FOGELMAN DEAN FLEMING ACCEPTS “EYE OF THE TIGER” AWARD
Before the start of the Memphis Tigers football game against Tulane in October, Andrew Bailey, vice president of the UofM National Alumni Association, presented Dean Damon Fleming with the “Eye of the Tiger” award. The Memphis Tigers went on to beat Green Wave 47-17. Go Tigers!

FOGELMAN COLLEGE FINANCE STUDENTS WIN SECOND PLACE IN TVA BUSINESS CASE COMPETITION
Fogelman College Finance, Insurance and Real Estate (FIR) majors won second place in the Business Case competition and $3,000 toward scholarships to help with their education.

Undergraduate students Caleb Carter and Eugene Edwards and MBA student Josh Ezell were given the case study 48 hours before the presentation. Working with faculty sponsors Jonathan Miller and Kelley Anderson, the competition included case simulation, a soft skill component and proposed solutions for real-world problems facing TVA and the utility industry.

“The FCBE students, both this year and last, are setting a strong standard for future TVA competition. It’s a rigorous process which requires focus and diligent work. We are very proud of the continued achievement of our Finance students,” said Dr. PK Jain, interim FIR department chair.

The TVA Case Study Competition is designed to educate and prepare the next generation of business professionals and to increase students’ exposure to the corporate business world.
Dr. Allen Carrion, assistant Finance professor, received acceptance of the paper “Trade Signing in Fast Markets,” to be published in Financial Review this year. The paper is co-authored with Dr. Madhuparna Kolay.

This study assesses the accuracy of trade-signing algorithms in fast trading environments using NASDAQ and NYSE TAQ data, specifically. The use of data showing true trade signs (the physical expressive motion of floor traders) demonstrates that the Lee and Ready algorithm outperforms the plus tick rule and classifies trades at least as well as in earlier studies from slower trading environments. Same result is shown even in subsamples where the market is particularly fast. Trade signing remains viable in fast markets as the study concludes, and that the use of quote data continues to increase trade classification accuracy.

Crews Center for Entrepreneurship Makes List of Top Memphis-Area Business Accelerators

The Crews Center for Entrepreneurship was named fourth in the top five business accelerators by the Memphis Business Journal.

Mike Hoffmeyer, director of the Crews Center, has led the acceleration effort with more than 100 students wanting to be entrepreneurs in the current fiscal year alone. “We talk with a wide variety of students from all the UoM colleges with one goal in mind — starting a business, cultivating an idea or providing resources that may be hard for the entrepreneur to come by,” he said. “The number of initial meetings and mentoring is growing and the number we effectively accelerate is one entrepreneur a month.”

Businesses accelerating through the center with one or more entrepreneurs include Belltower Artisans, Compass, Mimoma, PetsFurU, TinkerTech, PartyLineVR and SynapseFI, where $50 million in venture capital was raised to support the new company.

Inaugural Human Resources Discovery Day Deemed a Success

Fogelman Human Resource Management students visited the City of Memphis, Indigo-Ag, ServiceMaster and AutoZone during the HR Discovery Day hosted by the SHRM Student Chapter. Students attended information and learning session hosted by HR professionals.

Dr. Kathy Tuberville, Management instructor and director of the Avron B. Fogelman Professional Development Center, said, “The day was awesome and the students were continually engaged and witnessed human resource management from a company’s perspective. This type of learning is really invaluable for our students and stresses to all companies how important it is for them to invest their time in helping higher ed students who are really their future employees.”

Thank you to all the FCBE Human Resource Management students and alumni, namely MBA student Tyler Stegall (City of Memphis), Julia Johnson White (Indigo-Ag), Alexis Smith (ServiceMaster), recent graduates Daniel Tate and Mary Merschat, and current student Melisa Burgess (AutoZone) for helping coordinate this event for students.
When Dr. George Deitz, George Johnson Associate Professor of Marketing, was approached by McGraw-Hill Education to develop a series of video teaching notes, he took the opportunity for his doctoral students to broaden their practical applications skills and make some extra money. Marketing PhD students Michael Houston, Jennifer Tatara and Subhash Jha worked to develop teaching notes for more than 125 videos covering a broad range of marketing topics. From a Bryan Buckley Super Bowl ad director interview to why Starbucks originally failed in Australia to the category introduction of the pasture-raised egg, the work provides a comprehensive teaching tool that keeps students engaged and thinking about what they see every day. The videos and teaching notes will be used by McGraw-Hill faculty at hundreds of colleges and universities across the country.

“Adding the teaching notes gives faculty the road map for content and adds to the depth of learning for the college student,” said McGraw-Hill Education executive portfolio manager Meredith Fossel.

Jeff Thieme, associate Marketing professor, used the videos and questions for every chapter in the book of his online class. “I found that questions where students were asked to apply concepts from the video to other contexts generated higher quality interaction with students,” he said.

Dr. PK Jain, Finance professor and interim FIR department chair, will serve as the principal investigator for this grant project and as an OFR fellow.

Jain will work with several financial regulatory agencies in Washington, D.C., with stock and derivative exchanges in New York, New Jersey, Chicago and other leading global financial hubs, and with microstructure academic experts throughout the nation to improve an understanding of national financial markets’ interconnectedness and stability.

The approximate two-year project will bring national visibility to the University of Memphis. It will benefit faculty and students in building leadership in the emerging area of FinTech. The Financial Infrastructure Stability and Cybersecurity (FISC) Center will benefit and serve the supporting cross-disciplinary faculty.
DR. TUBERVILLE RECOGNIZED AS HUMAN RESOURCE EDUCATOR OF THE YEAR

Dr. Kathy A. Tuberville, HR professor and director of the Avron B. Fogelman Professional Development Center, was awarded the HR Impact Award for HR Educator of the Year by the Memphis Business Journal.

She supervises the HR and International Business internship students as well as leading the career development program in the Professional Development Center of the Fogelman College.

As faculty advisor for the Society of Human Resource Management (SHRM) Student Chapter, Tuberville interacts with students and employers to help them aspire to be HR leaders in the Memphis business community through employer-driven programs and opportunities. She also serves on the SHRM-Memphis Board as co-vice president of programs as well as the program chair for the 2020 Tennessee SHRM Conference and Exposition in Memphis Nov. 1-4.

The award was presented on Oct. 11 and was the inaugural HR Educator award provided through the Memphis Business Journal in their 2019 Best Places To Work and HR Impact Awards program, sponsored by HRO Partners.
Dr. Zabihollah “Zabi” Rezaee, Accounting professor and Thompson-Hill Chair of Excellence, received acceptance for the paper “CEO Financial Background and Internal Control Weaknesses” to be published in Corporate Governance: An International Review (CGIR).

Specifically, this paper examines the association between the financial background of chief executive officers (CEOs) and internal control weaknesses (ICWs) of the respective companies. Using a sample of Iranian firms for the period 2007-17, a significant negative association was found between CEOs with financial expertise and ICWs. The negative association between CEO financial expertise and ICWs is stronger if the CEO is recruited from inside the firm.

The research and subsequent paper contribute to the extant literature by examining the association between CEOs’ financial backgrounds and ICWs — a theme that remains largely unexplored in previous research. In particular, the findings are beneficial for auditors when assessing the risks regarding their clients’ material weaknesses, as well as shareholders and the board of directors when a new CEO in being considered.

“CEO Financial Background and Internal Control Weaknesses” is co-authored by Kaveh Asiaei and Javad Oradi from University of Malaya, Malaysia. The acceptance rate in the CGIR is currently less than 5% and is ranked as an “A” journal.
Enrica Ruggs, PhD (MGMT)
Assistant Professor, Department of Management and Director, PSI Center for Workplace Diversity & Inclusion

Dr. Enrica Ruggs received her PhD in Psychology from Rice University in Houston, Texas, where her dissertation was “The influence of employee inkings on consumer behavior: Booed, eschewed, and tattooed.” Her work focuses on organizational behavior in business.

Wendy Bedwell, PhD (MGMT)
Instructor, Department of Marketing and Supply Chain Management and Department of Management

Dr. Wendy Bedwell received her PhD in Industrial and Organizational Psychology from University of Central Florida. She has a unique position in FCBE — teaching in both the Marketing and Management departments and all online classes. Her research overlaps both disciplines which adds value to our students. Bedwell teaches in the areas of marketing, strategic management and business communication.

Caitlin Porter, PhD (MGMT)
Assistant Professor, Department of Marketing Management

Dr. Caitlin Porter received her PhD in Industrial and Organizational Psychology from Purdue University. Her research interests include social networks and professional networking in and across organizations, voluntary turnover and work/job withdrawal processes, and career management approaches and outcomes. She teaches human resource management.

Jessica Kirk, PhD (MGMT)
Assistant Professor, Department of Marketing Management

Dr. Jessica Kirk received her PhD from the University of Colorado-Boulder in Business Management. She currently teaches organization and management. Her research interests include bias and stereotyping, sexual harassment, diversity in organizations and entrepreneurship, gender and leadership.

Alex Lindsey, PhD (MGMT)
Assistant Professor, Department of Management

Dr. Alex Lindsey was previously an instructor in the Department of Management and received his PhD in Industrial and Organizational Psychology from George Mason University.

Steve Lin, PhD (ACCT)
James T. Thomas Chair for Excellence in Accounting Education, School of Accountancy

Dr. Steve Lin received his PhD in Accounting and Finance from the Victoria University of Manchester, United Kingdom. His teaching interest is in financial accounting and reporting.

Katherine G. Yewell (ECON)

Dr. Katherine Yewell is a visiting Instructor while completing her PhD in Economics from Vanderbilt University. She received her MA in Economics from Vanderbilt and BA in Economics and Mathematics (magna cum laude) from Rhodes College in Memphis. Yewell’s research activities focus on health economics, industrial organization and applied microeconomics.
Carl Magnus Bjuggren, PhD (ECON)  
Assistant Professor,  
Department of Economics

Dr. Carl Bjuggren has been a visiting researcher for the past two years in the FCBE Department of Economics. He earned his PhD from Linkoping University in Linkoping, Sweden. Bjuggren researches and teaches in the areas of applied microeconomics, labor economics, public economics and entrepreneurship.

Huigang Liang, PhD (BIT)  
Professor and FedEx Chair of Excellence in Department of Business Information and Technology

Dr. Huigang Liang received his PhD from Auburn University in healthcare information systems. His research interests include socio-behavioral, managerial and strategic information technology issues at both individual and organizational levels in a variety of contexts.

Yinan Yu, PhD (BIT)  
Assistant Professor, Department of Business Information and Technology

Dr. Yinan Yu received her PhD from Faculty of Business and Economics, the University of Hong Kong. She is interested in the research areas of digital platforms, social media, online reviews, multi-channel management, mobile commerce, business analytics and economics of information systems. Before joining the University of Memphis, Yu was a postdoctoral research fellow in Desautels Faculty of Management, McGill University.

Avanti Pandit (BIT)  
Instructor, Department of Business Information and Technology

Avanti Pandit was previously a part-time instructor and instrumental in graduate-level students for an MSIS degree and/or candidate seeking BIT Certificate programs. She has an MA, Management; MS, Information Systems; and MBA, Business Administration from Boston University.