESS



It's a compelling time to be part of the Haslam College of Business. Our accomplishments are fueling continued growth, leading to exciting expansions as we launch plans for a new building situated down Volunteer Boulevard from the Haslam Business Building and across from the Student Union and the Stokely Management Center. This building, which will house classrooms, centers, graduate and executive education, departments, and faculty and staff offices, will enable us to continue to meet the needs of the students and business community who look to our college for talent, academic enrichment, and thought leadership.

We're not just growing. We are stepping forward to meet the needs and grand challenges of the world we inhabit. Our students are benefitting from the work of dedicated professionals and devoted alumni such as Aaron J. Snyder (page 4), who strive to expand our college's connections with major employers nationwide. These connections help our students find placements offering extensive career paths while providing valuable gains in talent acquisition to our corporate partners.

At the same time, our faculty are taking on the opportunities and the concerns of tomorrow's business, as evidenced by Wenjun Zhou's role as president of the INFORMS College on Artificial Intelligence. Zhou, the Lawson Professor of Business and our business analytics and statistics program's PhD director, discusses the

ways that AI is already—and will continue to—affect statistical methodology (page 10). Similarly, Alex Scott, the Gerald T. Neidert Professor in supply chain management, is a co-creator of a new sustainability index helping trucking companies more easily track CO2 emissions, and in so doing, more confidently select “clean” shippers in their supply chains that can lead to sustainable improvements in the field of logistics. (Read more on page 12.)

At both the undergraduate and graduate level, our students are learning how to use analytics, virtual reality, and artificial intelligence professionally and ethically in the classroom in preparation for careers where such technologies will soon be commonplace. (“Exploring Emerging Tech,” page 24.) Often this preparation comes together in internship opportunities that further prepare students for their futures. Scott Daughtry is one such example. He has worked for UT Athletics as an undergraduate and now a master's business analytics and statistics student, applying concepts learned to basketball athletes' performance (page 29). Nikhil Morar (HCB, '19) applies many of those same skills in his work as an analyst for the LA Lakers (page 44).

As a college of action, we are committed to pursuing a future where our students and alumni flourish and the impact of our work continues to shape business practices. We invite you to join us, whether by sharing this issue with others or by becoming more involved with our students, our college, and our efforts. We appreciate and value each of you and the contributions you make.

With gratitude,

Stephen L. Mangum

DEAN AND STOKELY FOUNDATION LEADERSHIP CHAIR
HASLAM COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE



Aaron Snyder with some of the Haslam students he is currently mentoring.

Cultivating Connections

Aaron J. Snyder (HCB, '87) is passionate about connecting Haslam College of Business graduates with well-suited job placements. After mentoring more than 300 individual students over the past 12 years, Snyder now serves as executive director for strategic partnerships—a newly created position that forges connections with c-suite executives while seeking employment and career opportunities for Haslam graduates.

Snyder brings a wealth of corporate leadership experience and connections to the table from his time at American Express, Blackhawk Network, and Experian. But for him, his new role is all about helping students land their dream jobs. “We are graduating some amazing talent and there’s a need in the business world for that talent,” Snyder says. “My job is to leverage my network with corporations and open up doors of opportunity for students. They are seeking such talent, and we are going to build something unique and amazing. Recruiters are looking for a better solution in terms of talent acquisition.”

With his new position at Haslam, Snyder will expand on the work he has done for years. Ryan Ridley (HCB, '15) recalls feeling uncertain about his career path on the eve of graduation when Snyder became his mentor. “He believed in me and wanted to help,” Ridley recalls. “It was a turning point for me. I knew he was not just playing a role and working to get his name on something. He genuinely wanted to help me.”

Ridley contacted Snyder after meeting representatives from HCA Healthcare at a business analytics society meeting. “I told him I wanted to work at HCA in Nashville,” said Ridley. “I wanted to go somewhere I could grow, and felt that this was the right place.” Snyder tapped his network, connecting Ridley with someone at a similar organization who met with him and completed the connection to HCA. “I reached out to HCA and said all we’re asking for is giving our student a shot,” Snyder says. “Ryan walked in there and did a fantastic job on the interview. Now, he is incredibly successful and thriving as their director of analytics.”

As a first-generation college student, Kelli Ross (HCB, '22) was looking for a mentor who could help her navigate a potential career path when Snyder spoke to her class and offered to serve as a mentor for any interested students. “He became my go-to for any career questions and kept me on track to achieving all my goals,” Ross explains. “He is one of the first people outside my family to believe in me and my potential in a way that built my confidence to do bigger and better things.” Today, Ross works as an equity research analyst at Eagle Capital Management in New York.

Snyder believes connecting high-quality Haslam graduates with worthy opportunities is a win-win. “The most successful businesses in America have realized human capital is the most important asset they have,” he says. “Companies spend a lot of money on attracting and retaining talent. If we can match them with students who are a best fit, the result will be a win for the organization and for that student.” ●

**NETWORK WITH AARON SNYDER AT
ASNYDE18@UTK.EDU**

News



AI Business published **Michel Ballings'** article, "The Challenges of Mitigating Bias in Generative AI." **Ballings** also authored the article "The Possibilities and Risks Presented By Generative AI" for *Solutions Review*, in which he addressed the possibilities and risks of generative AI.



Charles Liu delivered a presentation on "Technological Innovation in Pedagogy and Activities" at UT's symposium on AI in Higher Ed: Transforming the Teaching and Learning Experience.



Top to bottom: Ballings, Liu, and Petrie.

The department launched the "BA Friday Webinar" series with **Adam Petrie's** presentation of "The 7 Deadly Sins When Making Visualizations for Analytics."

BUSINESS ANALYTICS & STATISTICS

INFORMS recognized the impact of **Tingliang Huang's** research into the lean start-up method by honoring his study on it as "TIMES Paper of the Month."

For Global Business Analysis Day 2023, department head **Mike Galbreth** participated in a Q&A session on the department's impact on the discipline and developments in the field.

Rankings

#15

Haslam's undergraduate major in business analytics was ranked No. 15 among all public universities —**U.S. News & World Report's 2024 Best Undergraduate Business Programs rankings**

The department held the fall **2023 Business Analytics Forum** on September 6-7, 2023, featuring Marty Brown and Jason Hardin of PYA as keynote speakers. The event also included research presentations from faculty and doctoral students, alumni presentations, an analytics-focused job fair, and roundtable discussions connecting current students with the department's corporate partners.

In December, the department launched the **Master of Science in Business Analytics (MSBA) for Working Professionals** program, designed to give working professionals access to Haslam's world-class MSBA program while continuing to work full time.



Premier Publications

Haileab Hilafu and **Bogdan Bichescu** co-authored, "Effects of Hospital-Acquired Conditions on Readmission Risk: The Mediating Role of Length of Stay," which was published in *Manufacturing & Service Operations Management*.



Emre Demirkaya, Lan Gao, and other co-authors had their research, "Optimal Nonparametric Inference with Two-Scale Distributional Nearest Neighbors," published in the *Journal of the American Statistical Association*.



Gil Souza co-authored, "Offset or Reduce: How Should Firms Implement Carbon Footprint Reduction Initiatives?" This research was published in *Production and Operations Management*.



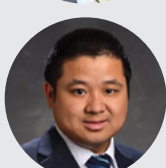
Tingliang Huang and co-authors had their research, "Cross-Licensing in a Supply Chain with Asymmetric Manufacturers," published in *Manufacturing & Service Operations Management*.



Wei Zheng and co-authors had their research, "Fast Approximation of the Shapley Values Based on Order-of-Addition Experimental Designs," published in the *Journal of the American Statistical Association*.



Robert Mee co-authored, "Order-of-Addition Orthogonal Arrays to Study the Effect of Treatment Ordering," which was published in the *Annals of Statistics*.



Mike Galbreth co-authored, "The Weight of the Crowd, Social Information Credibility, and Firm Strategy," which was published in *Production and Operations Management*.



Top to bottom: Hilafu, Bichescu, Demirkaya, Gao, Souza, Huang, Zheng, Mee, and Galbreth.



The Neel CGC's **Distinguished Speaker Series** welcomed Herschel Frierson, strategic networks leader and a principal at Crowe LLP, and Jeff Mahoney from the Council of Institutional Investors.



Frierson

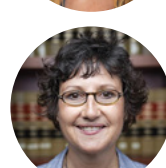


Mahoney

NEEL CORPORATE GOVERNANCE CENTER



Lauren Cunningham and **Laurie Eredia** (PhD, '23) co-authored "Attracting Female Directors in the U.S.: The Roles of Boards, Executives, and Other Stakeholders," published by the *Journal of International Accounting Research*. They also co-authored a Columbia Law School *Blue Sky Blog* post based on the paper.



Joan Heminway spoke at the ILEP/Penn Carey Law Symposium on The Future of ESG. Her related essay, "The Materiality of ESG Information: Why It May Matter," will be published in the *Louisiana Law Review*.

Top to bottom: Cunningham, Eredia, Heminway, and Pienta.

Daniel Pienta joined the Neel CGC as a research fellow, bringing expertise in cybersecurity-related governance issues.

The Global Supply Chain Institute launched the **Transportation and Logistics Collaborative**, an effort meant to bolster the understanding of how transportation systems, policies, and industry interact in the US and around the world.

During summer 2023, the department hosted the inaugural **Supply Chain Management Summer Camp**. More than a dozen high school juniors and seniors from Tennessee and other states learned about leadership, college preparation, and the benefits of a supply chain management major.

SUPPLY CHAIN MANAGEMENT

Rankings

#3 Haslam's Department of Supply Chain Management: No. 3 among publics, third consecutive year
—2024 *U.S. News & World Report's Best Undergraduate Business Programs rankings*

#4 MBA - Supply Chain Management: No. 4 nationally
—2023 *U.S. News & World Report Best Business Schools (Specialty Ranking)*

#3 MBA - Supply Chain Management: No. 3 among publics
—2023 *U.S. News & World Report Best Business Schools (Specialty Ranking)*



The Council of Supply Chain Management Professionals selected **Ted Stank** to receive the 2023 Distinguished Service

Award and induction into the Supply Chain Management Hall of Fame.

Media Mavens



Amling



Goldsby

Alan Amling and **Thomas Goldsby** served as popular sources for media during the UPS-Teamsters negotiations. They appeared in the *Daily Mail*, the *New York Times*, *Reuters*, *CNN*, *Yahoo*, *Supply Chain Dive*, and *FreightWaves*, among others.

News media representatives repeatedly sought out more of Haslam's supply chain management faculty for commentary. Major outlets faculty spoke with include *CNN*, *NPR*, *Reuters*, *Associated Press*, *Fox Business News*, *The Conversation*, and the *New York Times*. Trade publications that called on the department include *Supply Chain Quarterly*, *Supply Chain Dive*, *Eco-Business*, *Transport Topics*, *Sourcing Journal*, and *Auto News*. Among those faculty offering commentary were **Chad Autry**, **John Bell**, **Thomas Deakins**, **Seongkyoon Jeong**, **Don Maier**, **John-Patrick Paraskevas**, **Alex Scott**, **Ted Stank**, and **Wendy Tate**.



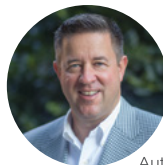
The Global Supply Chain Institute launched the second season of its podcast, **Tennessee on Supply Chain Management**, which has more than 14,500 downloads through 28 episodes.

Research

The research team of **Bruce Behn**, **Pradeep Charath**, **Paul Dittmann**, and **Dan Pellathy** conducted industry research for their white paper, "Meeting the Challenge of Supply Chain Agility," with Bush Brothers, Colgate-Palmolive, and IBM.

Supply Chain Forum

The college's annual Supply Chain Forum ran from November 7-9, 2023, and featured expert panels, discussions, question and answer periods, presentations, and networking with Haslam faculty, students, and leaders in the industry. More than 75 of the world's leading businesses, including Amazon, IBM, and Pfizer, are members of the forum.



Autry



Bell



Deakins



Jeong



Maier



Paraskevas



Scott



Tate



Craighead



Vitasek

The **SCM Leadership Academy** hosted its fourth cohort from August through November 2023. The 14-week online program is designed for managers and directors in supply chain or related business roles to grow their leadership skills and learn advanced concepts.

In September 2023, the department launched the **SCM Finance Academy**, an eight-week online course provides supply chain professionals with a financial foundation.

UT is part of a coalition of Southeastern universities exploring methods for driving U.S. economic competitiveness, supported by a two-year, Type 1 Development Award worth \$1 million, funded by the National Science Foundation's (NSF) Regional Innovation Engines. **Thomas Goldsby** is the college's representative on the multi-university research team that received the grant.

Alex Scott developed a carrier fleet sustainability index built on a database created by the university. Featuring emissions profiles from more than 400,000 transport vehicles and millions of trucks, it drives a science-based, data-driven method for improving how Scope 3 truck emissions are measured. *Transport Topics* featured Scott's index in an article.

Chris Craighead and **Ted Stank** are among the academic SCM leaders who paid tribute to the recently retired Robert "Bob" Novack, a teacher who helped launch the careers of approximately 25,000 students.

Kate Vitasek and **Alan Amling** wrote the article, "A Remedy for the Supplier Onboarding Problem," for the *Harvard Business Review*.

Faculty also authored articles and columns for publications like *USA Today*, *Supply Chain Management Review*, and *FreightWaves*.

John-Patrick Paraskevas co-authored the article, "How the Pandemic Permanently Altered College Towns," for *The Conversation*.



New Program

The **Master of Science in Business Cybersecurity online degree program** launched and welcomed its inaugural cohort, which began in the spring.

Rankings

#9 The Executive MBA (EMBA) program placed No. 9 among public institutions and No. 22 nationally
—*Poets&Quants' 2023 ranking of college executive education programs*

#14 The EMBA program ranked No. 14 among US public universities, No. 31 nationally, and No. 92 globally
—*Financial Times' latest EMBA rankings, marking the fourth year Haslam's EMBA has earned a spot in the ranking*



Tara Allendorfer became the new director of alumni engagement for GEE.

The **Master of Science in Business Analytics** program launched a concentration designed specifically for working professionals, which will begin in fall 2024.

11% INCREASE

Haslam's **GEE programs** saw an 11 percent increase in enrollment from the 2022 fall semester. A new online MBA, introduced in January, drove the overall increase. As of fall 2023, 888 students are enrolled in Haslam graduate programs, making it the largest enrollment in the college's history and the fourth largest among the Knoxville campus' colleges.

In fall 2023, the **Professional MBA** program held its 25th anniversary celebration and reunion.



Amy Cathey, associate dean for Graduate and Executive Education (GEE), is a member of Leadership Tennessee's 2023–2024 Signature Program.



Steven Stack (PEMBA, '17), commissioner of the Kentucky Department for Public Health and adjunct professor in Haslam's Physician EMBA program, was announced as president-elect of the Association of State and Territorial Health Officials.

BOYD CENTER FOR BUSINESS & ECONOMIC RESEARCH



Carruthers

"What Knox Achieved: Estimated Effects of Tuition-Free Community College on Attainment and Earnings," co-authored by **Celeste Carruthers** and **William Fox**, was published in *The Journal of Human Resources*.



Fox

Celeste Carruthers co-authored "In Fractious Debate, GOP Candidates Find Common Ground on Cause of Inflation Woes and Need for School Choice" for *The Conversation*.



Kofoed



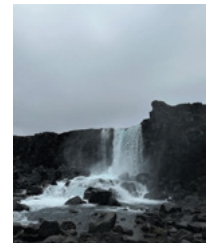
At the SCORE Future Forward Summit, **Celeste Carruthers** spoke on workforce challenges.

Deseret News published "Why Nobel Prize-Winning Economist Claudia Goldin's Work Matters to Families," an op-ed piece co-authored by **Michael Kofoed**.

INTERNATIONAL PROGRAMS & STUDY ABROAD

ég heyri það ennþá

International Programs and Study Abroad (IPSA) took part in UT's broader celebration of International Education Week with a virtual reality study abroad experience, a study abroad information booth, a photo contest, and a passport giveaway sign-up. (The passports will be awarded in the spring semester.) In the photo contest, **Ashtin Hara** was voted first place with her photo from study abroad in Iceland titled, "ég heyri það ennþá..." ("I can hear it still").



IPSA and the Office of Access and Community Connections funded 55 free passports to Haslam students during the **2023 Passport Giveaway**. Selected students were first-time passport applicants, many from communities underrepresented in study abroad programs. Several of the students plan to study abroad during their time at Haslam.

GRADUATE AND EXECUTIVE EDUCATION

The Haslam College of Business welcomed 14 new faculty members during the 2023–2024 academic year. The increase in faculty reflects the college's commitment to providing a top-tier educational experience for its rapidly growing student population.

NEW FACULTY

Chad Autry, associate dean for research and faculty, Myers Distinguished Professor of Supply Chain Management, and R. Stanley Bowden II Faculty Research Fellow, said, “We have been able to bring in an outstanding group of individuals representing a wide range of disciplines, each of whom have demonstrated impactful achievements that benefit both students and the academic community. They are excellent teachers and scholars, and they will make us even better as a college.”



Mark Atkeson
Lecturer

Management & Entrepreneurship

EXPERTISE

- Management
- Leadership
- Business Ethics



Douglas Ayres
Assistant Professor of Practice

Accounting & Information Management

EXPERTISE

- Financial Analysis
- Business Valuation
- Financial Statement Auditing



Jeff Barland
Assistant Professor of Practice

Supply Chain Management

EXPERTISE

- Inventory Management
- Logistics
- Business Analytics



Josh Dalton
Lecturer

Economics

EXPERTISE

- Economic Education
- Gender Gap in Economics
- Time Allocation of Academic Economists



Jason Greenway
Lecturer

Marketing

EXPERTISE

- Professional Selling
- Internal Marketing
- Technology-Enhanced Education



Matthew Henriksson
Assistant Professor

Finance

EXPERTISE

- Investments
- Financial Institutions and Markets
- Behavioral Finance

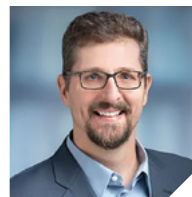


Michael Kofoed
Research Assistant Professor

Economics

EXPERTISE

- Economics of Education
- Labor Economics
- Defense Economics



Dan Pellathy
Assistant Professor of Practice

Supply Chain Management

EXPERTISE

- Supply Chain Planning
- Supply Chain and Finance
- End-to-End Supply Chain Integration

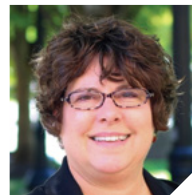


Daniel Pienta
Assistant Professor

Accounting & Information Management

EXPERTISE

- Cybersecurity
- Governance
- Distortion in Crowd Wisdom

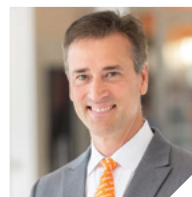


Andrea M. Prud'homme
Clinical Professor

Supply Chain Management

EXPERTISE

- Production and Inventory Management
- Logistics, Transportation, and Distribution
- Integrated Resources Management

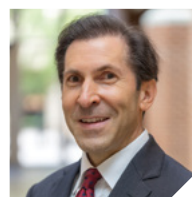


David Thayer
Lecturer

Finance

EXPERTISE

- Corporate Banking Payments
- Software as a Service
- FinTech



Mark “Tony” Via
Clinical Associate Professor

Finance

EXPERTISE

- Innovation
- Corporate Governance
- Investments



Whit Whitworth
Lecturer

Management & Entrepreneurship

EXPERTISE

- Strategy
- Coaching
- Leadership



Zihan Ye
Assistant Professor

Finance

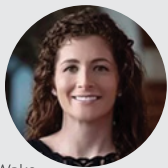
EXPERTISE

- Municipal Finance
- Healthcare Finance
- Innovation

To learn more about Haslam's new faculty, visit [TINY.UTK.EDU/HCB-NEW-FACULTY](https://tiny.utk.edu/hcb-new-faculty)



Students interested in gaining real-world experience in professional sales are hosting the inaugural **Rocky Top Golf Tournament** at Topgolf in Knoxville on April 2. **LEARN MORE AND REGISTER AT [TINY.UTK.EDU/ROCKYTOPGOLF](https://tiny.utk.edu/rockytopgolf).**



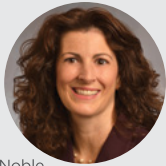
Wake



Ishak



Noble



Noble



Bharadwaj



Griffin

Nicole Wake and **Rena Ishak** joined the Marketing and Sales Innovation Alliance team as marketing career manager and special events manager, respectively.

Charles Noble and **Stephanie Noble** were named the next editors-in-chief of the *Journal of the Academy of Marketing Science*. Their three-year term officially begins on June 1.

Neeraj Bharadwaj began his term as chair of the American Marketing Association's newly established Sustainable Marketing and Innovation Special Interest Group.

Mark Griffin (HCB, '89; M Ed, '92; MBA, '03) was the featured speaker for the Department of Marketing's Distinguished Speaker Series.



The **Marketing and Sales Skills Lab** is partnering with Boldsquare, a Knoxville marketing and communications firm, for a new course, The Agency Residency, that will debut in the spring.

MARKETING



At the Department of Marketing's first-ever **Reverse Career Fair**, MS in Marketing students shared their personal brands with members of industry and the department's advisory council.

Registration and company award nominations are now open for the inaugural **Marketing and Sales Innovation Conference and Awards**. The event will take place on April 3-4, and will feature keynotes from Coach Tony Vitello and UT System President Randy Boyd. **LEARN MORE AT [TINY.UTK.EDU/2024CONFERENCE](https://tiny.utk.edu/2024conference).**



At left: The Reverse Career Fair; Coach Tony Vitello; UT System President Randy Boyd.



"Optimal Contest Design When Policing Damaging Behavior," co-authored by **Scott Gilpatric**, was published in *Games*.



Scott Holladay's co-authored paper, "Air Pollution and Mortality Impacts of Coal Mining: Evidence from Coal Mine Accidents in China," was published in the *Journal of Environmental Economics and Management*.



"The 2020 US Presidential Election and Trump's Wars on Trade and Health Insurance," co-authored by **James Lake**, was published by the *European Journal of Political Economy*.

ECONOMICS



Luiz Lima co-authored "A

Multiple Mediation Analysis to Untangle the Impacts of COVID-19 on Nationwide Bus Ridership in the United States," published in *Transportation Research Part A: Policy and Practice*.



"Tackling the Shadow Economy through Inflation and Access to Credit," co-authored by **Mohammed Mohsin**, was published by *The Journal of International Trade & Economic Development*.



Maria Padilla-Romo co-authored "When Crime Comes to the Neighborhood: Short-Term Shocks to Student Cognition and Secondary Consequences," published by the *Journal of Labor Economics*, and "Full-Time Schools and Educational Trajectories: Evidence from High-Stakes Exams," published by *Economics of Education Review*.



Top to bottom: Gilpatric, Holladay, Lake, Lima, Mohsin, Padilla-Romo, and Vossler.

"Create a Culture of Experiments in Environmental Programs," co-authored by **Christian Vossler**, was published in *Science*.

Analyzing AI: Q&A with Wenjun Zhou

Wenjun Zhou, Lawson Professor of Business and PhD program director in Haslam's Department of Business Analytics and Statistics, is currently serving as president of the INFORMS College on Artificial Intelligence. In this leadership role, Zhou is in a unique position to explain how artificial intelligence (AI) will shape the future of analytics.



AI has been in the news a lot lately, but is it really new?

In the form of intelligent systems, AI is already everywhere and has existed for a long time. A few examples include database marketing (predicting churn), recommender systems (when an online retailer suggests similar items), and search engines.

What about ChatGPT?

The arrival of OpenAI's ChatGPT made a huge impact on many fields, including analytics. Surprisingly, it's not very good with statistical analysis. Because it's based on generative AI language models, it's best for creative work such as writing and image creation. Still, it can serve as a very good personal assistant for a data researcher—generating SQL queries, explaining concepts, summarizing information, and even coming up with ideas.

Can AI analyze data?

Yes, especially unstructured data like text. For example, companies can use generative AI to analyze the sentiment of online reviews and summarize issues from customer service transcripts. In the past, we could build a list of words to automate this process, but the AI model is more accurate and the interface is very easy to use.

How can companies use AI in a way that safeguards their (and their customers') privacy?

Obviously, you can't upload sensitive data to ChatGPT. To use the capability of large language models (LLMs) without disclosing internal data, companies can host an LLM in-house. They can either create an internal version of ChatGPT (for example, UT Verse) by partnering with OpenAI, or download an open-source LLM (for example, Meta's Llama 2) for internal use or fine-tuning.

Is it still important to learn traditional statistical methods?

Yes, our students still need to understand traditional methods as they provide foundational knowledge. AI tools still have many limitations. As humans, we need to understand how our data is organized, ask the right questions, and evaluate whether the answer provided by AI is accurate. I look at AI as a support tool, not as a replacement for human analysts.

How do you think AI will continue to develop?

Generative AI is quite amazing. It will be really useful as a virtual assistant and, in the future, we might even have physical AI-based assistants to serve people and do work that is dangerous for humans. Everybody—not just analysts—must adapt to the changing environment or risk being left behind. For analysts, AI makes it possible to run queries faster, so expectations for productivity will increase. ●

\$1 MILLION

At the **Graves Business Plan Competition award ceremony**, the Anderson Center for Entrepreneurship and Innovation (ACEI) celebrated surpassing \$1 million dollars in startup funding. To date, the center has awarded funding to nearly 250 UT student entrepreneurs. Haslam faculty and staff, past pitch competition winners, alumni, donors, campus and community partners, and Smokey the mascot were on hand to commemorate the milestone.

ANDERSON CENTER FOR ENTREPRENEURSHIP & INNOVATION

VolCourt SPEAKER SERIES & PITCH COMPETITION

The fall 2023 Vol Court speaker series culminated in a pitch contest in which **Flock Analytics**, a cloud-based analytics and tracking tool designed to provide in-depth insights for churches, took the first-place prize of \$1,500. **Napier Pickleball**, which hosts monthly pickleball tournaments in East and Middle Tennessee, received second place and \$1,000. **PlasTech**, which aims to eliminate the adverse effects of toxic chemical leaching by creating a plant-based alternative to traditional water bottles, won the third-place prize of \$500.



Breanna Hale joined the ACEI as its new executive director. Hale brings extensive experience in developing entrepreneurship programming, building a network of mentors and resources for students, and increasing student business funding.



Godfrey Katiambo speaks at the ACEI's lunchtime learning session.

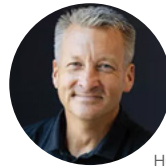
The ACEI hosted a **lunchtime learning session** around social impact and entrepreneurship featuring Godfrey Katiambo, founder and CEO of INNO-NEAT Energy Solutions.



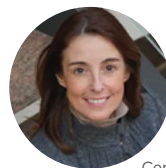
Livesay



Winter



Huber



Centers



West

The ACEI welcomed its 2023-2024 cohort of entrepreneurs-in-residence (EIR): **Jake Livesay, Lia Winter, Mark Huber, Melissa Centers, and Chuck West**. The EIR program connects UT student entrepreneurs with a rotating team of experts currently in the workforce with a proven track record of entrepreneurial success.



L-R: Melissa Cardon, Gary Pratt, Tim Munyon, Angelique Adams, Jessica Jones.

Entrepreneurship professionals and researchers from various industries, along with UT faculty, staff, and students, gathered for the inaugural ACEI Bridging Research and Practice event, "Building Internal and External Support Networks." **Melissa Cardon** hosted a panel discussion that included **Jessica Jones, Tim Munyon**, Angelique Adams, CEO of Angelique Adams Media Solutions LLC, and Gary Pratt (HCB, '77), CEO of Surgical Review Corporation.



Top to bottom: (L-R) Mickey Napier, Alexa Schnittka, Cody Blankenship, Brennan Lessard, Kaitlyn Daniels, Logan O'Neal, J.T. Sudderth; (L-R) Kaitlyn Daniels, Cody Blankenship, Alexa Schnittka, Smokey the Mascot, Mickey Napier, Brennan Lessard, Logan O'Neal, J.T. Sudderth.

Seven student-led businesses received a total of \$22,000 in startup funding in the **fall 2023 Graves Business Plan Competition**. In the Growth category, **Flock Analytics** won first place and \$5,000; **Laborup**, which connects skilled talent with high-paying industrial sector jobs, received second place and \$3,000; and **Accidental Ventures**, a real estate development firm that provides built-in equity to aspiring homeowners, took third place and \$2,000. In the Lifestyle category, the **Henry BnB**, an affordable rental farm stay, was awarded first place and \$5,000; **Napier Athletics** (formerly Napier Pickleball) won second place and \$3,000. **Athlete Meditation Coaching**, which helps athletes improve their performance and mental health through mindfulness techniques, and **Paint & Repair**, a company that uses unique painting solutions to transform spaces, tied for third place and won \$2,000 each.

Driving Down Emissions with Fleet Sustainability Index

With so many trucking companies and vehicles on North American roads, tracking CO2 emissions can be a complicated and daunting process. In cooperation with the University of Tennessee Research Foundation (UTRF), Alex Scott, Gerald T. Niedert Professor, developed a solution: the Fleet Sustainability Index. Below, Scott discusses his research and how it's impacting the field of logistics.



What are Scope 3 emissions, and why do companies need a way to measure them accurately?

Scope 3 emissions include upstream and downstream activities in a supply chain, such as transportation. In many cases, Scope 2 (purchased energy consumption) and Scope 3 make up the vast majority of total emissions in manufacturing and distributing a product. It's important to be able to measure Scope 3 because government regulations from the European Union, the State of California, and others are starting to require reporting. Also, many companies are making public pledges of sustainability goals. If they say they're going to be Net Zero, they have to prove it.

What's the solution you've developed for tracking emissions, and how does it work?

Trucking is one of the largest sources of CO2 emissions. Drawing on 20 years of experience in the transportation field, I've developed a database of sources and an online platform, the Fleet Sustainability Index, to give companies insight into hundreds of thousands of trucking companies on the roads and their CO2 emissions based on the types of trucks in their fleets. Companies can log in, search for carriers, and instantly see data points such as total emissions, emissions ranking, number of trucks used, and specific makes and models. They can then export that data into a spreadsheet and analyze it.



When shippers select cleaner carriers, they incentivize carriers to select cleaner trucks.

What impact do you hope your solution will have on the field of transportation and logistics?

When shippers are evaluating carriers, they typically select one based on price, service, and safety.

Our goal is to get people to consider sustainability, and the Fleet Sustainability Index makes it much easier to do that. When shippers select cleaner carriers, they incentivize carriers to select cleaner trucks. It's a market-based solution.

What research have you published on this topic?

I have a paper, published in 2023 in the *Journal of Operations Management*, evaluating how visibility into carrier emissions can affect carrier behavior. Using the EPA SmartWay program as evidence, the paper shows that visibility into the emissions of a carrier can influence the carrier's behavior. That research influenced my strategy for developing the Fleet Sustainability Index. ●



2023 BCERC Doctoral Student Consortium cohort

MANAGEMENT & ENTREPRENEURSHIP



"Navigating the Highs and Lows of Entrepreneurial Identity Threats to Persist: The Countervailing Force of a Relational Identity with God," co-authored by **Jessica Jones**, was published by the *Journal of Business Venturing*.



Tim Pollock and his co-authors published a post on the London School of Economics blog based on their forthcoming *Academy of Management Journal* paper, "Now You See Me: How Status and Categorical Proximity Shape Misconduct Scandalization." The *Lit Review* podcast interviewed Pollock about the same paper. He was also interviewed for the *Business Scholarship Podcast* about his forthcoming *Journal of Management* paper, "Not Like the Rest of Us? How CEO Celebrity Affects the Language Used in Quarterly Earnings Calls."



Melissa Cardon and her co-authors received the *Academy of Management's* Foundational Paper Award for their 2009 study, "The Nature and Experience of Entrepreneurial Passion."



Shannon McCloud completed the UConnT Leadership Program, a yearlong immersive leadership and professional development program for non-exempt staff and was promoted to student engagement and career coordinator.



Shawn Carson and **Sara Williamson** were promoted to senior lecturer.

Top to bottom: Jones, Pollock, Cardon, McCloud, Carson, Williamson.

The Haslam College of Business hosted the 43rd annual Babson College of Entrepreneurship Research Conference (BCERC). Over the course of the event, 295 participants representing 25 countries presented more than 150 research papers. With this cohort, the total number of PhD students who have participated in the Doctoral Student Consortium since it began in 1985 surpassed 1,000.



The Department of Management and Entrepreneurship held a luncheon to commemorate professor emeritus **Terry Leap's** retirement.



"Pushing Back Against Power: Using a Multilevel Power Lens to Understand Intersectionality in the Workplace," a paper co-authored by **Sherry Thatcher**, **Christina Hymer**, and **Rebecca Arwine**, was published by *Academy of Management Annals*.



Christina Hymer penned an article, "What is Intersectionality? A Scholar of Organizational Behavior Explains," for *The Conversation*.



Sherry Thatcher is finishing her term as editor-in-chief at the *Academy of Management Review*, a top management and entrepreneurship journal for theoretical development.



Visiting senior research associate **Tom Lumpkin** co-wrote the article "Think Local, Act Local," published in *IMD*.



Anne Smith and **Ace Beorchia** (PhD, '23) organized "Unsilencing Images in Qualitative Research: Giving Voice to Photographs with Two Hands-on Activities," which won the Academy of Management's 2023 Research Methods Division Professional Development Workshop Award. **Jaewoo Jung** (PhD, '22) served as a facilitator.



Top to bottom: Leap, Thatcher, Hymer, Arwine, Lumpkin, Smith, Beorchia, and Jung.



Top to bottom: (L-R) Munyon, Burr, Jacobs, Scott Geiger (VP elect and program chair elect); (L-R) Munyon, Beorchia, Jones, Geiger (VP elect and program chair elect).

At the annual Southern Management Association conference, "Engaging Students by Flipping the Case Study," by **Jackie Jacobs**, John Burr (Purdue), and Larry Inks (Ohio State) received the Best Paper Award in the Teaching and Management Education track. "Changing Fields: Immigrant Entrepreneurship as a Path to Habitus in a New Destination," by **Ace Beorchia** (PhD, '23) and **Jessica Jones** won Best Doctoral Student Paper in the Entrepreneurship and Family Business/Technology and Innovation track. **Tim Munyon** served as program chair for the conference, which had over 600 participants from around the world.

Franchise Certification Program



Under the guidance of program instructor **Cordell Riley**, another cohort completed the first

Franchise Certification program in November 2023. Students received a firm foundational knowledge of franchising as an entrepreneurial option that expands and enriches the critical skills needed to start or expand a business. Franchise opportunities allow entrepreneurs to be in business for themselves but not by themselves. **JOIN THE NEXT COHORT OR LEARN MORE AT HASLAM.UTK.EDU/FRANCHISE-CERTIFICATION-PROGRAM**



Farley

FINANCE

Poets&Quants for Undergrads recognized **Ryan Farley** as one of the Class of 2023's favorite business professors.

"The Partisanship of Financial Regulators," a paper co-authored by **Matthew Henriksson**, was published in the *Review of Financial Studies*. Another paper he co-authored is forthcoming in the *Journal of Finance*.

Andy Puckett co-authored a paper forthcoming in the *Journal of Banking and Finance*.



Henriksson



Puckett



Guernsey



Kelley



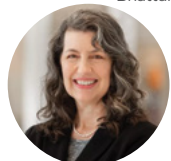
Serfling



Ye



Bhattarai



Woidtke

Papers presented at the Financial Management Association's annual meeting included "Constraining Growth: Advance Layoff Notice and Corporate Innovation," co-authored by **Scott Guernsey**, "How Many Words is a Picture Worth? Using Emojis from Social Media to Predict Future Stock Returns," co-authored by **Eric Kelley**, "Thirty Years of Change: The Evolution of Classified Boards," co-authored by **Scott Guernsey** and **Matthew Serfling**, and "The Effects of Non-Proportional Fees: Evidence from Poshmark," co-authored by **Matthew Henriksson**.

Zihan Ye presented her co-authored paper, "Roe v. Rates: Reproductive Healthcare and Public Financing Costs," at the Financial Research Association Conference.

Dipesh Bhattarai presented his paper, "The Effects of Director Wealth on Corporate Governance and Firm Value," at the Financial Management Association's Doctoral Student Consortium.

Dipesh Bhattarai and **Tracie Woidtke** presented their co-authored paper, "Do Words Have Power? Shareholder Communication through Proxy Exempt Solicitations," at the Financial Intermediation Research Society Conference.

Scott Guernsey presented his paper, "Intellectual Property Rights Protection, Investment, and Firm Growth," at the Southern Finance Association Conference and his co-authored paper, "Constraining Growth: Advance Layoff Notice and Corporate Innovation," at the Financial Management Association's Diversity Emerging Scholars Workshop.

The Torch Fund program held its annual end-of-year event. Attendees included UT System President Randy Boyd and Torch Fund sponsors Jim Haslam, Chris LaPorte, Larry Carroll, and Adam McClain.



Top to bottom: (Haslam Fund, L-R) Luke Iretol, Sam Holloway, Nathan Miller, Viktoria Eisenstadt, Lucas Nulsen, Lindsey Campbell, Ethan Mcneil, Chyanne Smallovic, Caden Mitchell, Michael Ray; (McClain Fund, L-R) Hanna Patrignani, Jackie Tenney, Ashley Long, Alonso Maldonado, Adam McClain, Jackson DeFrancesco, Lane Widerkehr, Ben Lebovitz, Kyle Siegel; (Carroll Fund, L-R) Matthew Mund, Braeden Salyer, Alec Devries, Michael Forshee, Larry Carroll, Ashley O'Donnell, Liam Decker, Giovanna Rondinelli, Carter Speedy, Ned Morgan, Michael Neuhoft; (LaPorte Fund, L-R) Julia Veri, Om Patel, Riley Fish, Evan Sarsha, Payton Layne, Christopher LaPorte, Jackey Zheng, Amritha Thiruvvedula, Emily Becker, Jack Benkert.



In continuation of its **HBCU Initiative**, Haslam's Office of Access and Community Connections (OACC) and Department of Business Analytics and Statistics collaborated

with representatives from Winston-Salem State University. The visit served as part of OACC's HBCU collaboration efforts to create a mutually beneficial relationship that benefits students, faculty, staff, and both educational institutions.

OFFICE OF ACCESS & COMMUNITY CONNECTIONS

The Tennessee Ledger wrote an in-depth article on **Clarence L. Vaughn III**, director of Haslam's OACC, covering his work at UT, as well as his personal and professional history.

Pellissippi State Community College celebrated the graduation of 724 summer and fall 2023 graduates at its December commencement ceremony, with **Clarence L. Vaughn III** as the guest speaker.

The OACC Fall 2023 **Professional Development Trip** traveled to Jacksonville, Florida, to explore the business side of the sports industry. Students met with business representatives, toured facilities, and learned about job prospects from organizations like the Jacksonville Sharks, the Jacksonville Icemen, the PGA Tour, and the Jacksonville Chamber.

Haslam's **Business Education for Talented Students (BETS)**, an annual summer program that provides participants with a peek at college business majors and potential business careers, drew 28 high school student participants in the summer of 2023.

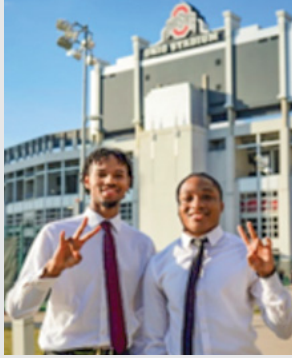
Grant Funding

The OACC received a \$25,000 grant from the RSM US Foundation to support the **BETS** pre-collegiate program. In conjunction with Haslam's Office of Advancement, the OACC was awarded the gift to enhance opportunities for prospective students interested in attending UT and Haslam. The OACC thanks Ben Wagonfield, RSM office leader, and Chuck Freeman, RSM board member, for their continuing support.



More than a dozen high school students from Tennessee and three other states participated in UT's inaugural **Supply Chain Management Summer Camp**. The six-day camp, organized in partnership with the OACC, introduces rising high school juniors and seniors from underrepresented communities to the dynamic world of supply chain management.

Opposite: (L-R) Vaughn, Debzani Deb (CADS Director for WSSU), Michael Galbreth (business analytics and statistics department head), Christine Vossler (assistant director of the MS in Business Analytics program).



Students at the KeyBank Symposium

The OACC sponsored student attendance to the 16th Annual **KeyBank Leadership and Creativity Undergraduate Student Leadership Symposium**, sponsored by The Ohio State University's Fisher College of Business. The Fisher College of Business and KeyBank provide undergraduate business and engineering junior and senior students with an intensive camp on leadership, creativity, product innovation, spreadsheet management, entrepreneurial thinking, persuasive communication, and the art of negotiation.



Summer in Ghana Experience

The OACC served as co-administrators for the inaugural **Summer in Ghana Experience**, hosted by UT's Department of Africana Studies. The summer cohort consisted of community leaders from Knoxville and the surrounding area. The experience focused on providing attendees with a cultural and educational development opportunity. Cohort members met with the Ghanaian Minister of Education, along with several representatives of parliament and nonprofit organizations.

Rankings In the 2024 Best Undergraduate Business Programs rankings from the *U.S. News & World Report*, Haslam's **Department of Accounting and Information Management (AIM)** rose three spots to No. 23 among publics and 11 spots to No. 46 nationwide.

ACCOUNTING & INFORMATION MANAGEMENT



The American Accounting Association honored **Jan Williams**, dean and professor emeritus, with its Lifetime Service Award.



AIM faculty hosted the eighth annual **Tennessee Alumni Research Symposium (TARS)**, which offers opportunities to collaborate and provide meaningful commentary on research being conducted on various topics by alumni around the country.



The department honored **Marty Brown** (HCB, '85), president and CEO of PYA, with its 2023 Distinguished Alumnus Award.



Counterclockwise from top left: Ayres, Pienta, Luna, Schmardebeck, Li, Vedadi, Short, Cunningham, Chyz, and Myers.

"Demand Uncertainty and the Production of Audit Services," co-authored by **Douglas Ayres**, was published in *Auditing: A Journal of Practice & Theory*.

Papers co-authored by **Daniel Pienta** are forthcoming in the *Journal of Management Information Systems* and *Information Systems Research*.

"The Impact of TCJA on CEO Compensation," co-authored by **LeAnn Luna**, was published in the *Journal of Accounting and Public Policy*.

"Auditor Style and Common Disclosure Issues: Evidence from SEC Comment Letters," a paper co-authored by **Roy Schmardebeck**, was published in the *Accounting Review*.

Yuan Li co-authored "Employee Responses to Information Security Related Stress: Coping and Violation Intention," published in *Information*

Systems Journal, and "The Effects of Auditors' Knowledge, Professional Skepticism, and Perceived Adequacy of Accounting Standards on Their Intention to Use Blockchain," published in the *International Journal of Accounting Information Systems*. Another paper he co-authored is forthcoming in *MIS Quarterly*.

Linda Myers co-authored "The Differential Timeliness of Stock Price in Incorporating Bad versus Good News and the Earnings-return Asymmetry," published in *The Accounting Review*, and "Customer Referencing and Capital Market Benefits: Evidence from the Cost of Equity," published in *Contemporary Accounting Research*. Another paper she co-authored is forthcoming in *Management Science*.

James Chyz and **Linda Myers** co-authored a paper that is forthcoming in *The Accounting Review*.

A paper co-authored by **Lauren Cunningham, Linda Myers, and Justin Short** is forthcoming in *Accounting Horizons*.

James Chyz co-authored "Codetermination and Aggressive Reporting: Audit Committee Employee Representation, Tax Aggressiveness, and Earnings Management," published in the *Journal of International Accounting, Auditing and Taxation*, "The Effect of Significant IPO Firms on Industry Incumbents: Evidence from Tax Planning," published in *Management Science*, "Separating Auditor-Provided Tax Planning and Tax Compliance Services: Audit Quality Implications," published in *Auditing: A Journal of Practice & Theory*. Another paper he co-authored is forthcoming in *Management Science*.

Ali Vedadi co-authored "Continuance Intention on Using Mobile Banking Applications: A Replication Study of Information Systems Continuance Model," published in *AIS Transactions on Replication Research*, and "Investigating the role of internal security resources in Post-Adoption Satisfaction with the Security-as-a-Service Model: An Organizational Mindfulness Perspective," published in the *Journal of Enterprise Information Management*.

STEPPING FORWARD

*HASLAM'S GROWTH EXEMPLIFIED
IN NEW BUSINESS BUILDING*



The Haslam College of Business has grown dramatically over the past decade. Undergraduate enrollment soared. Additional graduate programs have launched and enrollment in existing programs has expanded. The college hired dozens of new faculty and staff members to support new students and programs. To sustain this growth and support the number of students passing through the college's doors, in 2023, the University of Tennessee, Knoxville, prioritized the growing need for an additional business school building.



Amy Cathey, Haslam's associate dean for Graduate and Executive Education (GEE), says the project is a natural response to the college's expansion. "The growth is challenging our facilities right now. We are working very hard to deliver an incredible experience, and the new building will make a big difference in helping us do that."

PROGRESS ACROSS THE COLLEGE

The numbers show incredible expansion—a 35 percent growth in master's program enrollment since 2018, with new online offerings leading the way. Undergraduate enrollment saw a 117.2 percent growth over the past decade, climbing from just over 3,800 students in 2013 to more than 8,200 in 2023.

A senior studying accounting and finance, Carter Kelly sees the popularity of business programs as a reflection of their diversity. "There are so many different directions you can go, from more conceptual to technical," he says. "You can apply a business major to so many different jobs."

Stephen L. Mangum, dean and Stokely Foundation Leadership Chair, believes the lack of physical space has become a constraint to the college's development. "We're bringing in more—and better-prepared—students than ever before, and we've expanded our faculty and staff hiring to accommodate the student body. This building will open new frontiers and allow us to continue that positive momentum."

Higher student retention rates have contributed to Haslam's enrollment growth, explains Lane Morris, associate dean of undergraduate studies and student affairs and the John W. Fisher Professor of Innovative Learning. "Great facilities make a big difference in retention, so we're looking forward to a new space that is filled with vitality and energy."

NEW BUILDING LOCATION AND PRIORITIES

Situated across Volunteer Boulevard from the existing Haslam Business Building and Stokely Management Center, the new structure will sit where Dunford, Henson, and Greve Halls currently stand. The nearby Tyson Alumni Center will be preserved, along with its accompanying trees and green space. The 240,000-square-foot, five-story building will house classrooms, research laboratories, graduate and executive education facilities, centers, meeting spaces, offices, food service, and common areas.

Chad Autry, associate dean of faculty and research, Myers Distinguished Professor, and R. Stanley Bowden II Faculty Research Fellow, notes the need for meeting areas and common spaces where people can gather organically.

"More interaction is happening outside the classrooms," says Autry. "The new building will offer several spaces called 'cluster classrooms' where smaller groups can work together, such as a faculty member meeting with students or students gathering to work on team projects."

Haslam's growing force as a research institution also requires adequate space. For the first time in the college's history, the new building will provide students and faculty with dedicated laboratories for business-related research.

The plans for the new structure also include 18 classrooms, two of which will be 300-seat auditoriums. The Anderson Center for Entrepreneurship and Innovation (ACEI) also will find a new home, along with additional research space, on the building's first floor. With the added space, ACEI leaders hope to consolidate some of their activities, such as the business incubator and accelerator, moving them back from the UT Institute of Agriculture campus. The new location on the first floor will give the ACEI higher visibility and more foot traffic as students pass through the commons area.

On the second level, the Boyd Center for Business and Economic Research will have its own wing near research labs and cluster classrooms. The two faculty floors above will house offices and collaboration spaces, along with future outdoor terraces that everyone can enjoy.

The top floor will be dedicated to GEE programs, with offices, classrooms, and breakout rooms. "It's a beautiful space that will offer excellent opportunities for applied learning," Cathey explains. "We have some of the best faculty and are thrilled they will have innovative and exciting spaces to continue teaching as our program offerings grow."

BY THE NUMBERS

240,800

Square feet

5

Floors

16

Classrooms

9K+

Students will use the building

2

300-person auditoriums

2

Centers
Anderson & Boyd

3

Research laboratories

1

Food service venue

Q&A WITH THE DESIGN TEAM

Knoxville-based McCarty Holsaple McCarty Architects (MHM) is heading up the design of the new building in collaboration with New York-based Robert A.M. Stern Architects (RAMSA) and other engineering consultants. MHM's familiarity with the University of Tennessee, Knoxville, campus, coupled with RAMSA's extensive national experience in designing business schools, yielded an innovative design that supports the college's goals and collaborative culture and feels cohesive with surrounding campus structures. Members of the design team provide their thoughts on the project.

What was your process for this project?

Working with the university and Haslam College of Business, we started with a careful analysis of Haslam's needs and facilities, along with benchmark information from other business schools across the country. Then, we developed several design concepts that incorporated the needed spaces and considered the relationship between the proposed project and existing buildings across Volunteer Boulevard, patterns of pedestrian movement within this important campus district, and the relationship between the new building and the university's long-term campus plan. Along the way, we've tested the cost of each decision to achieve the greatest value for every dollar spent.

—LI WANG PRINCIPAL AND DESIGN TEAM LEAD, MHM

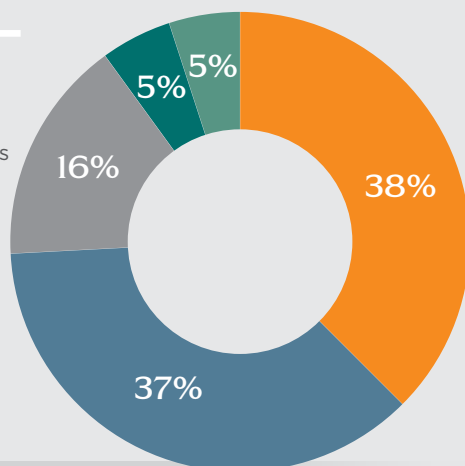
What's distinctive about the location of Haslam's new building?

It's an exceptional, central-campus site facing the existing Haslam buildings across Volunteer Boulevard and located adjacent to a grove of heritage trees and the historic Tyson House. The sloping site allows building entrances from all directions and easy access to both levels of the building's double-height commons.

—MELISSA DELVECCHIO PARTNER, RAMSA

USE OF SPACE

- Classrooms
- Office space
- Common space
- Ideation and innovation
- Building support



Top to bottom: Melissa DelVecchio, Partner, RAMSA; Graham Wyatt, Partner, RAMSA; Kelly Gilmour, Senior Associate, RAMSA; Doug McCarty, Chairman Emeritus, MHM; Li Wang, Principal, MHM; Charlotte Moellendick, Senior Associate, MHM; Maxi Frank, UT Facilities Services; Andy Powers, UT Facilities Services; and Barbara Tallent, UT Facilities Services.

What challenges did you face, and how did you overcome them?

Meeting the budget constraints coming out of the pandemic and the desired schedule were two challenges. Another was building consensus among all involved parties to align priorities and goals for an academic building of this size and complexity. By combining technical expertise from the design team and the inclusive design process that considers input from key stakeholders, we've arrived at a schematic design that has buy-in from all parties and we're on track to deliver the project on time and within the budget. We're all very excited about this newest addition to the campus!

—DOUG MCCARTY
CHAIRMAN EMERITUS AND PROJECT
EXECUTIVE, MHM

How will the design aesthetics fit with the existing campus?

The new Haslam building will be clad in UT's characteristic brick and cream-colored limestone trim, punctuated by large windows and broad expanses of glass at its main entrance and commons. Our design process seeks to balance the architectural traditions of the campus with a forward-looking expression that fits Haslam's leadership role in the world of business and management.

—GRAHAM WYATT
PARTNER, RAMSA

INVESTING IN THE FUTURE

THE IMPORTANCE OF INVOLVED DONORS

Alumni donors are appreciated college stakeholders and essential to making the new Haslam College of Business building a reality. Three alumni share why they chose to give, as well as their hopes for the college's future.

Joe Fielden

President and CEO of J. A. Fielden

A longtime member of the Dean's Advisory Council, Fielden had a front-row seat to Haslam's evolution over the past decade. "Our student body has grown dramatically and continues to do so," Fielden says. "The new building is an integral part of the college's development. We need to have the finest facilities available to continue to attract and retain exceptional students and faculty."

Jack Mills

CEO, JB&B Capital LLC

Mills believes the new business building will continue to build the college's reputation throughout the region and nation. "We need to invest in winners, and the Haslam College of Business is a winner," Mills says. "It yields great benefit to the University of Tennessee, Knoxville, and the local and state economies. I'm excited about this project because I think it's a great investment and a critical one. I applaud the college and university for the initiative, and I think it's important that alumni support it."

Marty Brown

President and CEO, PYA

Brown's memories of the Glocker Business Building play a role in why he chose to donate funds toward the new building. "When I remember my time as a University of Tennessee student, I remember Glocker," he says. "A building is a physical connection to the college and a gathering place where students and faculty create memories." Brown wants to ensure current and future Haslam students have adequate space to gather and collaborate. "Another building that reflects the value of the business degree is going to be integral in the long run—to the students and the university."

John C. Hodges Library

James A. Haslam II Business Building



Massey Hall

The Baker School of Public Policy and Public Affairs

West Entrance

NEW BUILDING

East Entrance

South Wing

North Wing

Strong Hall

Cumberland Avenue

Tyson Alumni Center

Volunteer Boulevard

Student Union

Stokely Management Center

Panhellenic Building

Law Complex



As the college recruits high-quality business faculty from around the world, the ability to offer top-tier office, classroom, collaboration, and research spaces is pivotal to attracting talent. Tingliang (Tom) Huang, Amazon Distinguished Professor of Business Analytics and business analytics PhD program recruiting lead, is excited about the new spaces for research collaboration between faculty and doctoral students. “Our new building promises to provide a fantastic space for PhD offices and faculty offices to be located near each other, helping to foster the frequent interactions needed to build and maintain a great research environment.” Common spaces also will be important for attracting and retaining students.

In addition to providing space the college needs, the new building will highlight the beauty of the surrounding outdoor space with large windows to provide plenty of natural light along with views of green spaces, trees, and the historic Tyson House.

AN INCLUSIVE PLANNING COMMITTEE

From the start, Haslam leaders worked to build a core team of individuals who represent all members of the college, from students to faculty and staff. “We wanted to involve the entire community and ensure everyone has a constituency that can help make specific decisions about the building’s design,” says Betsy Adams, assistant dean of operations, strategy, and planning. For example, when planning the ACEI’s new spaces, the committee gathered teams from the center to assess needs and work through the details of layout and design. “As best as we can manage, we’ve had college-wide input.”

The 20 members of the committee meet weekly to discuss details and provide input. For each decision, committee leaders gather comments from relevant college community stakeholders, consolidate feedback, and deliver it to the project architects to inform their process. MBA student Vanida Vongsamphanh, who serves on the committee, believes it’s important to include everyone in these decisions. “While the process is very complex and time-consuming, taking this approach will help ensure the building meets everyone’s needs. It’s been cool to see it firsthand and be part of the process.”

RIPPLE EFFECTS OF THE COLLEGE’S GROWTH

The college is attracting large numbers of high-quality students who enrich and broaden the university and positively impact the wider community. Haslam’s current undergraduate retention rate stands at 93.4 percent from the first to the second year. “Prospective students see Haslam as a place offering a top-quality business education and great job opportunities,” Mangum says. “Recruiters increasingly see Haslam as a top provider in meeting their talent needs. The college is a place where students can come and get the benefits of a smaller, focused community within a large university.”

UT System President Randy Boyd says, “UT is laser focused on meeting the needs of the state of Tennessee and its growing demand for high-skilled professionals, and Haslam College is second to none in providing that talent. From world-renowned supply chain specialists to accountants to finance and management professionals, UT’s Haslam College of Business is where the state, and the world, turn to.” ●

The planning committee meets. Members are: (seated, L-R) Tingliang Huang, Tanya Brown, Scott Roark, Clarence Vaughn III, Betsy Adams, Vanida Vongsamphanh, Steve Mangum, Benjamin Compton, and Thomas Deakins; and (standing, L-R) Dwight Campbell, Tami Touchstone, Libby Magill, Sara Easler, Carter Kelly, Meredith Hulette, Jonathan Harvey, and Tan Kim. Not pictured, Eddie Armbrister, Somer Chyz, George Drinnon III, and Christina Hymer.



STUDENT STAKEHOLDERS

MEET THE NEW BUILDING COMMITTEE STUDENT REPRESENTATIVES

To ensure all members of the college were considered in Haslam's new building design, the 20-person building planning committee set out to include representatives from every corner of the college community, including students.

Tan Kim

Doctoral Student Representative
STRATEGY, ENTREPRENEURSHIP, AND
ORGANIZATIONS PHD STUDENT

When Tan Kim heard the college was looking for students to engage in the building design planning committee, he responded with interest. "I thought it was fantastic because many schools don't incorporate students in these decisions," he says. "It reflects Haslam's strong culture and transparency."

Kim's research interest in the behavioral strategies and structures of organizations, and the fact that he's visited more than 30 university campuses in the US, made him an excellent fit for the committee. "A building's spatial strategies can significantly shape the environment," Kim explains. "Structural elements and interior details are important because they show our values and identity."

On behalf of his fellow doctoral students, Kim also spoke up about the need for office space with adequate furniture and meeting spaces. "We're often sitting for 10 hours a day, so having a decent desk, chairs, and dedicated space to meet with our students is important."

Kim also appreciated the diplomacy of the planning process. "Any of us can speak up without concerns about our status," he says. "Even details like the shape of windows in the lobby are decided with input from all committee members. That impressed me."

Vanida Vongsamphanh

Master's Student Representative
DUAL MBA AND MS INDUSTRIAL
ENGINEERING STUDENT

Vanida Vongsamphanh's dual degree made her a perfect choice to represent Haslam's master's students on the planning committee, as the length of the program means she will be at Haslam longer than many of her peers. While she was glad to listen and take in the feedback of the other committee members, Vongsamphanh has spoken up for the needs of fellow graduate students. Factors such as team study rooms, movable technology in classrooms to support collaborative research, and a sufficient number of classroom outlets to charge laptops and other devices are important to master's students. "I think you need feedback from current students to make sure their needs are met," she says. "We have a different perspective from what a faculty member might see."

Vongsamphanh says serving on the planning committee opened her eyes to the complexity of projects of this scope. "I've gone through a little bit of building design in my previous job, but I've never seen it from the ground up. It's given me a better understanding of the process and an appreciation for the people involved. I hope this building will be a valuable asset to the college and the university."

Carter Kelly

Undergraduate Student Representative
SENIOR IN ACCOUNTING
AND FINANCE

Carter Kelly, who serves as a Haslam Ambassador, was invited to serve on the building planning committee. "It's been a unique experience, having a different voice than I normally do," he says. "I know I'm representing a large body of students, and it's a responsibility I don't take lightly."

Kelly appreciates the committee's efforts to ensure everyone is heard. "Students will always make up the majority of the people who use that building," he explains. "It's important to have a voice not just for undergraduate students, but all students." Well-connected in the undergraduate community, Kelly made time to meet with other students, gather their ideas and opinions, and take them to the committee meetings. He's provided input on details such as classroom layouts and the need for common areas and dining spaces.

While Kelly and the other student committee members will graduate before the building is completed, he's thrilled to contribute to its success and looks forward to visiting Haslam's new building in the future. "Seeing firsthand that so many voices go into something like this has been impactful for me."

Left to right: Tan Kim,
Vanida Vongsamphanh,
and Carter Kelly.



Top to bottom: Marketing 464 virtual "get together"; a student wearing VR goggles; the Marketing 464 virtual classroom, also known as Haslam Hall.

Exploring Emerging Tech

Five weeks into each semester, Mark Collins, distinguished lecturer and director of Haslam's MS in Marketing program, sends virtual reality (VR) headsets home with marketing majors in his 400-level brand management course. For several weeks, the class meets in the metaverse. "We still have lectures, watch videos, and talk with one another just like any normal class," says Kobe Bouasakhone, a senior in marketing. "It gives us insight into how businesses and people can utilize VR to perform tasks, meetings, and marketing efforts."

Marketing senior Caitlin Motto says she benefited from the immersive learning experience. "Dr. Collins encouraged us to embrace emerging technologies such as VR and [artificial intelligence] as integral components of the marketing landscape," she says. "Exposure to these technologies is crucial for business students because it equips us to thrive in today's business environment."

To Collins, VR is the Wild West of the marketing world. "As VR becomes more widespread, marketers are trying to figure out how to do product placement and traditional advertising within virtual worlds," he says (e.g., placing a virtual billboard within a VR environment). "In the early days of the internet, every business realized they needed a website because they couldn't afford to miss out on that opportunity. That's where we are with VR today."

Students can't afford to miss out on experiencing VR, either. "We're already to the point where when they think about their toolkit of marketing tools, extended reality is one of those," Collins explains. "VR might be the best way to reach certain target audiences—but for most marketing executives, it's not on their radar. Our students will understand it because they have experienced it, putting them ahead of their peers."

To ensure all students are prepared for a tech-centric business world, Haslam is creating a new undergraduate course: Emerging Technologies in Business. George Drinnon, assistant dean



for undergraduate programs, says, "Undergraduates need to understand what these technologies mean and how to leverage them ethically, for maximum benefit and the good of society."

Other areas incorporating emerging technologies in their curriculum include the Master of Accountancy program, the Executive MBA for Strategic Leadership program, and the online MS in Business Cybersecurity.

Chad Autry, associate dean of faculty and research, Myers Distinguished Professor of Supply Chain Management, and R. Stanley Bowden II Faculty Research Fellow, sees a growing demand for skilled workers who can develop and manage solutions built on artificial intelligence and other emerging technologies. "Our future leaders will need to understand these technologies to help them recruit the right talent and invest in appropriate training for their changing workforces," Autry says. "If our grads have an understanding of its capabilities, they can leverage it well and get a leg up on competitors." ●





Marketing and international business student **Julian McCoy** was awarded the Olympians Academy Leadership Wings Scholarship.



A team of Haslam accounting and information management students (**Marcus Collins, Aidan Landis, Bonnie Claire Phillips, Justin Stembridge, and Ian Stewart**) placed in the top two at Deloitte's 2023 FanTAXtic regional case competition. They advanced to the national competition at Deloitte University in January 2024.

L-R: Faculty sponsor LeAnn Luna, Ian Stewart, Justin Stembridge, Bonnie Claire Phillips, Aidan Landis, Marcus Collins, faculty sponsor Scott White.

INTERNATIONAL PROGRAMS & STUDY ABROAD



The Haslam Case Competition Team, comprised of students **Michaela Bianco** (junior in marketing), **Nathan Dziwulski** (senior in supply chain management), **Sean Fritts** (senior in accounting and finance,) and **Haley Shimer** (senior in finance and business analytics), placed first in the CUIBE International Business Case Competition at San Diego State University.



A student team consisting of **Nolan Beasley** (junior in finance), **Ainsley Scheidler** (Smith Global Leadership Scholar and junior in business analytics and marketing), **Brock Sooley** (Chancellor's Honors sophomore studying logistics and management consulting), and **Yunfei Xie** (junior in accounting), won the BisNet International Case Competition, while the team of **Bianco, Fritts, Shimer** and **Katie Dugger** (sophomore in finance), placed third in the competition.

The teams are coached by Eddie Armbrister, Department of Marketing assistant department head and lecturer.



Top to bottom: Sarah Schmitt, Cheyla Scott, Charisma Taylor.

Sarah Schmitt (economics), **Cheyla Scott** (finance), and **Charisma Taylor** (MBA) were recognized by the US Track and Field and Cross Country Coaches Association as All-Academic Athletes.



L-R: Peyton Manning, Ellie Housley, Ariel Thompson, Coleman Bain, Ava Foley, Chancellor Donde Plowman.

Business management major and Haslam Leadership Scholar **Ellie Housley** was one of four UT students chosen as a Peyton Manning Scholar.



L-R: Julian Serrano, Ernie Cadotte (founder of Marketplace Simulations and Emeritus Professor of Innovative Learning at Haslam), Kelley Hunt).

Julian Serrano, senior supply chain management major, and **Kelley Hunt** (HCB, '23), who majored in business analytics, were among 11 students from around the world chosen to engage faculty on responsible management education at the Principles for Responsible Management Education (PRME) Global Forum in New York City. Serrano and Hunt also represented the Conscious Capitalism social movement and Marketplace Simulations, a business education software company.

NICOLE CARVAGNO

Using Supply Chain to Fight Food Insecurity

When the 2020 lockdowns began as a result of the COVID-19 pandemic, Nicole Carvagno spent most of her days within the four walls of her dorm room, attending classes virtually. A first-year student at the time, Carvagno's desire to leave the confines of her dorm drew her to volunteer at Smokey's Pantry, a UT-based food resource operated by Tyson House Ministries that serves students and the general community.

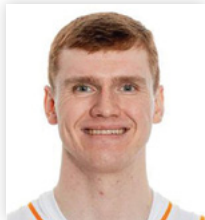
"I've always been interested in food insecurity because many people struggle with it in the small town where I grew up," Carvagno says. Now the pantry's director, she runs shifts, helps volunteers, accepts donations, and manages communications with similar organizations in the area. "I love doing this because I get to meet people and hear their stories. It's incredibly fulfilling to me—doing something that makes a real, tangible difference in people's lives."

Carvagno's administrative and organizational skills play out in her academics, too. A senior in supply chain management, she says her interest in logistics emerged when she was put in charge of the supply room in her high school's JROTC program. Carvagno helped plan trips to competitions and coordinated needed items for each person. "I loved doing that and realized supply chain management would be a great career path for me," she explains. "I think it's super interesting, and I wanted a field where there is job security and the option to travel."

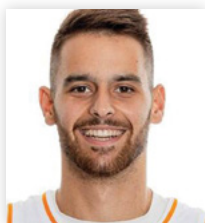
While part of the Greg & Lisa Smith Global Leadership Scholars program, Carvagno served as a supply chain intern with Climpson & Sons in London, England. Since then, she's completed two more internships with P&G in Cincinnati, Ohio, gaining a breadth of experience from balancing truck scales to digitizing paper documents and tracking and automating inventory management. "The inventory tracking projects were a lot of fun and gave me opportunities to collaborate with others and learn how to use different software tools," she says. "Between the two internships, I got a taste of the factory and also of corporate America."

When she graduates in May, Carvagno will return to P&G's Cincinnati headquarters in a full-time role. Her long-term goals are to continue fighting food insecurity and advocating for environmental sustainability. "I'd love to help make the supply chain more efficient, which is always the goal, and to push for more sustainable choices in sources, transportation, and work," she says. "It's important to me to make a difference, even if it's just in one person's life." ●





Top to bottom:
Colin Coyne,
Isaiah Sulack,
and Santiago Vescovi.



Colin Coyne (business analytics), **Isaiah Sulack** (supply chain management), and **Santiago Vescovi** (management) were recognized in the National Association of Basketball Coaches (NABC) Honors Court, which recognizes junior, senior, and graduate student men's basketball players who finish the academic year with a cumulative GPA of 3.2 or higher.



Smith GLS students pack meals for homebound seniors at CAC Mobile Meals.

SMITH GLOBAL LEADERSHIP SCHOLARS HONORS PROGRAM

100%

In 2023, 100 percent of the graduating Smith GLS program cohort had full-time placements (e.g., employment, graduate school), with a starting average salary of \$75,989 (\$16,088 higher than the overall Haslam average of \$59,901). Academic rigor, professional development, and community service are key components of the program that helps develop stellar graduates.

GLS students commit to a minimum of 20 hours of service each semester. To build community while giving back, GLS partners with the Jones Center for Leadership and Service each semester to have 70 students serve at community-based organizations.

OFFICE OF ACCESS & COMMUNITY CONNECTIONS

The 2023 E. & J. Gallo Winery Pathway Scholarship was awarded to Memphians **Kendall Williams** (graduating senior in marketing with a concentration in international business) and **Amir Gray** (graduating senior in supply chain management with a concentration in sales). The E. & J. Gallo Winery Pathway Scholarship for Professional Sales is awarded to students who have been traditionally underrepresented in professional sales.

E. & J. Gallo Winery is a long-standing partner of the Haslam College of Business and the **Marketing and Sales Innovation Alliance**, and it is committed to diversity and inclusion through initiatives focusing on ensuring equity and opportunity for all. The **OACC** was pleased to serve as the selection committee in announcing this scholarship to be awarded to the two students, each of whom received a single award in the amount of \$2,500.



At left: (L-R) McLane Evans, Miranda Epperson, coach Debbie Mackey, Jason Winkler, Emma Rowan; below: Members of UT-SHRM and faculty advisor Debbie Mackey; at right: Emma Rowan, Debbie Mackey.



The Society for Human Resource Management (SHRM) presented **UT-SHRM** with its 2022-2023 Outstanding Student Chapter Award.

The team of **McClane Evans, Miranda Epperson, Jason Winkler, and Emma Rowan**, all students in the MS in Management and Human Resources program, won the case competition at the TennesseeSHRM Conference.

Emma Rowan won the Joseph P. Goddard Scholarship at the Tennessee SHRM Conference. Rowan also passed her SHRM Certified Professional exam and began a rotational program at Oak Ridge National Laboratory.





Dylan Jacobs (MSMHR, '23) became the first Vol in UT history to be named National Scholar-Athlete of the Year by the US Track and Field and Cross Country Coaches Association.

TASC

TENNESSEE ASSOCIATION OF
SUPPLY CHAIN

The **Tennessee Association of Supply Chain** formed when the **Council of Supply Chain Management Professionals** and **NeXxus** student groups merged earlier this year. The new organization seeks to provide opportunities for Haslam students to develop and improve their supply chain management skills.

HASLAM COLLEGE OF BUSINESS FELLOWS HONORS PROGRAM

Since beginning 2021, the **Business Fellows** program continues to gain momentum, with 160 second- and third-year students currently in the program. Fall 2023 Business Fellows events included:

- Panel of junior and seniors shared their advice for first-year students
- UT alumni workshop covered resume review and career fair preparation
- Last Lecture and Meet the Deans allowed students to interact with faculty and deans and learn some of their crucial life lessons
- Speed Networking connected students with 12 local employers
- Workshops on brand strategy, career paths in finance, communication in the workplace, and how to stand out in a summer internship



Above, top to bottom: Speed Networking event; Meet the Deans event.

GRADUATE AND EXECUTIVE EDUCATION



Kelly Koenig (PEMBA, '24) was appointed chief of staff at Shannon Health in San Angelo, Texas.



Daniel Mackle, owner and founder of Silver Edge Financial and a student in Haslam's Online MBA program, was interviewed by *Kivo Daily*.



Clockwise from above: Daughtry, at a December 2023 home game, joins a time out huddle; with Coach Barnes talking player power; pre-game, players mount a pad that looks much like a scale, then complete a vertical jump in order to get baseline power measurements; Daughtry at the ready during gametime; with Garrett Medenwald, Director of Men's Basketball Sports Performance; pre-game warmups.



SCOTT DAUGHTRY

Ahead of the Game

As members of the UT men's basketball team sprint from one end of the court to the other, Scott Daughtry is watching. He's not watching the players, however—he's studying a tablet that displays statistics from their wearable tracking devices.

Daughtry helps the coaching staff make real-time, knowledgeable decisions, as he alerts a coach when the tracking app notifies him a player needs a break. After a game, Daughtry applies analytical models to data collected from the tracking devices—and from a camera that charts shots and intensity on the court—to gain insights and inform future strategies.

Daughtry is a recent graduate of Haslam's undergraduate business analytics program, and he's slated to begin the Master of Science in Business Analytics program this year. As an undergraduate, he volunteered with the UT men's basketball team and planned to major in sports management until he took a statistics class with Haslam senior lecturer Brian Stevens. "It made me wonder if the basketball team could do a better job applying analytics to the data they were gathering."

Daughtry gained permission to apply analytics to team data, but the data was only accessible through an application programming interface (API). "I didn't even know what that was," laughs Daughtry, who connected with Haslam lecturer Adam Spannbauer for assistance. "I started stopping by Adam's office, excited about applying the processes I'd been learning...and he'd explain how to get the data and what to do with it."

Daughtry was highly motivated to learn to code, build predictive models, and create reports. He helped create a database that sources past performance statistics and created front-end apps that coaches can use to access that information. "I've worked to make the types of reports and capabilities they want. We've developed a custom platform for tracking and can create performance targets for each player every week."

Last summer, Daughtry had another chance to learn more about analytics during his internship for the Indiana Pacers, a professional basketball team in Indianapolis. "It was a dream internship for me, getting to work for an NBA team and see what they are doing in the realm of sports analytics." He brought back all his new knowledge to another season with the Tennessee Volunteers basketball team.

Daughtry will become a graduate assistant next year, as the men's basketball team will sponsor his master's degree. He's excited to keep working with Head Coach Rick Barnes and continue building out the sports analytics platform. "There's really no other team in college basketball that's putting resources toward analytics right now," he explains. "We're leading the way." ●



14TH ANNUAL ALUMNI AWARDS

T HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

Late

EVENT PARTNERS



14TH ANNUAL ALUMNI AWARDS



The 14th annual Alumni Awards Gala brought together students, staff, faculty, and alumni at the Knoxville Convention Center on Friday, November 3, 2023. The evening recognized three alumni and one company for outstanding contributions to the college and to business in the state. The event, benefitting the College Fund for the Haslam College of Business, honored Jim Newsome (Distinguished Alum), PYA (Outstanding Corporate Partner), Megan L. Turner (Outstanding Young Alum), and Jordan Mollenhour (Outstanding Entrepreneur).

TABLE PARTNERS

Bush Brothers and Company / Dana & David Evans / J.A. Fielden / Teresa & Stan Hurt
Donna & Chris Kinney / Trish & Jack Mills / Christina & Jordan Mollenhour / Kathy & Jim Newsome / OneDigital
Pugh CPAs / Regions Bank / RSM / TeamHealth / Truist Bank / Megan L. Turner



OUTSTANDING *Young Alum*



Megan Turner (HCB, '05, MAcc, '07) has been on an upward trajectory at EY for the past 15 years. She has journeyed from intern to partner, investing most of her career at EY, which is uncommon in today's world. "In this day and age, it's very rare to progress from intern to partner at the same firm," Turner says. "Reaching that milestone was very important to me."

Turner began at the University of Tennessee, Knoxville, in 2001, where she pursued an undergraduate degree in accounting and earned a Master of Accountancy with an audit concentration. During and after her education, she completed five different internships before accepting a full-time position with EY. Turner started as an advisory staff member, left for a short time, and returned as an advisory services manager. She became a partner in 2020. "I've worked with EY in Atlanta, Memphis, New York, and now Charlotte," she says. "Even staying with the same firm, I've been so fortunate to have such a variety of experiences."

In part, Turner credits her parents' influences for her career success. "My dad is a physician and served in the U.S. military for years, so he's very disciplined and focused on knowledge," she says. "My mom is skilled in sales and [is] a natural people person with boundless energy and deep faith in God." Having a strong family and spiritual foundation drives Turner's professional confidence and optimism.

Turner is also proud of the authentic approach she has taken to her career. She advises young professionals to remain genuine throughout their career journeys. Instead of attempting to fit the mold of a typical successful professional, Turner believes staying true to yourself is a unique benefit. "Authenticity has been my key differentiator," she explains. "There is only one you and that is your advantage."

Looking back, Turner is grateful for the focused choices she made as a college student and young adult. "When I decided that accounting would be my path, I was intentional about forging good relationships with peers, professors, and employers that would set me up for a great future," she says. "Today, I feel a sense of clarity around my purpose in life and what I want professionally, and that all started with my education at Haslam." ●

OUTSTANDING *Corporate Partner*

PYA is a successful national accounting and consulting firm led by several Haslam College of Business alumni. Founded in 1983, the company is now one of the Top 100 largest CPA firms in the nation, serving clients in all 50 states. PYA provides expertise in management consulting, business valuation, and IT security consulting, in addition to the traditional core services of tax, audit, and assurance services.

Based in Knoxville, PYA has offices in Atlanta, Charlotte, Helena, Kansas City, Nashville, and Tampa, employing more than 250 people. The firm consistently ranks as one of the country's Top 20 healthcare consulting firms by Modern Healthcare and is a Top 15 auditor of the nation's largest health systems. Recently, Inside Public Accounting honored PYA as one of the "Best of the Best" firms in the nation. "We're very proud of that distinction," says Marty Brown (HCB, '85), PYA president and CEO. "It reflects some of our core values, such as attention to detail, customer service, relationships, and responsiveness."

Beyond its external accolades, PYA also is proud of the gender diversity within the company. Sixty-three percent of the firm's management team and 43 percent of shareholders are female, more than twice the average number of women in leadership in accounting firms nationwide.

PYA has fostered a close partnership with Haslam for several years, investing both time and financial resources. Company representatives have advised in curriculum and program developments, invested in capital improvements, provided the leadership gift for the Richard Townsend Endowment, hosted students from Haslam's summer high school programs, and provided many internships for both undergraduate and graduate students.

Most notably, PYA frequently recruits Haslam graduates. More than 30 percent of PYA employees hold a degree from the University of Tennessee, with most of those holding degrees from Haslam. "In its simplest form, this is workforce development," Brown says of the positive relationship between Haslam and PYA. "When you can hire people who are not only ready for the workforce but also able and willing to pass the CPA exam, that's key."

As the strong partnership between PYA and the college continues, Brown believes Haslam will continue to produce top-notch graduates. "We love to see that they have not only the technical skills and ability to research and learn, but also the character, competency, and business ethics to succeed in a career that serves the public trust." ●





OUTSTANDING *Entrepreneur*



Jordan Mollenhour (HCB, '04, MBA, '06, Law, '10) nurtured the desire to become an entrepreneur from an early age, entering the world of real estate while still a teenager. While studying accounting at the Haslam College of Business, Mollenhour met fellow student and future business partner Dustin Gross (UT, '04). The ambitious pair worked together to expand their real estate interests to include businesses related to construction, brokerage, land development, building management, and mortgages.

Mollenhour explains that life as a business owner and a student was challenging but ultimately beneficial. "Having that hands-on experience in parallel with an academic setting helped me learn the material in a very vivid and meaningful way," he says. "I was able to really engage with what we discussed in the classroom to absorb and retain it."

Mollenhour decided to pursue a law degree while continuing to work with Gross to expand their real estate business. When the 2008 financial crisis hit, the pair's business ventures struggled. "I was in law school, and my wife and I had two young children," Mollenhour says. "We learned some difficult lessons about growing an enterprise, bank funding, and investing, but it was a grinding two or three years."

Mollenhour and Gross emerged from the crisis with renewed determination and wisdom born of experience. They started a handful of new businesses, including an online retailer. "It was a big jump from real estate into e-commerce, but we found that many lessons we'd learned about people, processes, the fundamentals of finance, and insurance still applied." The duo eventually shifted toward investing, acquiring competitors along with businesses in different industries. Today, Mollenhour Gross is a holding company led by president Ryan Connor (A&S, '07, Law, '11) that includes an e-commerce logistics business, a company that services HVAC systems in hotels throughout the U.S., a company that designs and manufactures aircraft parts, and a real estate development and management firm.

Mollenhour learned many lessons while growing a business with Gross, and he is now passionate about building effective teams. "If an entrepreneur alone thinks they are going to accomplish anything meaningful, they are deceiving themselves," he says. "It takes many skilled people to navigate a complicated world. What I love most about what I do is creating space for other leaders to come in and do it better than I could." ●

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Alum

As a child, Jim Newsome (HCB, '76, MBA, '77) rode his bicycle up and down the loading area at the Port of Savannah, watching cranes lift cargo on and off the docked ships. He'd often work with his father—the director of operations at the port—boarding ships and meeting their captains.

By the time he reached high school, Newsome knew he wanted to pursue a career in the shipping industry, and he attended the Haslam College of Business to begin that career path. He thrived as a student at Haslam, where he studied transportation before earning an MBA from the college after finishing his undergraduate studies.

Newsome began his career at a small shipping agency in Houston, Texas, climbing his way up the ranks. He worked for two major European container shipping companies, Dutch-based Nedlloyd Lines and German-based Hapag-Lloyd, for a total of 22 years between 1987 and 2009. At both companies, Newsome was the first American to serve as president for the Americas region.

In 2009, the South Carolina Ports Authority sought out Newsome as its new president and CEO. He took the struggling Port of Charleston to impressive success, overseeing an increase from 700,000 pier containers in 2009 to 1.6 million in 2022 and an increase in operating cash flow from \$38 million to \$190 million during the same period. During his tenure, Newsome spearheaded several improvements and updates to the port, such as deepening Charleston Harbor to allow heavier and larger ships into port and completing the first new container terminal built in the US since 2009.

The investment of others played an important role in Newsome's success. "I had the good fortune of working for good companies with good people who took an interest in me," he says. "Along the way, I had a lot of mentors, and that's critical."

Newsome completed his time as CEO in June 2022. Now officially retired, he and his wife, Kathy, are planning a move to Greenville, South Carolina, to be near their children and grandchildren. Newsome now devotes time to consulting on supply chain visibility and industrial real estate. He also enjoys serving on the Dean's Advisory Board and watching the growth of the supply chain management program at Haslam. "I'm very proud of what they've done and glad to play a little part in it," Newsome says. "This award means a great deal to me." ●



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Eric M. Saul
George H. & Della A. Schultz
Andrew & Paige Shapiro
William & Laurie Shimp
Patrick & Jessica Sholl
Eric Siegel
Stephen S. & Susan M. Silvers
Christopher & Melissa Slover
Chase C. & Lee A. Smallman
Charles B. & Robin R. Smith
Courtney I. & Angela K. Smith
Rickey A. & Nancy W. Snoddy
Matthew S. & Christi L. Snyder
Joseph R. Sowell
Wade St. John
St. Mary's Legacy Clinic
Joe & Brenda Steakley
J. Gary & Temple A. Stevenson
John M. Stewart
Alexander L. Stratton
Justin C. Stringfield
William & Diane Stumph
Neal E. & Donna M. Swientisky
Michael L. & Sheryl L. Taber
B. Lance & Anne M. Taylor
Norman G. & Wendy C. Templeton
John B. Thornburg
Adam M. & Rebecca E. Tinker
James R. & Teresa N. Van Frank
William R. & Tamara L. Vance
John Vaughan & Alfred Rosario
Andrew J. Venable

*List reflects endowments established June 1 –
December 31, 2023

William L. Waldrop
James L. & Patricia G. Walsh
Brandon & Paige Walton
Todd Whitaker
Kay L. & Bill M. Whitman
Widowed Parent Relief Project
David W. & Julie A. Williams
Mark A. & Wendy M. Willis
Mark E. Willoughby
Wanda L. Wisecarver
William M. Wood
Adam Wright
Jeffrey & Claveria Wright
Thomas A. & Rebecca H. Wyrick
Thomas R. & Susan A. Yokley
Arthur L. Zucker

\$250-\$499

Jeffrey T. & Cindy A. Adair
Andrew J. Lee Adams
William & Sarah Addis
Thomas & Debby Albright
Justin & Lauren Alexander
Robert Alexander
Kyle B. & Mary K. Allen
Bradley N. Andrews
Donald L. & Carolyn W. Arden
Lance M. & Sarah N. Arnold
Michael K. Atkins
Chad W. & Kari S. Autry
Abraham & Emily Aziz
James L. & Kathryn M. Badgley
Dustin & Mercy Bailey
Craig & Beth Baker
Paul & Elizabeth Banick
David Banks
Nicholas & Janet Basler
Brian Beaver
Laura Q. Bellinger
Vivian E. Bennett
Cullen H. Bernal
Robert & Loraine Berry
John & Stephanie Billingsley
Jeremy D. & Stacy C. Black
Jody A. Blazer
Brent Bono & Morgan Flaherty
David & Rebekah Bowman
Henry & Monika Bowman
Thurman L. Boyd
Terry W. & Katherine S. Brandon
Michael S. Brandon
Larry G. & Rosemary A. Bray
Betty J. Brown
Donovan & Libby Brown
James & Diane Brown
Donald J. Bruce
Thomas G. Burk
Bige D. & Margaret E. Bursleson
Jessica Byrd
Christopher & Kirstin Campbell
John W. & Carol B. Campbell
Melissa & Jim Cardon
Mark A. Carlson
David W. & Mary A. Carringer
Caroline H. Cassity
David Cawrse & Barbara Felix
Steve B. & Vonda S. Chancey
James T. & Mary J. Chandler
Norman A. Chapin
James & Lisa Clement
James & Renee Cody
Charles H. Coffin & Ann S. Fritts
Christina A. Cogburn

Richard & Rebecca Cole
James C. Cope
Joshua & Nadia Copley
Tom & Christie Cordova
Robert & Johnny Corey
Evan C. Corlew
James & Suzanne Courtney
Greg & Kyla Cox
Benjamin J. & April E. Coy
Joshua J. Crabtree
Layken C. Culver
Linda Curtis
Bobby W. Damron
Clay S. & Anita G. Davis
Charles & Dandris Davis
Dennis & Kim Denton
Alan D. Deuel
Joseph & Kristen Devine
Ashley & Deborah Dickson
John & Lesley Dillon
Tommy S. & Danielle L. Dorsey
Sam Dove
James R. Doyle
Harold O. Duggin
Walter & Becky Duncan
Russell B. & Brittany W. Dunlap
Christopher K. Edwards
Emily M. Edwards
Joseph K. & Elizabeth D. Ellis
Paul K. & Pamela P. Emert
Thomas E.J. & Beth B. Engel
Mark & Christine Enslin
Louis S. Erickson
Caraciolo & Larissa Fernandes
Christopher A. & Shelia F. Ferrell
Devin & Samantha Finch
Samuel & Alice Fink
Ron & Jennifer Fisher
Geoffrey S. & Lora J. Fishman
Nancy J. Fitchpatrick
Colby L. & Christen V. Fleming
Brittany N. Flowers
Kimberly A. Flowers
Shea & Laurie Ford
R. Mark Foster
Robert A. & Linda F. Foster
David B. Foutch & Ann E. Sellars
Oscar & Rebecca Fowler
Kenneth D. Fox
Christopher M. Frost
Todd H. & Kelly L. Fusco
Michael & Leslie Galloway
Jesse E. & Tina M. Galloway
Brian E. & Heidi L. Gard
Logan & Erin Garrett
Michael Gavlick
General Mills
James H. & Ramona R. Gentry
David & Jacqueline Gerwels
John J. Gill
Jason & Abbie Giampoletti
Thomas & Robyn Goins
Samuel & Amanda Golden
George Goldman & Aimee
Blount Goldman
George & Elaine Goosmann
Curtis M. Gordon
Joel F. Gradowski
Charles & Susan Gray
Daniel B. & Jenet D. Gray
Derek T. Greene
Monica M. Greene
Ken Gregory
Christopher C. Griffin & Diana
C. Cantu Chapa

Harry L. & Laura E. Gross
Elizabeth A. Gunderson
Joel M. & Jan W. Haber
Daniel R. & Kathy E. Hamilton
John & Ruby Hancock
Michael D. & Elizabeth B. Hanna
Lindsey A. Hatcher
Daniel A. & Amy B. Hawk
Angela D. Hawkins
Robert W. Hays
HDR Management Corporation
Warren D. & Sarah A. Henry
William O. & Susan G. Henry
John & Teena Hewgley
Andrew Hickman
Alan L. Hill
Paul R. & Lori P. Hinchey
Charles J. Hines & Jennifer
Slagle Hines
Christopher & Elizabeth Hipps
John & Cheryl Hodges
Carson Hollingsworth
HomeSource East Tennessee
Ed Hoskins
David R. Howard
Tingliang & Qinxia Huang
Jason E. Hubbard
Jeremy A. Huey
Judith R. Hunt
Information Technology for
Enterprises
J. Nelson & Deanne W. Irvine
Stephen E. & Charlotte A.
Jennings
Larry & Ramogene Johnson
Okey & Kathleen Johnson
Benjamin L. Jones
Lisa A. Jordan
Andrew Kallam
Daniel J. Keddle
Chad E. Keel
Lewis P. & Heather A. Kelly
William L. & Rachel A. Kelso
Gary R. & H. Denise King
Jacob S. King
James R. & Judy A. King
Steven A. King
Zachary R. Kipp & Christine M.
Haggerty-Kipp
Glen A. & Kathryn H. Knable
Michael L. & Nancy J. Knaff
Jeff & Rachel Knotts
Frank & Anne Kocur
Sophie E. Lange
Thomas H. & Susan L. Lazenby
Jong Seok Lee
Robert M. & Brenda G. Lewis
Richard & Jodi Lich
Charles D. & Marla J. Little
Hannah Loveday
Christopher M. & Kristi M. Lovin
Michael & Maribeth Lowe
Lindsay E. Mahony-Livesay &
Ronald J. Livesay
John D. Maples
Michael & Bethany Marks
Keegan Martin
Joseph L. & Allyson R. Matlock
Phillip R. & Virginia B. Mattox
Shelley C. Mayfield
Michael & Marie Mazanek
Kyle & Teresa McClung
Katherine A. McDaniel
Derrick D. McGuire
Charles F. & Clara B. McNutt

Norman N. & Karen Z. Meidl
Phil & Brenda Merhar
Jason & Lauren Miglin
Charles R. & Sue L. Milazzo
Thomas A. Milewski
James A.A. Miller
Virgil & Dorothy Mincy
Preston T. Mitchell
William & Elise Mitchell
Madison L. Moats
Kyle T. Moffatt
Roger & Julia Moore
Meghan Moore
Nikhil S. Morar
William D. Morris
John E. & Nicole M. Mumford
James & Julie Myers
Amin Najmi
Kevin W. & Rae L. Newingham
Bernard T. & Helen V. Ng
Gerald F. Niceley
Taylor E. Nipper
David & Caitlin O'Connell
Meaghan A. O'Connor
William & Joy Ogilvie
Aaron M. Okonski
Timothy M. & Elizabeth A. Oxley
Missy J. Pacha
Kimberly S. Padgett
John & Carol Pagura
Robert C. Palmer
Jack Parker & Esther Wong
Vincent J. Passafiume
Gwendolyn R. Pate
Patten Group
John O. & Lori A. Pearce
Zach C. Pena
John W. Phillips
Trevor S. & Jenny Phillips-Levine
James C. & Holly H. Pierce
Nancy B. Poe
ProMBA Class of 2010
Mark D. & Rhonda R. Pugh
Jared T. Rainey
Robert H. Ralston
Charles R. & Brenda L. Rayman
Hector Reyes & Cecilia Calderon
Renee L. Rhoades
J. William Rhodes
Lauren A. Rigdon
Richard A. & Shelley H. Riley
Byron H. & Pat M. Risner
Dan L. & Carla B. Robbins
James T. & Margaret A. Roberts
Worrick G. Robinson
Randall L. Rose & Kelley
S. Hewett
Kelli N. Ross
Spencer M. Rouser
Caroline S. Royal
Tsutomu & Masako Sagawa
Jack B. Sample
Lance & Bethany Saunders
Neil & Sarah Saunders
J. Adam & Lisa B. Schlosser
John K. & Cheryl T. Schmidt
William & Lisa Schuler
Sundeep Shamanur
Jonathan & Caylee Shell
Steven M. & Theresa M. Shelton
Xinjie Shi
Stephanie M. Sieggreen
Wyatt T. Simpson
William D. & Susan T. Singer
William C. Skaggs

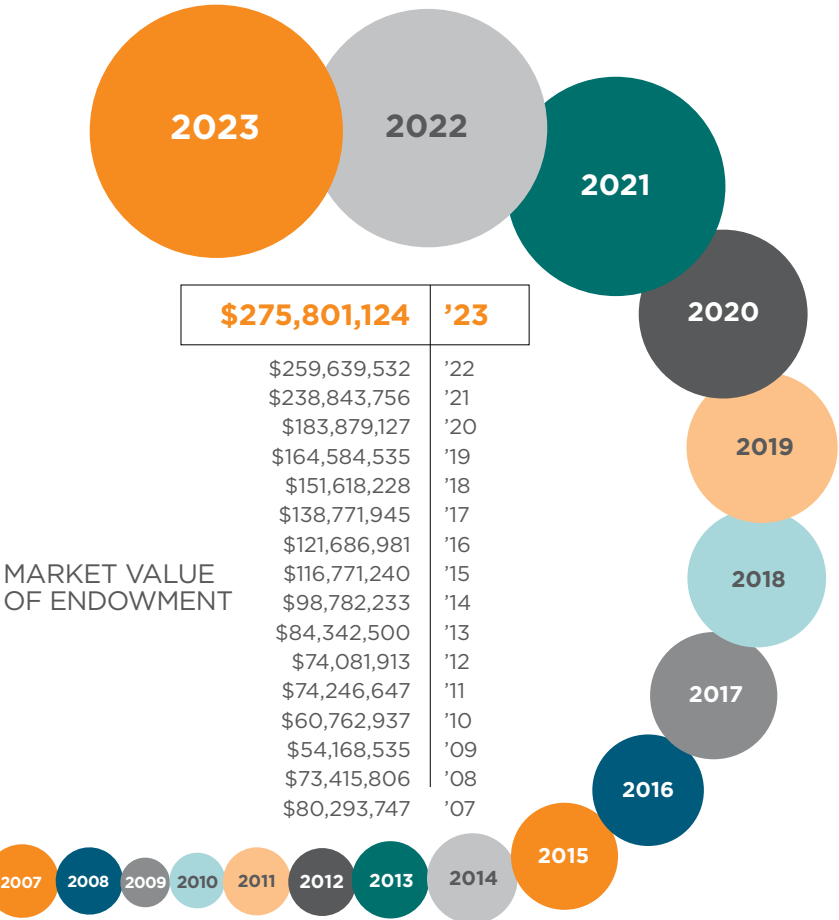
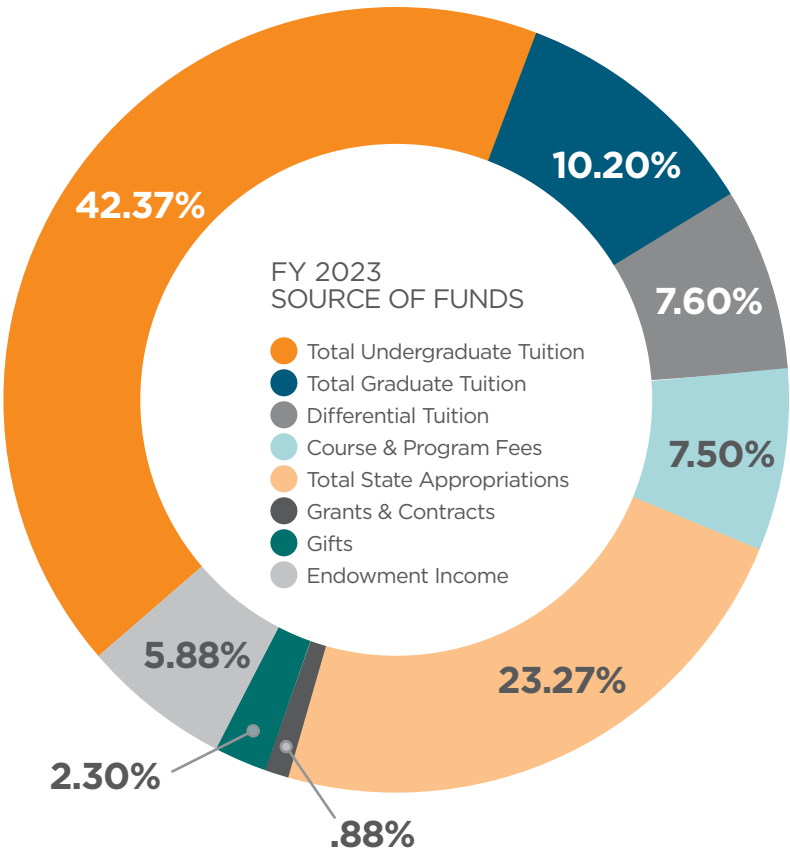
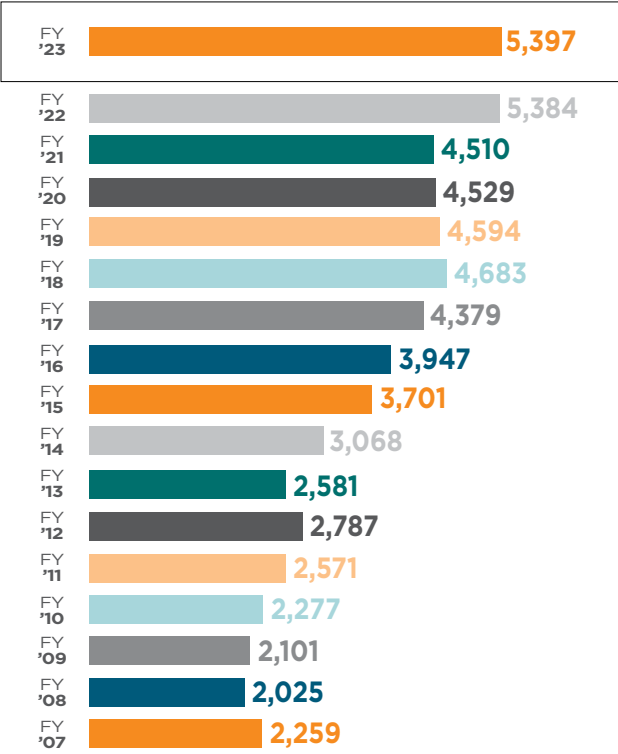
Benjamin & Heather Skipper
Ray H. Smallen
Brad T. Smith
Kendrick Smith
Anne Smith
Pierre L. & Meredith L. Soree
Daniel & Amy Spann
Duke Speed
Brian & Alison Stacy
Clifford J. Stallworth
Haskel & Doris Stanback
Samuel H. Stevenson
George & Leslie Stone
Matthew A. & Kristen R. Stuart
Aaron M. Sullivan
Edward T. & Rebecca J. Summers
Randy R. & Barbara L. Swanson
Nicholas C. Swanson & Chelsea
T. Huynh
Richard & Sharon Tannahill
Wendy Tate
Frank F. & Mary P. Taylor
Jane C. Taylor
Phillip & Nancy Taylor
Molly M. Thessin
Carl D. Thomas
Parr Thomson
Marc A. Tolleson
Eric & Susan Topp
Tami K. & Mike W. Touchstone
Ned L. & Mary S. Treat
Melissa A. Tribble
William & Sara Trohanis
Jeffrey & Catherine Trombly
Chase M. Truitt
Timothy & Alesha Tubbs
Thomas E. & Sandra M. Tuck
Gregory D. & Teresa M. Cook
Michael C. & Christina P. Urian
Frank E. & Shannan M. Venezia
Jeffrey & Myriam Voyles
John M. Wachowicz
Patrick & Lisa Waddell
Stephen A. & Joan K. Waldrop
Matt & Elizabeth Wallin
Marianne & Brian Wanamaker
Kent & Amy Ward
Carson R. Watts
Kenneth R. & Lisa O. Wayco
Paul & Ashley Wells Murray
John L. & Jean M. Wernicki
Charles R. West
James & Sandra West
Jennifer L. West
Jerry R. & Gina A. Wey
Bill W. & Wanda C. White
Jack W. & Rhonda K. Wiley
Devin P. Wilkinson
Joe & Laura Williams
William D. & Tammy W. Winstead
Ashton Wiseman
Courtney B. Wiseman
Christine M. Womack
Matthew W. Wood
John P. & Lori H. Wooden
Alan & Kristin Worley
Xee Xiong
Julia E. Yancheck
Brian S. Yarmowich
Robert H. Yeatts
John P. Whitney L. Young
Robert M. & Leatha H. Young
Weston T. Youngblood
Alex R. & Ana M. Zablah
Melodye C. Zimmerman

Sources of Funds

Growth is the story in Haslam College of Business. We welcomed almost 2,000 freshman to our college in the fall of 2023. The largest freshman class in the history of the college. At the same time, 13 new faculty call the college home. We started planning for a new building expected to be completed in 2027. This new building will be home to our GEE operation, newly expanded Anderson Center, and state of the art research labs. Revenues continued to grow and be reinvested into the infrastructure and support of our student experience. Private philanthropy remains an important funding source allowing the college to implement new programming, expand current offerings, and support our students in their time here at the Haslam College of Business. Increasing private philanthropy, launching successful new programs that attract additional students, and controlling our costs are always important, and particularly so as we strive to protect access given the economic realities facing our students and their families.

— BETSY ADAMS, ASSISTANT DEAN OF OPERATIONS, STRATEGY, AND PLANNING

NUMBER OF DONORS



ALUMNI

Update

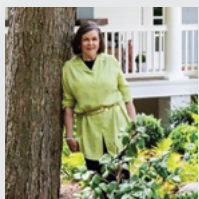


STAY IN TOUCH

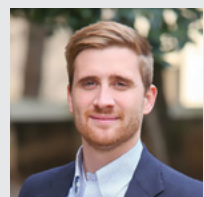
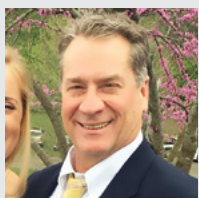
To share your news with the University of Tennessee, Knoxville, Haslam College of Business community, submit your news and any relevant images to haslam@utk.edu. Please use "Alumni News" in the subject line.

This update reflects information known as of December 2023.

'70s

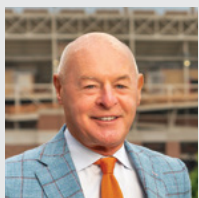


Atlanta All-Stars real estate agent **Trish Byce** (HCB, '76), affiliated with Compass Real Estate, was recognized by BestAgents.us as a 2023 top agent.



UT honored **Glen Glafenhein** (UT, '78) and his son, **Wil Glafenhein** (HCB, '11), co-owners of Honors Real Estate Services, with the Rocky Top Business Award during UT's inaugural Rocky Top Business Award Ceremony.

Retired Tennessee Supreme Court Justice **Sharon G. Lee** (HCB, '75) was spotlighted in an article by the UT College of Law.



Larry Pratt (HCB, '73), chairman and CEO, First Savings Mortgage was a speaker in Haslam's Graduate and Executive Education's Executives in Residence Series.

'80s



Fisk University named Nashvillian **Agenesis Walker Clark** (MBA, '89) its next president. She will be Fisk's third female head and the 18th president of the 158-year-old-university, one of the nation's highest-ranking Historically Black Colleges and Universities (HBCUs).



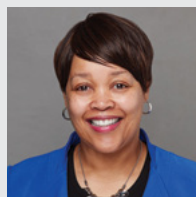
Alicia Gresham (HCB, '88) became chief executive officer of Pennsylvania Hospital.

Carla Mashinski (HCB, '84) recently released her second book, *My Heels Got Stuck in the Career Ladder*.

'90s

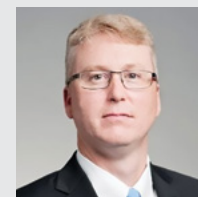


Melissa Bishop (HCB, '91) was named assistant principal for Yates Primary in Cleveland, Ohio.

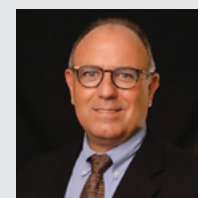


Chermale Casem (HCB, '91), assistant dean of finance, operations, and strategic initiatives at the University of Tennessee Health Science Center's College of Health Professions, was chosen as the principal

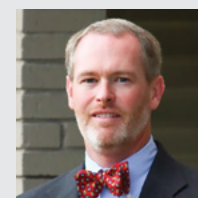
investigator and project director for a groundbreaking five-year grant, totaling approximately \$3.25 million, to support a new Health Careers Opportunity Program (HCOP).



Pulmocide Ltd., based in London, England, appointed **Matt Dallas** (HCB, '97) its chief financial officer.



Milligan University President **Bill Greer** (PhD, Economics, '99) was inducted into the Tennessee Independent Colleges and Universities Association's (TICUA) 2023 Hall of Fame. This accolade celebrates Greer's 30-year tenure at Milligan and the advancement of the university's mission under his leadership.



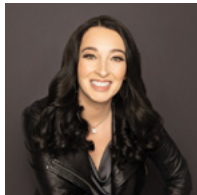
The Kiwanis Club of Columbia, Tennessee, honored former club president, **Travis Jones** (HCB, '96), with the George F. Hixson Fellowship. Jones is the public defender for Tennessee's 22nd Judicial District.

Don Lawson (HCB, '98), owner of Smart Business Accounting, shared expertise on the Federal Employee Retention Credit program with *CityView*.

Vizaca explored the career of **Chuck Morgan** (MBA, '91), president of site construction at Clayton Homes and husband of comedian Leanne Morgan.



Christian Rodich (HCB, '97, MAcc, '98) joined Romeo Entertainment Group as vice president of finance and administration.



After her father's passing, Knoxville Realtor **Laura Slyman** (HCB, '98) took the reins at Slyman Real Estate & Auction.

Ned Spitzer (MBA, '97) accepted a new role as the head of healthcare at Texas Capital Bank in Dallas, Texas.



Ayoub Yousefi (PhD, '92), professor emeritus of economics at King's University College at Western University in London, Ontario, retired after 21 years with the institution.

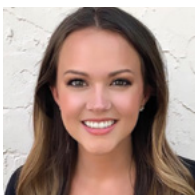
'00s



Jeannie Carpenter (HCB, '01), Jabil's senior director of global logistics, was featured on the DC Velocity *Logistics Matters* podcast.



Aleisha Johnson Cook (MBA, '07), principal consultant at AJC Business Solutions, participated in a podcast with Developing Lafayette.



Underscore Works in Nashville hired **Jamie Ernst** (HCB, '09) as artist manager and director.



Herman B. Gray (PEMBA, '03), former president and CEO of United Way for Southeastern Michigan and of Detroit Medical Center Children's Hospital of Michigan, was the keynote speaker at The City College of New York's Class of 2025 Clinical White Coat Ceremony.



Keith Gray (PEMBA, '14) became president of the University of Tennessee Medical Center on July 1, 2023, and will become CEO effective April 1, 2024. Gray was also featured in articles by *Becker's Hospital Review* and *Chief Healthcare Executive*, speaking on the concept of servant-leadership and improving healthcare outcomes among underserved communities, transforming healthcare, and the growing trend of MDs seeking MBAs.



Ruby Hancock (MAcc, '04) was named managing partner of KPMG's Memphis office.



San Francisco's OverDrive recently appointed **Jennifer Leitman** (ProMBA, '09) as its first chief marketing officer.

Axle Logistics, LLC, co-founded by **Drew Johnson** (HCB, '07), announced the company will invest \$37.9 million to expand logistics operations at its Knoxville headquarters.



Bond Vet appointed **Garrett Lewis** (HCB, '00) as CEO.

Andrew McGranaghan (HCB, '09), chief development officer at Wallace Real Estate, was named to the Knox News 40 Under 40 class of 2023.

Ryan Robertson (HCB, '04) became president of his family's business, Trust Marketing.

Top Rail Fence expanded its services in the Peach State through the opening of Top Rail Fence North Georgia, with **Ryan Van Epps** (HCB, '04) as the owner.



Dena vonWerssowetz (HCB, '07, MBA, '09) joined Firehouse Subs as chief marketing officer.

'10s

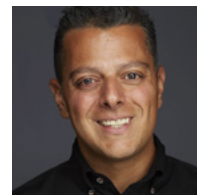
Spyre Sports co-founder/president **Hunter Baddour** (MBA, '11) and co-founder/CEO **James Clawson** (ProMBA, '13) took UT football players Joe Milton and Ramel Keyton on a whirlwind tour of New York City. They rang the Nasdaq closing bell, attended a Yankees baseball game, took a tour of Madison Square Garden with former Vols basketball great Allan Houston, and met with various brands for networking and educational purposes.



Carly Burd (HCB, '14, MAcc, '15) joined North Carolina State University's Poole College of Management as an assistant professor in the Department of Accounting.

Carmen Colitz (DVM, '93, EMBA-SL, '19), world-famous mammal ophthalmologist, recently performed surgery on sea lions at Columbus Zoo.

Daniel P. Green (HCB, '11), financial advisor with UBS Wealth Management USA based in its Knoxville office, was named to the *Forbes*' Best-In-State Wealth Advisors list for 2023.



Hisham Khaki (EMBA-GSC, '13), president and founder of flexible labor service HapiGig, shed light on the dynamic evolution of the supply chain industry when he spoke with the *Wall Street Journal* about the changing labor force.

Phillip Montag (MBA, '17) was promoted to procurement director of human resources and contingent labor at Warner Bros. Discovery in Knoxville.



Knox News included **Nathaniel Sheldo** (HCB, '11), senior relationship manager with FirstBank, in its 40 Under 40 class of 2023.

David Shepard (HCB, '19, MAcc, '20), Deloitte audit senior in the company's Memphis office, traveled to Gurugram, India, to meet with Deloitte's India-based audit team.



Tyler Sherrill (HCB, '12) was appointed CEO of East Cooper Medical Center in South Carolina.



Nainika Sudheendra (HCB, '18, MS-SCM, '20) was recently named a Schwarzman Scholar, one of the world's most prestigious graduate fellowships.



Raylene Thompson (EMBA-HL, '19) is now the client success advisor at Practicing Excellence.



California-based Aero-mark, LLC, named **Paulina Todd** (ADMBA, '19) its next president and CEO.



Knoxville-based **Stephanie Yeap** (HCB, '16, MSBA, '18), a senior data scientist and analytics translator with Eastman and co-founder of the Asian and Pacific Islander resource group, Asian Pacific Excellence (APEX), was recently spotlighted by Eastman in article recognizing her accomplishments.

'20s

Under the leadership of CEO **Archie Bella** (PEMBA, '20), San Diego's Opsam Health earned five certification awards from the U.S. Health Resources and Services Administration (HRSA) for 2023, including Health Center Quality Leader, Access Enhancer, Health Disparities Reducer, Addressing Social Risk Factors, and Advancing HIT for Quality.

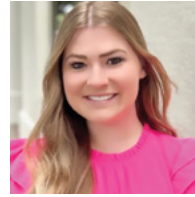
Poets&Quants named **Caroline Cate** (MBA, '22), associate project manager for TVA, as one of its 2023 MBAs To Watch.



Alcott Global named **Annette Danek-Akey** (EMBA-GSC, '22) one of its top 30 leaders in the global supply chain industry.



Clayton Homes promoted **Erica Da Silva** (ProMBA, '22) to project manager.



The City of Columbia, Tennessee, appointed **Lexi Dearborn** (HCB, '20) as the Tourism and Marketing Department's marketing coordinator.

Kaitlin Floyd (MBA, '21) accepted a new position at GMR Marketing as an account supervisor for Olympic Marketing.

UT's Institute of Agriculture promoted **April Massengill** (ProMBA, '21) to senior editor/writer.



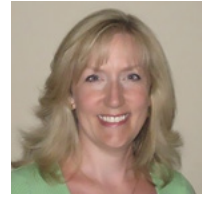
S3 Recycling Solutions, a Springfield, Tennessee-based information technology asset disposition (ITAD) company, named **Nathan Freeman** (HCB, '22) its new director of business development.



Hunter Greer (ProMBA, '21) was hired as vice president of Community Reinvestment Strategy at JPMorgan Chase & Co.



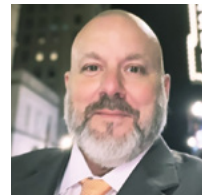
Allegheny Health Network named **Akshay Khandelwal** (PEMBA, '22) system chair of the cardiovascular medicine department.



Kathleen McCann (ProMBA, '21) is now a database engineer at Ballad Health through TEKsystems.

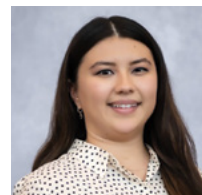


Poets&Quants named **Joshua McGinnis** (HCB, '20, MBA, '22), global demand manager at Elo Touch Solutions, a 2023 MBA to watch.



Kent Massie (EMBA-SL, '23) became director of state operations for Maryland and West Virginia at Trulieve, a leading provider in medical and recreational cannabis and CBD products.

Tiffani Mensch (HCB CSEE Certificate, '21) was hired as CEO of United Way of Collier and the Keys.



Dora Nabiyevea (MSMHR, '23) passed her Certified Associate in Project Management (CAPM) certification exam.

The Society for Human Resource Management interviewed **Mary Jo Swearingen** (HCB, '20), HR business partner at LBMC Employment Partners, for an article celebrating the fourth annual World Federation of People Management Associations' International Human Resources Day.

A Good Sport in Business Analytics

Nikhil Morar (HCB, '19), the manager of business analytics and strategy for the Los Angeles Lakers, has the job of his dreams. High-level and fast-paced, his position includes working with the Lakers' business analytics team in pre-game preparation and post-game data analysis for 82 professional regular season basketball games. The business analytics department collaborates with revenue-generating departments on large data analyses to optimize processes and provide objective recommendations that inform the organization's important business decisions.

"All of us are putting in so much time and effort to accomplish the health of the business and helping the team win a championship," Morar says. "What excites me is just waking up and doing a cool job with people that are also passionate about what they do."

Making the Leap to Business Analysis

Given Morar's enthusiasm for business analytics, it is interesting to learn he entered the University of Tennessee, Knoxville, as a pre-med student, intending to become a dentist. Hearing good things about UT's Haslam College of Business changed his mind.

"I had a lot of friends that were in Haslam, and they loved their classes, and they talked about all the alumni that they had chats with," Morar recalls. "So, I made the switch over to Haslam."

He earned his bachelor's in business analytics with a supply chain management collateral and a minor in information studies and technology. Although he holds a master of science in applied data science from Indiana University, he credits Haslam for playing a crucial role in laying the groundwork for his proficiency in business analytics, which is fundamental to his current role.

"What helped me was the strong foundation, the data analysis, statistical modeling, and strategic decision-making



classes," he says. "Haslam also has a lot of students, not only from around the US, but around the world, and we had a lot of group projects. Collaborating with students from different states and countries helped me understand working with diverse backgrounds."

Analyzing the Micro and the Macro

The Lakers originally hired Morar to develop data integrations, quantitative analyses, performance metrics, and dashboard visualizations to drive key strategic business initiatives. Now, his team focuses on data capture and analysis for all revenue generation in the organization. From ticket purchases to broadcast rights to corporate partnerships, Morar's team diligently collects and analyzes data. At the micro level, if needed, they can share observations from a single fan's purchasing history. From the macro view, Morar and his team provide valuable insights derived from the comprehensive analysis of all major partnership contracts, guiding strategic decisions in structuring business deals.

"Our analytics team is like an internal consultant that works with almost every department at the Lakers, helping with efficiency generation and business planning," he says. "Our whole goal is to make sure that we're driving revenue

through data analysis and helping support the organization with business decision-making."

The Laker's director of business analytics and strategy, Christina Khosravi, praised Morar's contributions to the organization.

"Nikhil's contributions to the team have accelerated the translation of complex datasets into data visualizations, ultimately driving key business decisions," Khosravi said. "His curiosity and solution-oriented approach continue to inspire thoughtful discussion across the organization."

Giving Back: From HCB to the NBA

Morar contributes to both Haslam and his community. He served on the Indian American Association at UT and has volunteered with South Asians in Sports and the Indiana Sports Corp, among other activities. This summer, he joined the Haslam Young Alumni Board and was a teaching assistant in a business analytics and statistics course. He also has been a guest speaker in other Haslam classes and at the fall 2023 Business Analytics Forum.

Julie Ferrara, senior lecturer and assistant department head in business analytics and statistics, is pleased Morar finds time to return to the college, calling him a good role model.

"Nikhil was an exceptional student, and we're always happy to have him back at Haslam," Ferrara says. "He's always interested in learning more and sharing what he has learned. Telling our current students about his work with the Lakers broadens their vision of what they can do with their degrees."

Morar believes such activities allow him to invest in the college that helped establish his business analytics foundation. Similarly, he participates in volunteer events with the Lakers throughout the year.

"Whether it's taking part in a beach cleanup or teaching kids about analytics at the office during Camp Lakers, it's different areas that I can help the younger generation get to where they want to be," Morar says. ●

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