

FCBE's official podcast "Business in Blue" is live

We are excited to announce that we have officially launched our college's new podcast "Business in Blue." Our podcast series provides insights on all things business, all things Memphis. Our special guests are successful entrepreneurs, alumni and overall community "movers and shakers." In addition to learning about our guests' interesting professional journeys, we also discuss the unique programs, opportunities and initiatives available through our college. Tune in to hear from podcast host, Carley Brown, current MBA student and BBA '23 alumna. Our episodes drop every two weeks on Google, Apple and Spotify Podcasts. We will house each of our segments [here](#). We encourage you to share widely with your students and community partners. If you are interested in being featured for an internal ad or know someone who would be an excellent guest speaker, please reach out to fcbe_mktgcomm@memphis.edu. Our tentative schedule includes:

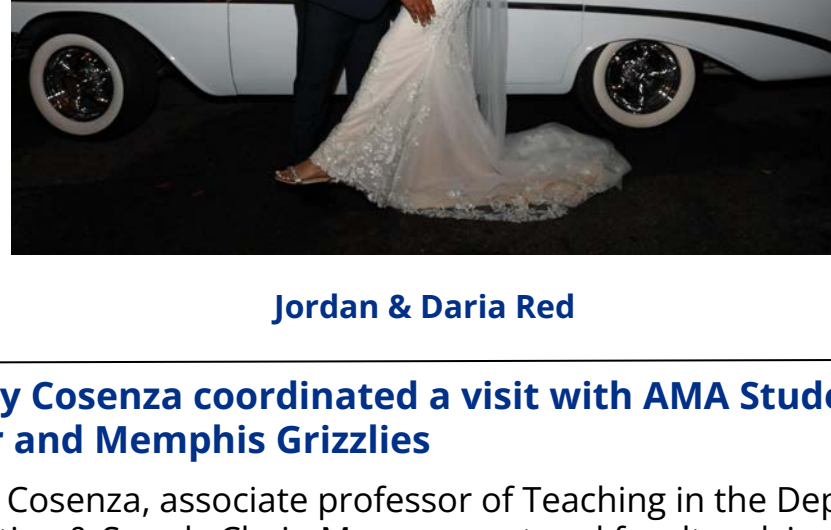
- Micah Dempsey, Co-founder & Owner | Belltower Coffeehouse & Studio
- Andrew Arbogast, Founder & CEO | Arbo's Cheese Dip
- Beth Wilson, Founder & CEO | Wilson PR
- Bartholomew Jones & Renata Henderson, Founders | Cxfeeblack
- Sara Michael, Clinical Director | 901PT
- Jeremy Park, CEO | cityCURRENT
- Chris Taylor, Owner | MemPops
- And many more...

Follow us on [Instagram](#) for forthcoming announcements about our #BusinessInBlue series.



Dean Bobby Garrett published in the *International Small Business Journal*

Dr. Bobby Garrett, dean of FCBE, was recently published in the *International Small Business Journal* for his paper titled "Affect and adaptation in entrepreneurial goal pursuit." He coauthored this piece with Drs. Lauren A. Zettle (Central Michigan University) and Carl P. Maertz (University of Louisville). Click [here](#) to read the full article.



Dean Bobby Garrett

Jordan Red recently tied the knot

We are delighted to share the joyous news that Jordan Red, FCBE Learning Experience coordinator, was married to his long-time sweetheart, Daria, on November 17, 2023. The ceremony was a celebration of love, commitment and the start of a lifelong partnership. Congratulations, Jordan!



Jordan & Daria Red

Dr. Tracy Cosenza coordinated a visit with AMA Student Chapter and Memphis Grizzlies

Dr. Tracy Cosenza, associate professor of Teaching in the Department of Marketing & Supply Chain Management and faculty advisor for the UofM's American Marketing Association (AMA), led a visit to the FedEx Forum at the end of the fall semester for our AMA students. These students received a behind-the-scenes arena tour. Lauren Carnell, vice president of Marketing, hosted an in-depth discussion about the Grizzlies marketing team and candidly answered questions about planning for successful marketing careers.



Dr. Tracy Cosenza (L) with UofM AMA Students at FedEx Forum

Avanti Pandit was invited to present to ALSAC/St. Jude

In January, Avanti Pandit, MIS assistant professor of teaching, gave a Project Management presentation titled "Everyday Project Management" to the Donor Experience Division employees belonging to MAP. "My ALSAC Plan (MAP)" is a competitive application-based program at ALSAC, and is designed to help employees gain exposure, experience and education on the skills needed for career advancement opportunities, simultaneously focusing on professional development opportunities for upward mobility as well as balancing home life. Avanti's presentation focused on the Time (Schedule) Management Knowledge Area to help attendees think about how to prioritize and execute their daily tasks more efficiently. The feedback from her presentation was very positive. According to one of the attendees, "The team really enjoyed the content, and I'm confident they will utilize several of the principles learned during the session in both their personal and professional spaces. Your content was clear, relatable and digestible."



Avanti Pandit

Dr. Mehdi Amini published in the *Journal of Business Review*

Dr. Mehdi Amini, George Johnson professor in the Department of Marketing & Supply Chain Management, published a paper titled "Designing profitable seeding Programs: The effects of social network properties and consumer homophily" in the *Journal of Business Research*. He coauthored this paper with Dr. Mohammad Nejad, associate professor at the Gabelli School of Business, Fordham University. To read the complete article, click [here](#).



Dr. Mehdi Amini

Dr. Velma Zahirovic-Herbert invited to join editorial boards

Dr. Velma Zahirovic-Herbert, professor in the Department of Finance, Insurance & Real Estate, was recently invited to join the editorial board of the *Journal of Real Estate Research*, the flagship journal of the American Real Estate Society. Additionally, she was invited to join the Land Economics Foundation (LEF) board. The LEF is a not-for-profit charitable foundation organized to administer an investment fund providing grants to advance the application of land economics to the mutual goals of Lambda Alpha International (LAI) and the Foundation.



Dr. Velma Zahirovic-Herbert

Dr. John Cicala selected to help pilot a new negotiation training program

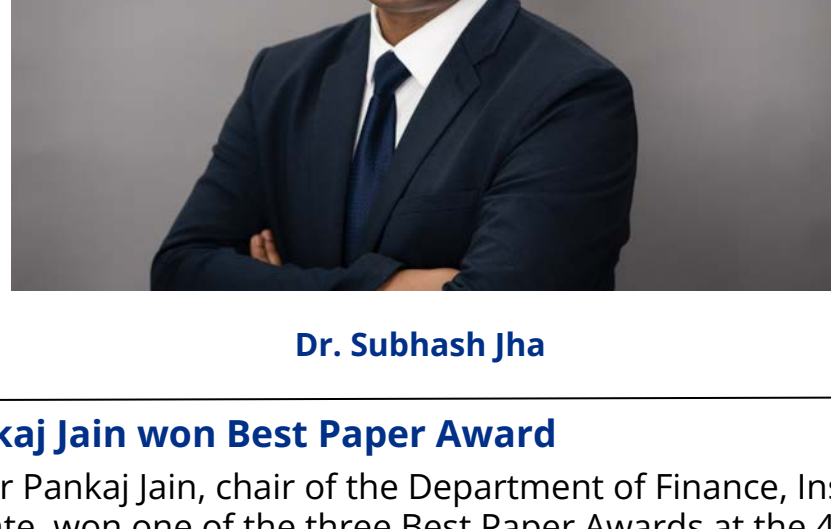
Dr. John Cicala, assistant professor of teaching in the Department of Marketing & Supply Chain Management and MBA director, was asked to help the Program on Negotiation and Harvard Law School pilot a new seminar titled "Beyond the Back Table." The idea behind this course is that most negotiation training focuses on actions that occur directly at the table. This two-day program, however, will help negotiators learn to step back and look beyond the negotiating table and discover how to understand and manage the individuals and groups who are not physically at the table, but who have a significant impact on the outcome of successful negotiations. The course will be taught by Dr. Alain Lempereur, the Alan B. Slifka Professor at Brandeis University. The course will debut in March as a part of their executive education series. For more information about this course, click [here](#).



Dr. John Cicala

Dr. Albert Okunade ranked #26 among "Top 200 Black Academic Economists in the U.S."

Dr. Albert Okunade, professor in the Department of Economics, was recently ranked as the #26 among the "Top 200 Black Academic Economists in the United States," in a 2024 peer review article on "A Citations-Based Ranking of Black Economists in Academe," published in *The Review of Black Political Economy*. The publication ranks Black Ph.D. research economists (e.g., Harvard, Stanford, Columbia, Syracuse, Michigan State, Cornell, Princeton, Brown, Duke, etc.), according to the research impact of their publications in peer-review journals.



Dr. Albert Okunade

Dr. Susy Jaramillo accepted for publication in the *International Journal of Market Research*

Dr. Susy Jaramillo, assistant professor in the Department of Marketing & Supply Chain Management, was recently published in the *International Journal of Market Research* for her paper titled "Taking the measure of net promoter score: An assessment of construct and predictive validity." Two of her coauthors Drs. Emin Babakus and George Deitz, are former FCBE professors. To read the complete article, click [here](#).



Dr. Susy Jaramillo

Management professors & Ph.D. student receive accolades

Dr. James Vardaman was recently named senior editor of *Journal of Small Business Management*. Drs. Kristen Jones and Alex Lindsey have an in-press paper titled "(Absent) Allyship in STEM: Can Psychological Standing Increase Prejudice Confrontation?" in the *Journal of Business and Psychology*. Dr. Jones also has another paper about the counteracting threats to DEI in educational and organizations forthcoming in *Industrial and Organizational Psychology: Perspectives on Science and Practice*. Lastly, Ashley Robinson, doctoral candidate, accepted a tenure-track position in Management at Towson University.

Dr. Subhash Jha invited as keynote speaker & faculty expert at recent conferences

Dr. Subhash Jha, associate professor in the Department of Marketing & Supply Chain Management, was recently invited to attend as the keynote speaker at the Annual International Research Conference (AIRC), which was held at the Indian Institute of Management Lucknow. Additionally, he participated in the 8th Doctoral Symposium session, sponsored by the Great Lakes Institute of Management and North American Society for Marketing Education in India (NASMEI). This consortium was designed so that doctoral students and junior faculty can interact with top researchers around the world.

Dr. Subhash Jha

Dr. Pankaj Jain won Best Paper Award

Professor Pankaj Jain, chair of the Department of Finance, Insurance & Real Estate, won one of the three Best Paper Awards at the 4th annual International Capital Market Conference organized by the London School of Economics and the National Institute of Securities Markets. His winning paper was titled "Trading Volume Shares and Market Quality: Pre- and Post-Zero Commissions." He coauthored this paper with Drs. Le Zhao (California State University), Shawn ODonoghue and Suchismita Mishra (Florida International University). More than 175 papers from all around the world were considered by the conference and 30 were invited for presentation to a high-profile jury of academics, regulators and C-Suite industry leaders. To read the complete article, click [here](#).

Dr. Pankaj Jain

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