

October 2023

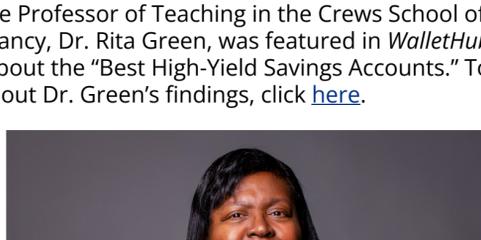
Mark your calendars for the Memphis Entrepreneurship Showcase

The Crews Center for Entrepreneurship, Epicenter and FedEx Institute of Technology will host the inaugural Memphis Entrepreneurship Showcase on October 5 from 3 – 5 PM. This event is open to all UofM students, faculty and staff. Join us for an exciting panelist discussion about entrepreneurial ventures. For more information about the event and to register, click [here](#).



Dr. Subhash Jha published in the *Journal of Consumer Psychology*

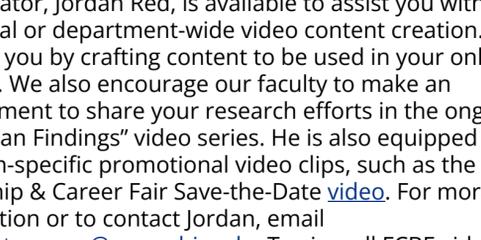
Dr. Subhash Jha, associate professor and PhD coordinator for the Department of Marketing & Supply Chain Management, had his paper titled “Can rounding up price discounts reduce sales?” published in the *Journal of Consumer Psychology*, an A+ journal. To read the complete article, click [here](#).



Dr. Subhash Jha

Dr. Rita Green shares insights about High-Yield Savings Accounts

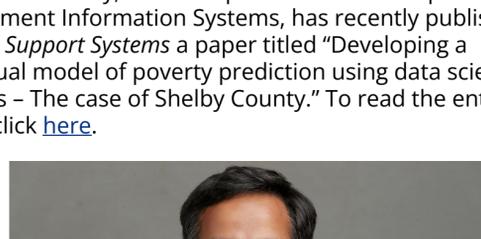
Associate Professor of Teaching in the Crews School of Accountancy, Dr. Rita Green, was featured in *WalletHub's* recent article about the “Best High-Yield Savings Accounts.” To read more about Dr. Green’s findings, click [here](#).



Dr. Rita Green

Take advantage of our FCBE Media Studio

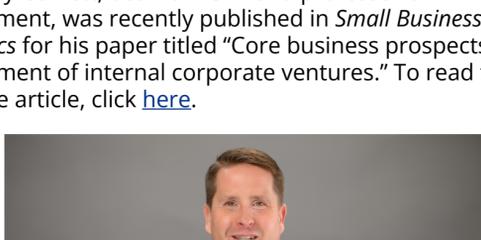
This is a gentle reminder that our Learning Experience Coordinator, Jordan Red, is available to assist you with any individual or department-wide video content creation. He can support you by crafting content to be used in your online courses. We also encourage our faculty to make an appointment to share your research efforts in the ongoing “Fogelman Findings” video series. He is also equipped to create program-specific promotional video clips, such as the recent Internship & Career Fair Save-the-Date [video](#). For more information or to contact Jordan, email fcbe_mktgcomm@memphis.edu. To view all FCBE videos, visit our [YouTube page](#).



Jordan Red

Dr. Srikar Velichety published in *Decision Support Systems*

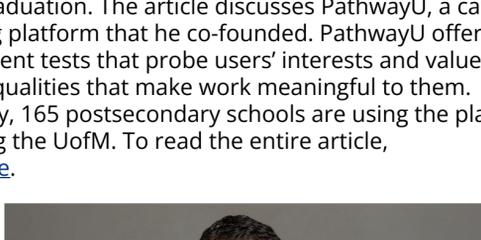
Dr. Srikar Velichety, assistant professor in the Department of Management Information Systems, has recently published in *Decision Support Systems* a paper titled “Developing a contextual model of poverty prediction using data science and analytics – The case of Shelby County.” To read the entire article, click [here](#).



Dr. Srikar Velichety

Dean Bobby Garrett published in *Small Business Economics*

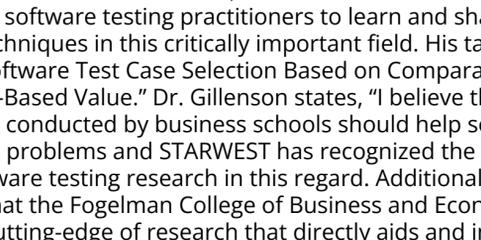
Dr. Bobby Garrett, dean of FCBE and professor of Management, was recently published in *Small Business Economics* for his paper titled “Core business prospects and the management of internal corporate ventures.” To read the complete article, click [here](#).



Dr. Bobby Garrett

Dr. Kurt Kraiger published in *Wall Street Journal*

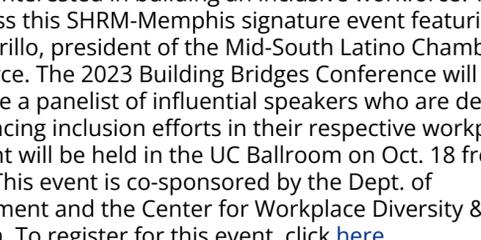
Dr. Kurt Kraiger, professor and chair of the Department of Management, was quoted in an article titled “Tech Tools that Could Help You Land Your Dream Job” in the *Wall Street Journal*. He comments on the importance of data-driven career planning which helps college students choose a major, and ultimately, find jobs that promote performance and longevity upon graduation. The article discusses PathwayU, a career-planning platform that he co-founded. PathwayU offers assessment tests that probe users’ interests and values, which are the qualities that make work meaningful to them. Currently, 165 postsecondary schools are using the platform, including the UofM. To read the entire article, click [here](#).



Dr. Kurt Kraiger

Dr. Mark Gillenson selected as the only university speaker at the STARWEST Conference

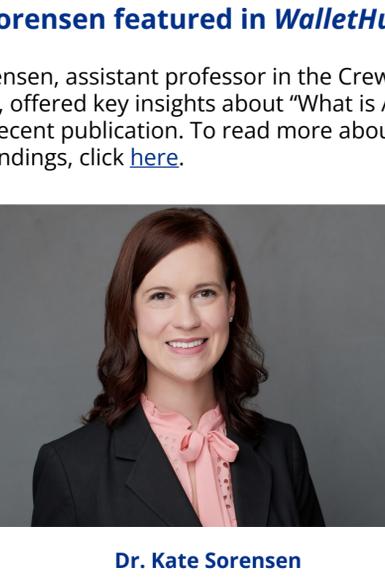
University Research Professor of Systems of Management Information Systems and Director of Systems Testing Excellence Program (STEP), Dr. Mark Gillenson, was recently selected as the only university-sponsored speaker at the upcoming STARWEST annual conference in Anaheim, CA. This conference brings together software testing practitioners to learn and share the latest techniques in this critically important field. His talk is titled “Software Test Case Selection for a More Inclusive Future.” Dr. Gillenson states, “I believe that research conducted by business schools should help solve real business problems and STARWEST has recognized the value of our software testing research in this regard. Additionally, it shows that the Fogelman College of Business and Economics is on the cutting-edge of research that directly aids and impacts the work of the business community.”



Dr. Mark Gillenson

Register to attend the SHRM-Memphis 2023 Building Bridges Conference

Are you interested in building an inclusive workforce? If so, don’t miss this SHRM-Memphis signature event featuring Angela Trillo, president of the Mid-South Latino Chamber of Commerce. The 2023 Building Bridges Conference will showcase a panelist of influential speakers who are dedicated to enhancing inclusion efforts in their respective workplaces. The event will be held in the UC Ballroom on Oct. 18 from 8 AM – 3 PM. This event is co-sponsored by the Dept. of Management and the Center for Workplace Diversity & Inclusion. To register for this event, click [here](#).



Dr. Kate Sorensen featured in *WalletHub*

Dr. Kate Sorensen, assistant professor in the Crews School of Accountancy, offered key insights about “What is APR?” in *WalletHub's* recent publication. To read more about Dr. Sorensen’s findings, click [here](#).



Dr. Kate Sorensen

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