

LAM FAMILY COLLEGE OF BUSINESS ANNUAL REPORT 2019 – 2020



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

Innovate Sustainably. Lead Responsibly.



**The Lam Family College of Business
at San Francisco State University
is ranked one of the 50
Best Colleges for Business Majors
in the country by Money magazine.**

The LFCOB ranked 35th among the 50 Best Colleges for Business Majors in the 2020 Money magazine ranking, which was based on “education quality, affordability, and the career payoff for undergraduate business majors.”









LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

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ANNUAL REPORT

2019 – 2020

	4 A Message from the Interim Dean
	5 Our Mission, Vision and Strategic Initiatives
	6 Making the Transition to Online Teaching and Operations
	8 AACSB Re-Accreditation
	10 Student Achievements
	12 The Class of 2020 Honorees
	16 Student Success
	18 Career Services & Professional Development
	21 Scholarships
	22 Student Fellowship Programs
	23 Center for Ethical & Sustainable Business
	24 Faculty News Highlights
	26 Faculty Awards and Research
	28 New Faculty
	29 Faculty Promotions
	30 Faculty List
	32 New Academic Programs
	34 Special Event Highlights
	41 Dean's Development Council
	42 Donor List & Amounts
	44 Friend/Fundraising
	46 Resources and Investments
	47 Leadership Team

A Message from the Interim Dean Yim-Yu Wong, Ph.D.

For many years, the Lam Family College of Business (LFCoB) at San Francisco State University has played a critical role in business education in the Bay Area. Our dedicated faculty and staff prepare and guide students for academic and career success.

IT WOULD BE AN UNDERSTATEMENT to say that 2019-2020 was an unusual year. We began the year with a new name for our college – the Lam Family College of Business – to honor our alumnus, Mr. Chris Larsen (B.S. '84), his wife, Ms. Lyna Lam, and her family, particularly her father, Mr. Quan Lam. Mr. Lam led his family of five children to escape from war-torn Cambodia, and he built a new beginning full of hope and promise for them in the United States. He will serve as an inspiration for our students, faculty, and staff for many years to come.

The Bachelor of Science in Business Administration program was first accredited by the AACSB International in 1963. Over the past several decades, several other graduate and undergraduate programs also received accreditation. In March 2020, an AACSB Peer Review team visited us for the 2014-2019 accreditation cycle. As a result of our relentless efforts and commitment to our education mission, the college proudly received re-accreditation – an assurance that the LFCoB continues to uphold the highest quality of business education.

On the heels of the re-accreditation, the COVID-19 crisis hit. We faced it with courage and grace. Our students, staff, and faculty pivoted from conventional in-person instruction and operations to virtual modalities. One of the most difficult moments for me was when I sent our graduating class of 2020 to a world of high uncertainty. But in my heart, I know that they have what it takes to overcome adversity and make us proud, along with their family and friends.

As we closed out 2019-2020, many of us also gained new perspectives on life. To prepare for the new year, I have reflected on Mr. Quan Lam's story and qualities. His "ingenuity, grit and determination are great examples of the attributes possessed by SF State students." (SF State News, June 4, 2019). Our passion for seeing our students succeed remains the source of our motivation.

I invite you to read all the wonderful stories that demonstrate the creativity, hard work and dedication of our students, faculty, and staff in this year's Annual Report.

Yours respectfully,

Yim-Yu Wong, Ph.D.
Interim Dean
Lam Family College of Business



Yim-Yu Wong, Ph.D., Interim Dean
Lam Family College of Business

Our Mission

WE ARE SAN FRANCISCO'S PUBLIC BUSINESS SCHOOL. We embrace the area's rich diversity and provide access to higher education. Our mission is to prepare students for professional success through high-quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

Our Vision

WE ASPIRE TO BE ONE OF THE BEST PUBLIC URBAN BUSINESS SCHOOLS by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy and society.

Strategic Initiatives

We continue to invest in the quality of our faculty, our students and the visibility of our brand. Cultivating strong industry connections and advancing our friendraising and fundraising efforts keeps us active and relevant in the business community and allows us to provide transformative learning opportunities for our students.

Invest In Faculty and Academic Excellence

At the Lam Family College of Business, we pride ourselves on our world-renowned faculty and invest in their scholarly work. We uphold academic excellence and commend each of our faculty members for their contributions to the college and the impact they have on our students.

Invest In Our Students Through Scholarships and Careers

The Lam Family College of Business guides students as they grow as leaders and contributors in the Bay Area and beyond. We acknowledge students' academic and personal achievements and encourage continuous progress toward learning and career opportunities.

Invest In and Leverage Our Brand to Sustain Competitive Advantages

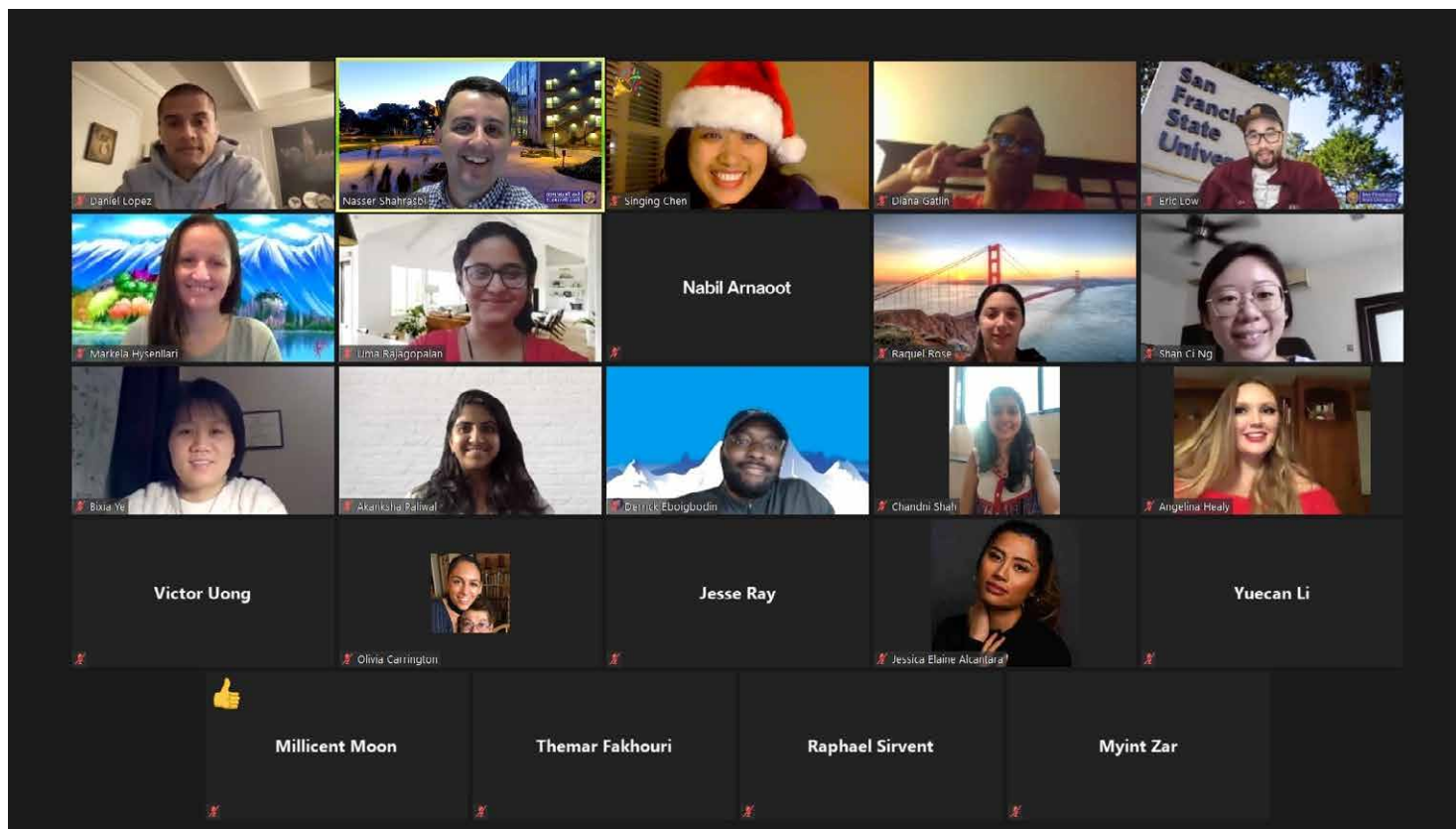
The Lam Family College of Business consistently invests in its brand to sustain a competitive advantage in the dynamic market. Brand visibility is key to growing new revenue from graduate enrollment, corporate partnerships and executive education.

Build Corporate Connections

The Lam Family College of Business reaches out to the corporate community in order to build a cohesive connection between industry and academia.

Cultivate Friend-Raising and Fundraising

The Lam Family College of Business cultivates relationships with alumni and friends, and values their enthusiasm to connect students to industry. These unique partnerships allow the college to make philanthropic investments that drive fundraising initiatives.



Assistant Professor **Nasser Shahrabdi's** online class, BUS 782 Information Systems for Management, with MBA students.

Making the Transition to Online Teaching and Operations

As the COVID-19 pandemic reached the San Francisco Bay Area, the Lam Family College of Business, along with everyone at San Francisco State University, followed the San Francisco Department of Public Health's initial Stay-Safer-At-Home order, issued on March 16, 2020, and ceased all in-person gatherings, including classes, events, and working on site at all of our campuses in an effort to help reduce the spread of the COVID-19 coronavirus.

TO HELP PROTECT OUR STUDENTS, FACULTY, STAFF, AND THE BROADER COMMUNITY, we quickly transitioned our classes, activities, and all college operations to remote modalities by utilizing online technologies, such as Zoom and Microsoft-Teams, as well as the telephone. This shift to virtual operations was critical for three key reasons, according to Interim Dean Yim-Yu Wong: to protect community health, to help reduce the financial and emotional stress of the pandemic, and to continue to provide students with access to education and services in a safe way.

This unprecedented shift from in-person to online teaching and operations was made possible by the dedication and collaboration of our entire University community. “It was the strong ties and the amazing partners we have across campus to lean on for support and exchange information, share skills and best practices that allowed us to not only make this major transition, but do so without any disruption in service to our students,” said Assistant Dean Jeffrey Chun. Faculty shared videos, workshops, and consultations, overcoming the challenges of adopting virtual instruction by focusing on student success and stepping up to help others. “The pandemic was a big disrupter in how we go about the business of education,” said Theresa Roeder, Ph.D., Interim Senior Assistant Dean and Professor of Decision Sciences. “It turns out that a lot more is possible in online learning than many of us thought.”

Enabling students to continue pursuing their educational goals did not stop in the classroom — student services and organizations made the virtual shift, too. Michele Haggar, Director of Career Services and Professional Development, believes moving advising and career services on line was an asset to students. Workshops and employer engagement events saw double the turnout compared to prior year, and more students received recurring career advising thanks to the ease of access. The flexibility gained by moving these services on line helped address the needs of students who previously had certain barriers to these support services, and also benefited those students experiencing the impacts of COVID-19.

Most students believe virtual learning has empowered them to succeed in the professional world. “The future workplace will hopefully have a mixture of face-to-face and virtual



interactions,” MBA student Joanna Poon reflected, “but my experience with virtual learning showed me that amazing team work can still be done even if your teammates are continents away.” Students balanced not only their classes, but virtual internships, clubs, and leadership opportunities. Finance student Brian Yoo, President of the Financial Analysis and Management Education (FAME) student organization, used digital tools to continue leading the group’s weekly meetings on Zoom. “Being able to get an early start and have practice with a virtual environment before doing it professionally definitely gives me an upper hand,” Yoo said. “My biggest takeaway from online education is that you have to stay adaptable to be successful.”

While the future of the pandemic is uncertain, the college community has proven we can not only persevere but thrive during difficult times. “I am very impressed by the students, staff, and faculty for their commitment to overcoming the challenges brought about by the pandemic,” said Dean Wong. “While the obstacles may seem insurmountable, we have proven that we can overcome them through dedication, perseverance and teamwork.”

The Lam Family College of Business Earns AACSB Re-Accreditation

We are proud to announce that the Lam Family College of Business once again earned re-accreditation from the AACSB International—The Association to Advance Collegiate Schools of Business (AACSB) for an additional five years after undergoing an intensive Continuous Improvement Review this past year.



OUR AACSB ACCREDITATION

demonstrates not only our commitment to upholding and advancing the quality of our undergraduate and graduate business programs, but also reflects the hard work of our faculty, staff, and students.

Established in 1916, AACSB is a global nonprofit association and is considered the world's premier accreditation body for business

schools, setting the highest standards of excellence in business education. This respected organization evaluates business schools around the globe using the following guiding principles: Ethics and Integrity, Societal Impact, Mission-Driven Focus, Peer Review, Continuous Improvement, Collegiality, Agility, Global Mindset, and Diversity and Inclusion.

The goal of AACSB's Continuous Improvement Review is to recognize a college's financial vitality, sustainability, and resources that are sufficient to achieve operational and strategic goals for the foreseeable future, as well as to acknowledge initiatives that support an environment of continuous improvement in business education quality.

As part of the Continuous Improvement Review, an AACSB Peer Review Team visited our campus from March 1-3, 2020. Comprised of three deans from other business schools, the Peer Review Team was led by Donald R. Andrews, Ph.D., Dean of the College of Business at Southern University, and included Clifford Allen, Ph.D., Dean and Vergil Miller Professor of the School of Business Administration at Portland State University and Anne B. Murphy, Ph.D., Dean of the School of Business Administration and Professional Programs at Metropolitan State University of Denver.

The Peer Review Team conducted their review through conversation sessions that covered a wide range of topics, including faculty intellectual contributions to their fields, staff and student engagement and services, strategic planning, curriculum management, financial management, graduate programs, and more. Thanks to the broad and enthusiastic participation by LFCOB faculty, staff, and students, the Peer Review Team was able to gain extensive insights into the many ways in which we innovate, engage, support, and positively impact our students, community, and industry.

**We are one of just
five percent of all
business schools
worldwide that
meet the rigorous
standards for
AACSB accreditation.**

As a result, the Peer Review Team commended us in the following areas where our best practices demonstrate leadership and high-quality continuous improvement in business education:

1. The Lam Family College of Business has a vibrant student-oriented culture, where faculty support students' ability to thrive in an inspiring and interactive learning environment that is reinforced by the many programs and services that are provided to its students.
2. The college has established many forums and programs, such as the Women's Emerging Leadership Forum, Commercial Real Estate Fellows Program and Certificate, and the Innovation and Entrepreneurship Fellows Program, to enhance the educational programming for its students.
3. The involvement and strong commitment of the advisory boards, corporate partners and alumni are a major asset for the college. This is especially shown by the success of the fundraising activities for the college, which has generated new academic proposals in the areas of Fintech, Biotech MBA, Entrepreneurship and Innovation.

We are proud to have been recognized by AACSB on these best practices and to have earned their re-accreditation through 2024. Our students can continue to trust they are receiving a top-quality business education at the Lam Family College of Business, and they can enter the workforce with confidence in their ability to succeed on a local or global level.

AACSB Peer Review Team



Donald R. Andrews, Ph.D.

Dean
College of Business
Southern University
Peer Review Team Chair



Clifford Allen, Ph.D.

Dean and Vergil Miller Professor
School of Business Administration
Portland State University



Ann B. Murphy, Ph.D.

Dean
School of Business Administration
and Professional Programs
Metropolitan State University of Denver

Innovation Pitch Competition

Three interdisciplinary teams of students from the Lam Family College of Business and other SFSU colleges were awarded \$10,000 in prize money funded by MUFG Union Bank, N.A. during the third annual Entrepreneurship Symposium & Innovation Pitch Competition on June 5, 2020.

1st Place - Simba



(left to right) **Jugal Bhatt, Kunal Shah, Shraddha Upadhyay**

Kunal Shah (M.S. in Computer Science), Jugal Bhatt (M.S. in Computer Science), and Shraddha Upadhyay (M.S. in Business Analytics) created Simba, a hands-free system that uses Interactive Voice Response (IVR) to assist first responders and save valuable seconds in emergencies. Simba aims to help police officers and other first responders in getting instant support regarding navigation, records, messaging, and making calls through a virtual assistant.

2nd Place - Koob



(left to right)
Luke Del Aguila, Co-Founder,
Kimberly Flores, Co-Founder
Bryan Parji-Zborowski, Co-Founder
Dhwan Shah, Co-Founder

(not pictured)
Soheil Ansari, Co-Founder
Ilmi Yoon, Professor of Computer Science

Luke Del Aguila (Marketing), Kimberly Flores (Management), Bryan Parji-Zborowski (Marketing), Soheil Ansari (M.S. in Computer Science), Dhwan Shah (M.S. in Computer Science), and Professor of Computer Science Ilmi Yoon created Koob, an e-reader application for English as Second Language students. Their goal is to enable college students to engage with real-time definitions while doing class readings and allow professors to use student data as a tool to guide instruction focus in the classroom.

3rd Place - VAEA



Muath Alkathiri (Management and Information Systems) and Victor Ngoon (Statistics) created VAEA, a housing solution for international students that connects landlords in the Bay Area to renters seeking affordable, convenient housing. The VAEA team aims to make the rental process simple and contactless through their website and app.

(left) **Muath Alkathiri**, Co-Founder
(not pictured) **Victor Ngoon**, Co-Founder

Student Teams Win Hackathon

Two student teams won cash prizes for their submissions in the Tech to Protect San Francisco Hackathon. This in-person coding contest invites participants to create technology solutions to aid emergency responders in serving and protecting communities across the country. Entries in the challenge were submitted by teams from a wide range of backgrounds, from 911 operators and firefighters to developers and students. This year, two teams of San Francisco State students were ranked in the top three projects. Read more about the winning student teams:



SafeCam

Aitor Elvira Monsalve (Management & Computer Science), Jesus Aguas (Computer Science), Marta Tauler, and Elizabeth Gravitt (International Relations) created SafeCam, a mobile app for iOS devices that analyzes harsh code to determine if photos have been modified or tampered with. The team was awarded a total of \$8,500 for their SafeCam app, earning Top Overall #2 and Best in Class for Contest 9.



Simba

Mukul Pathak (MSBA), Shraddha Upadhyay (MSBA), Kunal Shah (M.S. in Computer Science), and Jugal Bhatt (M.S. in Computer Science) created Simba, a hands-free system that uses Interactive Voice Response (IVR) to assist first responders and save valuable seconds in emergencies with active support from the control room, navigation, send mail, SMS, and make emergency and regular calls through a virtual assistant. The team won Top Overall #3 and Best in Class for Contest 9, and left with a \$6,000 prize.

Economics Student Receives Excellence in Service Learning Award



A committee of faculty, community partners, and staff from SF State's Institute for Civic and Community Engagement (ICCE) awarded Monica DiLullo, an M.A. in Economics student, the Student Award for Excellence in Service Learning for making innovative contributions to the community through service learning. Monica was recognized for her exceptional graduate research work with City Surf Project, a nonprofit organization that supports underrepresented youth in becoming active global citizens. Monica's study culminated in an article titled *From Service Learning to Community Based Research: A Health Economics Course and Community Partnerships*, which she co-authored with Economics Department Chair and Professor Anoshua Chaudhuri, Ph.D., and City Surf Project Executive Director Johnny Irwin.

The Business Stars of Tomorrow

These graduates were selected by department faculty as Honorees for their exceptional academic achievements and service contributions to San Francisco State University and their communities. In addition, one of these 11 students received special recognition as the Lam Family College of Business Hood Recipient and serves as the College's undergraduate representative for the Class of 2020.



2020 Lam Family College of Business Undergrad Hood Recipient

Ana Milena Olson

Accounting

ANA was born and raised in Brazil and moved to the United States five years ago. As a first-generation college student, obtaining higher education has always been one of her most important goals. With a passion for problem-solving, she chose to study accounting to prepare for a career in tax, so she could combine her interest in numbers with the ever-changing tax law environment.



Michelle Liu

Decision Science

As a San Francisco native and first-generation college student, Michelle Liu has always strived for success. At the beginning of her undergraduate experience, she attended City College of San Francisco and later continued her education at San Francisco State University as an Accounting major in Fall 2017.



Shigemichi Yoshizu

Finance

He transferred to SFSU in the fall of 2018, majoring in Finance with a minor in Decision Sciences. In contrast to Japan, the learning experience at SFSU puts significant value on critical thinking and cultural inclusion, challenging his thinking and making him feel a welcomed and valuable member of this society.

Chin Ting Wong

Economics

Originally from Johor Bahru, Malaysia, Chin Ting Wong was first introduced to the field of Economics during her fourth year in high school. Realizing her growing interest in it, she decided to pursue a degree in Economics. After completing her Associate's Degree at INTI Subang Malaysia, she transferred to SF State as a sophomore.





Erica Zatarain

General Business

Crediting her mother as her greatest inspiration, Erica has always wanted to be a powerhouse in business and show that a woman with smarts and compassion belongs at the top. Wanting to be knowledgeable in every aspect of business and able to pursue any career path she wanted, Erica chose General Business as her major.



Manuela Romeo Perez

Information Systems

In 2015, she moved to the US from Spain by herself. She spent her first year in New Jersey to be a caregiver for a special needs child. In 2016, after being accepted at SF State, she moved to San Francisco to start her undergraduate education.

Hideko Takada

Hospitality & Tourism Management

Hideko Takada is proud to be an SF State Hospitality and Tourism Management (HTM) graduate. Born and raised in Osaka, Japan, she nurtured her passion for food. As her mother was keen on education, she was required to attend a cram school at age 7, where she developed her attention to detail.



Marios Ouzounidis

International Business

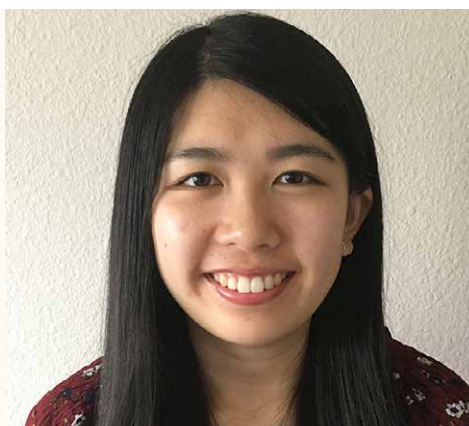
Marios was born and raised in Athens, Greece. He and his future wife moved to the U.S. in 2012, when the financial crisis was at its peak. Having dropped out of college in Greece, coming to the U.S. gave him the opportunity to restart both his professional and his academic careers.



Stephanie Wing Chan

Labor Studies

In addition to excellent academic performance, Stephanie's extensive record of community volunteer activities represents all that is best about SF State students.



Jacob Ritter

Management

Jacob Ritter is a first generation Management major with a 4.0 GPA. Faculty describe him as a highly intelligent and hard-working student, always prepared to help move class discussions and exercises forward in a collaborative and insightful way.



Amr Louay Shomali

Marketing

Inspired by his father's drive to finish a master's degree and switch his field of study to find a better job, Amr was passionate about finding a better life and excelling in his studies in his home country to fulfill his goal of getting a better education abroad.

Graduate Honorees



2020 Lam Family College of Business Graduate Hood Recipient

Aditi Grossman

Master of Arts, Economics

BORN IN MUMBAI, INDIA, ADITI dreamed of studying in America from a young age. At San Francisco State University (SF State), she completed her B.S. in Business Administration with a Finance concentration and an Economics minor. The robust faculty, academic rigor, and diverse community influenced Aditi to continue her studies at SF State and pursue a Master of Arts degree in Economics. Simultaneously, Aditi served as an Instructor at SF State, teaching undergraduate courses in calculus and pre-calculus. She has been a Graduate Teaching Assistant, Grader, and a Tutor in the Economics and Mathematics Departments, a Research Scholar at the Health Equity Institute, and a member of the Mathematics Education Research Group for Equity.

Throughout her research, volunteering, and public service, Aditi's passion has been to address inequalities in the community. Aditi co-authored a publication with Dr. Venoo Kakar, Associate Professor in the Economics Department, entitled "Jobs and Housing (Im)balance in the San Francisco Bay Area." This publication sheds light on the local economy and how it's changing. Aditi is also working with Dr. Anoshua Chaudhuri, Professor and Department Chair for the Economics Department, on a publication entitled, "Collecting Data on H-1B Workers Using Amazon's Mechanical Turk." This study focuses on a highly educated and critical population in the labor force.

After graduation, Aditi plans to pursue a doctoral degree in Economics. In her free time, Aditi is involved with local groups like SF Hillel, Girls Who Code, and SF SPCA.



Miteshkumar Kalathiya

Master of Science in Accountancy
Mitesh began to develop a passion for accounting in India. He decided to further his education, move to the United States and pursue a Master of Science in Accountancy (MSA) degree from San Francisco State University (SF State).



Juilee Oak

Master of Business Administration, Emphasis in Information Systems
Juilee moved to the United States over 6 years ago from Mumbai, India. Since this time, she has worked as intern and full-time employee in different business sectors such as taxation, marketing, and administration.

Dylan Leas

Master of Business Administration, Concentration in Sustainable Business
Dylan and fellow Distinguished Achievement Awardee, Alexander Urasaki, restarted the SF State Graduate Net Impact Chapter in Fall 2018.



Hemangi Panat

Master of Business Administration, Emphasis in Finance
During her studies as a full-time student, Hemangi completed a Student Assistantship as a Finance Associate at the Estuary and Ocean Science Center on the SF State Romberg Tiburon Campus.



Alexander Urasaki

Master of Business Administration, Concentration in Sustainable Business
His decision to pursue an MBA stemmed from his desire to gain additional academic knowledge in the area of leadership within the business world.



Ping Zhao

Master of Business Administration, Emphasis in Information Systems
Born in Shanghai, China, Ping moved to the Bay Area at the age of ten. He attended UC Irvine as an undergraduate student – earning a bachelor’s degree in Business Economics. Ping has always had a passion for gaming and tech. He currently works as a Product/IT Specialist in the tech industry.



Top (left to right): **Denise Kleinrichert, Theresa Roeder, Jeff Chun, Albert Koo.**
Middle (left to right): **Lupe Ramos, Hanh Tran, Marc Corra, Mel Barbers.**
Bottom (left to right): **Audrey Calma, Chris Vela, Kevin Conner, Chris Kingston.**

The Student Success Team

The Lam Family College of Business Student Success Center (LFCoBSSC) is committed to providing academic support and helping students achieve success in their academic and life goals. The LFCoBSSC, in close coordination with the shared LFCoB/UAC advisors, comprises the College Student Success Team. This dynamic advising team conducted targeted communications and outreach with each segment of our student population and delivered advising support to students, helping them make progress toward graduation in a timely manner.

Key services include:

- Academic Advising – Work with students to develop an education plan, understand degree and program requirements, declare or change their major/minor, and stay on track to earn their degree.
- Metro Academy of Business Advising – A two-year learning community offering eligible undergraduate students personalized in-class academic support, advising, and tutoring.
- Scholarships and Honors – More than 30 scholarship opportunities are available to our students.
- Study Abroad – In keeping with the College’s focus on providing students with a global perspective, we encourage students to study abroad for one semester or a full year at one of our 20 partner universities worldwide.
- Graduation– Support students with the navigation of the graduation application process.

Piloting the Fully Online Graduation Application

IN FALL 2019, the LFCoB sustained our close partnership with the Registrar's Office to continue piloting the use of the Degree Progress Report (DPR) in the Campus Solutions system to replace the paper application for fall 2019 and spring 2020. In fall 2019, we extended the pilot group to also include students in the Bachelor of Science in Business Administration (BSBA) with a concentration in Management. In spring 2020, we transitioned the entire BSBA program, consisting of eight concentrations, to the fully online graduation application.

Below is a breakdown of degrees awarded through the fully online graduation application process:

Fall 2019

BSBA- Concentration in Management	69
BSBA- Concentration in Marketing	65

Spring 2020

BSBA- Concentration in Accounting	131
BSBA- Concentration in Decision Sciences	19
BSBA- Concentration in Finance	127
BSBA- Concentration in General Business	72
BSBA- Concentration in Information Systems	63
BSBA- Concentration in International Business	48
BSBA- Concentration in Management	144
BSBA- Concentration in Marketing	176

Advisors reached out to
5,519 Students

High-Unit Project

IN 2019-2020, the College Student Success Team launched a successful advising campaign to provide proactive advising to high-unit students. Through this project, we reached out to 5,519 students and conducted 41 graduation workshops. The LFCoB had an astounding 97.4% approval rate based on all graduation applications submitted. Below is a breakdown of some key metrics:

Fall 2019

HUP Student Caseload	2,389
Outreach Efforts (phone and email)	2,865
Appointments Attended	203
Graduation Workshops Total	23
Workshop Student Attendance	310
Graduation Applications Submitted	449
Student Graduated / Approval Rate	439 / 97.7%
Denials / %	10 / 2.2%

Spring 2020

HUP Student Caseload	3,130
Outreach Efforts (phone and email)	2,846
Appointments Attended	341
Graduation Workshops Total	18
Workshop Student Attendance	450
Graduation Applications Submitted	860
Student Graduated / Approval Rate	836 / 97.2%
Denials / Rate	24 / 2.8%

2019-2020 Summary

Graduation Applications Submitted	1,309
Students Graduated / Approval Rate	1,275 / 97.4%
Denials / Rate	34 / 2.6%

Career Services & Professional Development

The Career Services & Professional Development Center at the Lam Family College of Business provides students and alumni with career-readiness workshops and access to employment and internship postings from employers worldwide. Meet the team:



Michele Haggar, M.Ed.
Director



Danielle Tipton
Career Services Advisor



Floriberto Javier Garcia
Commercial Real Estate Fellows Program Coordinator



Haley Paxton
Student Assistant



Erick Muñoz
Student Assistant

**4,200
Students**

The number of students who have received support from the Career Services & Professional Development Center since 2016.

Academic classification of students who used the Center:

- 73% Undergraduates
- 16% Graduate students
- 11% Alumni

Outreach and Advising

OUTREACH TO STUDENTS, faculty, and employers was the primary focus for the Center in Fall of 2019, especially in Spring 2020. Before the California and San Francisco “Shelter-in-Place” directive was placed in March 2020, LFCoB students accessed the CSPD Center via walk-in and drop-in appointments. However, following the “Shelter in Place” order due to the Pandemic, we quickly and strategically shifted from in-person to virtual advising appointments. Communication through our newsletter proved to be successful; we served over 420 students from March 2020 through June 2020 via virtual Career Advising appointments. During these advising appointments, approximately 71% received support with developing their resume, 28% discussed specific career, major, and job exploration, 20% received assistance with their LinkedIn profile, 17% received assistance with developing cover letters, and 14% received support with interview skills.

But what is most telling is hearing how the appointments impacted a student’s career development. Approximately 78% of students surveyed reported feeling moderately to very confident regarding the skills they needed assistance with before their advising appointment. However, after completing their CSPD advising appointment, 98% of students reported feeling moderately to very confident regarding the skills they were seeking assistance with. Additionally, 96% of these students indicated they would integrate the information they learned from their appointment into their career planning. Overall, students who responded to the survey conveyed they had a positive and educational experience and looked forward to future advising appointments.

In addition to Career Advising, the CSPD Center worked closely with various faculty to support classroom assignments that required students to participate in career advising appointments. One faculty member reported that her students shared a positive and rewarding experience after participating in a one-on-one advising

appointment. Another student shared they were "... made (to feel) comfortable, and we talked like there was no tomorrow." Having never visited a career center before, they stated they would return in the future, saying that the "experience really opened my eyes [to] take advantage of the opportunities I have on campus, especially within the Lam Family College of Business."

Career Events and Employer Engagement

THE CSPD CENTER successfully collaborated with several faculty members and employers to host workshops and events that supported career development and access to jobs and internship opportunities throughout the academic year. Over 300 students benefitted from these events covering topics such as resume development, LinkedIn profile creation/ updating, and interviewing skills. Through student surveys, we learned 58% of students reported feeling somewhat confident with their knowledge about the workshop material or event content before attending events and workshops. However, after their participation, 92% of students reported feeling more confident they could integrate the information learned into their career preparations. One student shared that "having this workshop through Zoom was great (regardless of why it had to be online), and it could be beneficial for them to continue to be virtual because more people might be able to attend." Others acknowledged their appreciation of accessibility to the CSPD throughout Spring 2020 despite the campus facilities closure.

Additionally, through our Jobs and Internships, Announcement page, and consistent collaboration with employers, over 120 opportunities were posted and shared with students. As a result, students were able to secure roles within the following industries:

- | | |
|--------------------------|--|
| • Accounting | • Hospitality, Tourism, and Management |
| • Banking | • Marketing |
| • Commercial Real Estate | • Retail |
| • Data Analytics | • Non-Profit Organizations |
| • Financial Services | • Tech Sales |

Employers who networked with the CSPD Center hired students for internships or jobs:

- | | | |
|--------------------------------------|--------------------------------|-----------------------|
| • A3V Ventures | • Deutsche Bahn | • LinkedIn |
| • Amazon | • Dialpad | • Merck |
| • BPM | • Enterprise | • Moss Adams |
| • Brikman | • Environmental Defense Fund | • Salesforce |
| • Careerpuck | • Facebook | • Sephora |
| • Cedar Point Entertainment Industry | • Four Seasons for Napa Valley | • SFO |
| • Charles Schwab | • Gantry | • Start-Ups Give Back |
| • City of Dreams | • Google | • TheReaReal |
| • COOP | • Hotel G | • Veris Manufacturing |
| • Cushman & Wakefield | • KPMG | |

Student Testimonials



Jasmine Elizabeth Randolph, Finance

In the past I strayed away from the Career Services Center because I didn't know where to begin. I felt overwhelmed, however the friendly emails and open communication pointed me in the right direction. Notably, Michele Haggar [CSPD Director] sent me and my fellow students internship opportunities, resume workshops and all the information we could possibly need to get a jump start on our careers. They are an awesome aid to have as a first generation college student, I definitely wish I would've taken advantage of it sooner!



Daysi Alvarado Claros, Finance

I transferred to SFSU in Fall 2020, and due to the pandemic, I wasn't aware of the many Student Services SFSU has to offer. There was a point in which I almost dropped out of school. Luckily, we have the CSPD Center. I was fortunate to talk to Michele Haggar [Director of Career Services and Professional Development] who introduced me to the various services I could take advantage of, and referred me to Lupe Ramos [Asst. Director of Undergraduate Advising], who kindly advised me on what classes to take to speed up my graduation. If we didn't have the CSPD my entire career preparation and development would have been gone.



Victor Torres, Marketing

By reaching out to the CSPD Center, I was able to get advising that helped me view job applications from a different perspective and to understand how to write an effective cover letter. Getting advising early on helped me be better prepared for my internship/job search.



Erin Corcoran, (MBA, '19)

Michele [CSPD Director] was a critical voice of sanity during my fraught job hunt last year no matter that I was an alumni. She helped me understand where in the process I needed the most guidance—and yes, it was the dreaded behavioral interview! I needed a lot of hand-holding and practice to become comfortable speaking about myself and my experience. Michele was critical in my years-in-the-making career change to a more technically-focused business analyst.



Aditya Tamhankar, M.S. in Business Analytics

The Career Services office has helped me build a strong professional profile. They gave me a clear perspective of the process of job hunting. I worked with the director on tailoring my resume and working on my profile to portray the best of my abilities. Overall, I felt more confident at the end of each session. I am grateful for all the help I have received.



Praanshu Dixit, M.S. in Business Analytics

As an international student coming in with some professional experience, I was nervous that I wouldn't find something to support my professional goals, but that changed when I connected with the LFCoB CSPD Center. Thanks to their support and Virtual MIC with Dialpad, I had the opportunity to network with an employer and hear from their employees about an internship that I was able to secure.

Scholarships

Thirty-eight of the University's strategic partners sponsored prestigious scholarships established on or before June 30, 2020, in support of the exceptional and diverse population of undergraduate and graduate students in the Lam Family College of Business.



This list below reflects student scholarship recipients who have been awarded scholarships during the 2019-2020 academic year:

- Aaron Anderson Memorial Scholarship
- Agid Family Scholarship Endowment: **Olivia Chapin, Daniel Gill, Elizabeth Shargel**
- Bear Family Endowed Scholarship: **Terah Lawyer**
- Carmelina Narciso Scholarship Endowment
- Chevron Scholarship Fund: **Weiqi Jiang**
- CIO Scholarship Fund
- Dale McKeen Memorial Scholarship
- Don Mar Scholarship
- Don W. Scoble Endowment Scholarship
- Ernest C. Dillard Sr. Endowed Scholarship for Labor Studies: **Denise Apuzzo, Dupe Bradford**
- George Feliz Memorial Scholarship
- Hong Kong Association of Northern California Scholarship: **Sze Wa Cheng**
- Janet Sim Scholarship Endowment: **Phuc Nguyen**
- Janice & John Gumas Endowed Marketing Scholarship
- Jeff Clavin Memorial Scholarship by InterContinental Hotels Group
- Kaiser Permanente Ethics & Compliance Scholarship
- Kawaguchi Family Scholarship Endowment
- Legal Marketing Association of the Bay Area Erick Vargas Scholarship: **Julianna Jacoboni**
- Leona M. Bridges Endowed Scholarship: **Julianna Jacoboni**
- Linda & Nathaniel Oubré Leadership Scholarship
- Manny Mashouf Endowed Scholarship
- Martinelli Family Scholarship Endowment: **Emily Nunez-Rosario**
- Michael Jon Alton Scholarship Endowment: **Elizabeth Ocampo**
- Mitsuko Duerr Endowed Scholarship
- MUFJ Union Bank Veteran's Scholarship: **Marc Johnson, Christian Lance, Logan Sweeney, Ryan Vogel**
- Nancy Lee Mar Vista Room Scholarship
- Nikon Precision College of Business Scholarship: **Denise Apuzzo**
- Ramona K. First Award Scholarship: **Xiaowen Chen, Dysson Viemann-Conley**
- Ramona K. First Scholarship Endowment
- Ramsey Family Scholarship Endowment
- SF State Accounting Scholars Program Scholarship: **Emily Chamberlain, Jacky Ho Lun Fan, Johanna Fornari, Helen Gao, Alexander Kao, Brian Lao, Jianjun Lei, Wei Liu, Sophia Nguyen, Emily Nunez-Rosario, Ana Milena Olson, Alen Shrestha, Forrest Spellman, Zhi Ying Wu, Amy Wu, Jorge Zamora Guerrero**
- SF State College of Business Scholarship: **Julianna Jacoboni**
- SKAL International Scholarship
- Valerie Hashimoto Scholarship
- Wallace Fund for Diversity Scholarship: **Julianna Jacoboni, Jennifer Lopez, Aye Thu**
- Yetta K. Zetony Scholarship
- Yumi Satow Vista Room Scholarship: **Tina Nguyen**
- Zoe Yan Xu Muffly Scholarship

Commercial Real Estate Fellowship Program

The Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) is partnering with the Lam Family College of Business to address the industry's workforce challenges in the San Francisco Bay Area by developing future leaders through the Commercial Real Estate (CRE) Fellows Program.

SINCE 2017, 83 students have successfully completed the CRE Fellows Program, which consists of 14 sessions over two semesters. Fellows engage with industry leaders through dynamic discussions on current topics related to the commercial real estate industry in our region. Each session allows the fellows to explore and deepen their understanding of property and asset management, construction, leasing, marketing, project management, and other industry topics.

The 2019-20 CRE Fellows Program included 34 fellows. Despite the abrupt shift from in-person to online sessions due to the pandemic, the students' shared learning and engagement levels remained consistent. In surveys, many students expressed that facilitators remained committed to creating a personal experience and showed enthusiasm for the industry. Over 70% of students reported the information covered in sessions provided useful skills that contributed to their career readiness. Additionally, the personal stories facilitators shared about their career experiences and what commercial real estate hiring executives are looking for in resumes and future employees proved invaluable in preparing the fellows for the job search process. In a final survey, students shared that their overall experience in the CRE Fellows Program was eye-opening, informative, helpful, motivational, and exciting.



The Innovation and Entrepreneurship Fellows Program

Launched in 2018, the Innovation and Entrepreneurship Fellows Program is funded by MUFG Union Bank, N.A. This Program prepares interdisciplinary teams of students to become innovative leaders as they develop the entrepreneurial skills necessary to successfully launch their own startup businesses.

THIS YEAR'S 20 STUDENT FELLOWS formed collaborative interdisciplinary teams and learned from a group of mentors made up of successful entrepreneurs, business leaders, and scholars through in-person and online intensive workshops held through fall and spring semesters. Some of the topics covered included how to design a new product and service, identify a target market, develop a business model, and pitch a startup business idea to investors. The Director of the Innovation & Entrepreneurship Fellows Program and Professor of Marketing, Minu Kumar, Ph.D., led the fellows through the full product development process from conception through creation of fully functional prototypes, which included four design cycles, utilizing the design-thinking process. Along the way, these budding entrepreneurs presented their prototypes to a panel of experts for feedback on product improvements to further prepare them for the college's Innovation Pitch Competition held online in June 2020. When the pandemic forced the cancellation of all in-person meetings, Kumar said, "Given all the hard work that had gone into the Program and the products the students worked on all year, all the students, without exception, wanted to continue with the Program in some fashion. Albeit non-ideal, we continued with the Program online and finished it on schedule."

Special thanks to the Program sponsor:





The Center for Ethical & Sustainable Business

Launched in 2011, the Center for Ethical & Sustainable Business (CESB) provides LFCoB students with several opportunities for active engagement with Bay Area businesses and nonprofit organizations involved in sustainability and ethical business practices, including environmental impacts and social justice.

THE CESB'S FLAGSHIP EVENT is the annual Business Ethics Week, where they highlight the connections between business endeavors and their impacts on communities. Business Ethics Week brings business representatives to our campuses to engage directly with our students on a wide range of topics. Our faculty also participate in this event by bringing special topics into their classroom lectures and sessions that are related specifically to the themes covered during Business Ethics Week. During the week of November 19-22, 2019, CESB featured the following topics and guest speakers:

Artificial Intelligence and The Environment - Technological Advances to Minimize Waste

Speaker:

- Chris Levaggi, Recology

Equitable Worlds: Ethical Finance and Technology

Speakers:

- Finance Associate Professor Todd Feldman
- Y.F. Chang Endowed Chair and International Business Professor Buddy Ungson

Sustainability at SFSU

Speaker:

- Caitlin Steele, Director of Sustainability and Energy at SF State

Creating Regenerative Ecosystems – included a screening of the film *Biggest Little Farm*

Speaker:

- Hospitality and Tourism Management Associate Professor Sybil Yang

Reimagining Capitalism

Speakers:

- Conversations with Industry Professionals from Net Impact
- Economics Associate Professor Sep Modrek
- Moderated by Management Assistant Professor Oscar Stewart

Circular Economies and Ethical Supply Chains

Speaker:

- Una Hrnjak, Global Sustainability Manager, The GAP, Inc.

Knowledge Ethics @ Work: Finance, Ethics and Compliance – included a screening of the film *The Blue Company*

Speaker:

- Jordan Neilsen, SFSU Libraries

Inclusion Starts at the Top

Speaker:

- Moiré Rasmussen, CEO Action for Diversity and Inclusion & PwC

Speaking Up and Speaking For – The Conscripton of Political Representatives

Speaker:

- Professor Wendy Salkin, Stanford University

Artificial Intelligence and Ethics – Advances in Electric Vehicles and Automation

Faculty News Highlights



Management Assistant Professor Priyanka Joshi Develops First Ever Hospitality-Focused Curriculum for Medical Students

Upon noticing that medical clinic complaints were mainly focused on non-medical matters, and not the doctor's knowledge or ability to treat patients, Management Assistant Professor Priyanka Joshi and her collaborators determined that something was missing from the medical curriculum: hospitality. After extensive research, the team developed an innovative syllabus that was published in August 2019 in the *Journal of Patient Experience*. The unique curriculum incorporates concepts from service marketing, social psychology and management, and can be implemented not only in medical school programs, but also nursing and dental programs. According to Joshi, part of the problem is the limited view doctors have of themselves. Doctors see their role as healers or those who diagnose and resolve problems instead of also

seeing themselves as providing a service to their patients. Joshi hopes medical, dental and nursing schools incorporate pieces of the hospitality-focused curriculum into their existing programs. The result, Joshi says, won't just be happier patients. It will be healthier ones. Stowe Shoemaker of Harrah's Hospitality College, Corrin C. Sullivan from UNLV Medical School and Neelesh R. Soman of Mountain View Hospital were co-authors on the curriculum.



Professor and Chair of Marketing Foo Nin Ho and other CSU Collaborators Find a Correlation Between Tolerance of Cheating in School and Unethical Business Behavior

In a study of 250 undergraduate students at SF State and Cal State San Marcos, Ho and CSU-SM Professor of Marketing Glen Brodowsky asked students to respond to statements about cheating and ethics, such as "It's cheating to ask another student what was on the test" and "Within a business firm, the ends justify the means." The results indicated that students who were more tolerant of cheating in the classroom were also open to unethical behavior at work. The study also examined what factors caused these attitudes. Armed with insights from this study, the researchers believe educators will be

more equipped to train students that ethical behaviors yield better results both in school and in the workplace. Cal State San Marcos Assistant Professor of Management Emily Tarr and San Diego State University Professor of Marketing Don Sciglimpaglia were co-authors of this research, which was published September 2019 in the *Journal of Marketing Education*.



Decision Sciences Professor Ramesh Bollapragada Interviewed by KTVU News About Artificial Food Shortage Due to Supply Chain Disruptions Caused by Pandemic

On April 13, 2020, a KTVU news report discussed disruptions to food distribution chains caused by the pandemic. As a result, massive amounts of food were reported as going to waste, particularly meats and produce. "Those channels of distribution outlets are broken. They have to quickly find ways to satisfy the demand at those new outlets. Proper planning in a week or so, it is possible," Bollapragada commented in response to the redirection of food to grocery stores and food banks. "The guys in the business are working 24 hours a day scrambling like hell, figuring out how to get the products to the right places."



Decision Sciences Professor Susan Cholette Interviewed by Tampa Bay Times for a News Story on Toilet Paper Panic Buying

Tampa Bay Times interviewed Professor Susan Cholette, who studies supply chains, for an April 2, 2020 news story on panic buying toilet paper when the pandemic hit the country. Manufacturers, distributors and retailers could not have anticipated the sharp increase in demand for toilet paper. Cholette believes this type of supply chain chaos – referred to as the "bullwhip effect" by phenomenon economists – will stabilize once consumers stop panicking. "There is no reason to assume that months from now, we're not going to have plenty of toilet paper. Realistically, the slowest thing is that there are only so many trucks that can deliver," said Cholette.



Economics Assistant Professor Sepideh Modrek's Research Paints a Picture of #MeToo Movement

Assistant Professor of Economics Sepideh Modrek didn't know it at the time, but her 2 a.m. screenshots of #MeToo tweets would be the foundation for her latest research project. As her Twitter feed filled up with friends and acquaintances disclosing details of their own abuse, Modrek says, something compelled her to start archiving the tweets, ultimately compiling 400 pages of screenshots. Modrek's research, published in September 2019 in the *Journal of Medical Internet Research*, is a snapshot of the online movement during that first week when it reached critical mass. With the help of machine learning, Modrek and her research assistant Bozhidar Chakalov studied more than 12,000 #MeToo tweets,

describing the magnitude of the movement in terms of size, demographics and the personal narratives shared.

"A lot of people spoke up and publicly shared these experiences," she said, "and it completely changed our dialogue. I wanted to capture and honor their courage."



Assistant Professor of Management Ian Dunham's Study Reveals College Savings Programs are Less Effective in Neighborhoods Lacking Traditional Banks

Dunham and his two collaborators are the first to study the connection between economic inequality, a neighborhood's financial service environment, and the college savings rates at nearby schools. Their research was first published in August 2019 in the *Business and Society Review*.

"Our study finds that schools in comparatively low-income neighborhoods that have few brick-and-mortar banks and credit unions and more payday lenders, check-cashing outlets and pawn shops, have lower savings rates," said Dunham. He calls such neighborhoods "financial deserts" for their lack of mainstream banking options.

Dunham said he hopes this research will encourage entrepreneurs to develop new technologies, be it an app or an online bank program with low fees, geared toward low- to moderate-income Americans. According to Dunham, SF State could be on the forefront of this type of technology that makes every day financial transactions, such as money transfers and banking, cheaper and more accessible as a result of the new FinTech Initiative being launched by the Lam Family College of Business. The FinTech Initiative is one of many being funded by a recent \$25 million gift from alumnus and digital currency entrepreneur Chris Larsen (B.S., '84), his wife Lyna Lam, and nonprofit Rippleworks Foundation.

University of Michigan Associate Professor of Social Work Terri Friedline and University of Michigan research specialist Megan O'Brien co-authored this study. They and Dunham are affiliated with the University of Michigan's Center on Assets, Education, and Inclusion.



Research by Marketing Professor Minu Kumar and Collaborators Examines How Gender Influences Design Preferences

Are there any systematic differences in design preferences for males and females? If yes, is this based on biological gender or gender identity? Recent research by Kristina Nickel, Ulrich Orth, and Minu Kumar, published in the *International Journal of Research in Marketing (IJRM)* in December 2020, provides some answers to these questions.

Results from four multi-method studies find that biological sex plays a moderating role in the early phase of visual harmony perception due to men's and women's differential processing abilities, whereas gender identity plays a significant role later in the more reflective phase of visual harmony evaluation.

Faculty Awards and Research

Research Grant Awards

PEDAGOGICAL RESEARCH

- **Todd Feldman** (Finance)
Topic: Faculty-Led Abroad Courses

DISCIPLINE-BASED RESEARCH

- **Nasser Shahrabi** (Information Systems)
Topic: The Spatiotemporal Patterns of Student's Sentiment: The Case of California State Universities (CSU) and Twitter Data.
- **Ebru Ipek** (Management)
Topic: Perceived organizational support, organizational commitment, and well-being among refugees in organization.
- **Ian Durham** (Management)
Topic: Corporate Strategies for Climate Change under the California Cap-and-Trade Program.
- **Nara Jeong** (Management)
Topic: Machine Learning in Entrepreneurship – in the Context of Crowdfunding.
- **Sungha Jang** (Marketing)
Topic: Keyword Search Advertising.

Exemplary Research Awards

Fall 2019

ACCOUNTING

- **Yifan Li:**
Yifan Li., Alexander Nekrasov., and Siew Hong Teoh. "Opportunity knocks but once: delayed disclosure of financial items in earnings announcements and neglect of earnings news," **Review of Accounting Studies**, Springer Publishing. Accepted for Publication, October 4, 2019.

- **Shuoyuan He:**
Shuoyuan He and Ganapati Narayanamoorthy. "Earnings acceleration and stock returns," **Journal of Accounting and Economics**, Elsevier Publishing. Accepted for Publication, June 2019.

SPRING 2020

MANAGEMENT

- **Priyanka Joshi:**
 1. Huang, L., **Joshi, P.D.**, Waksalak, C. J., Wu, A. "Sizing Up Entrepreneurial Potential: Gender Differences in Communication and Investor Perceptions of Long-Term Growth and Scalability," **Academy of Management Journal**, Academy of Management. Accepted for Publication, April 2020.
 2. **Joshi, P. D.**, Waksalak, C. J., and Huang, L. "Gender differences in communicative abstraction," **Journal of Personality and Social Psychology**. Accepted for Publication, January 2020.

MARKETING

- **Nga N Ho-Dac:**
Ho-Dac, N.N., Kumar, M., and Slotegraaf, R.J. "Using product development information to spur the adoption of continuous improvement products," **Journal of the Academy of Marketing Science**, Springer Publishing. Accepted for Publication, April 2020.
- **Minu Kumar:**
Ho-Dac, N.N., **Kumar, M.** and Slotegraaf, R.J. "Using product development information to spur the adoption of continuous improvement products," **Journal of the Academy of Marketing Science**, Springer Publishing. Accepted for Publication, April 2020.

Research

Productivity Award

FALL 2019

ACCOUNTING

- **Bing Luo:**
Bing Luo. "Effects of auditor-provided tax services on book-tax differences and on investors' mispricing of book-tax differences," **Advances in Accounting**, Elsevier Publishing. Accepted for Publication, August 25, 2019.
- **Jung Hoon Kim:**
Jung Hoon Kim and Steve Lin. "Accrual anomaly and mandatory adoption of IFRS: Evidence from Germany," **Advances in Accounting**, Elsevier Publishing. Accepted for Publication, October 30, 2019.

MARKETING

- **Foo Nin Ho:**
 1. **Foo Nin Ho** and Chin-wei Huang. "The Interdependencies of Intangible Marketing Capability and Operations Efficiency in Healthcare: An Empirical Study in the Hospital Industry," **Journal of Business Research**. Accepted for Publication, September 2019.
 2. Glen H. Brodowsky, Emily Tarr, **Foo Nin Ho**, and Don Sciglimpaglia. "Tolerance for Cheating from the Classroom to the Boardroom: A Study of Underlying Personal Cultural Drivers," **Journal of Marketing Education**. Accepted for Publication, August 2019.

SPRING 2020

ACCOUNTING

- **Amy Chun-Chia Chang:**
Chou, S.C. and **Chang, C.** "Does corporate diversification enhance accrual quality?" **Review of Accounting and Finance**, Emerald Group Publishing. Accepted for Publication, January 2020.
- **Min Chen:**
Chen, M., Ruan, L., Zhu, Z., and Sang, F. "Macro uncertainty, analyst performance, and managerial ability," **Eurasian Business Review**, Springer International Publishing. Accepted for Publication, January 2020.

DECISION SCIENCES

- **Julia Miyaoka:**
K.S. Azoury and **J. Miyaoka.** "Optimal and simple approximate solutions to a production-inventory system with stochastic and deterministic demand," **European Journal of Operational Research**, Elsevier Publishing. Accepted for Publication, March 2020.

MARKETING

- **Minu Kumar:**
Nickel Kristina, Ulrich Orth, and **Minu Kumar.** "Designing for the genders: The role of visual harmony," **International Journal for Research in Marketing**, Elsevier Publishing. Accepted for Publication, March 2020.

Research Seminar Talks

FALL 2019

- **10/04/2019**
Talk 1: "Wait, Key Performance Indicators as Supplements to Earnings: Incremental informativeness, Demand Factors, Measurement Issues, and Properties of Their Forecasts."
Presenter: Yifan Li, Assistant Professor, Accounting Department.
Talk 2: "Performance Effects in Dyadic Supply Chains: Why did Rich Families Increase their Fertility? Inequality and Marketization of Child Care."
Presenter: Michael Bar, Professor, Economics Department.
- **11/15/2019**
Talk 1: "US Stock Returns and VIX Futures Curve."
Presenter: Todd Feldman, Associate Professor, Finance Department.
Talk 2: "The Financial Services Environment and Schools' Savings Rates in the San Francisco Kindergarten to College Program."
Presenter: Ian Dunham, Assistant Professor, Management Department.

SPRING 2020

- **02/04/2020**
Talk 1: "Social Ties and User Contribution: Evidence from Twitter."
Presenter: Deanna Wang, Professor, Marketing Department.
Talk 2: "Effects of Auditor-Provided Tax Services on Book-Tax Differences and on Investors' Mispricing of Book-Tax Difference."
Presenter: Bing Luo, Assistant Professor, Accounting Department.

Meet Our New Faculty

We are pleased to introduce these new faculty members at the Lam Family College of Business. We are excited to have these new faculty join us starting in fall 2020 and welcome the expertise they will bring to our college.



Lesley Chen

Assistant Professor, Accounting

B.S. (2011), China University of Mining and Technology, Beijing; M.A. (2013), University of International Business and Economics; M.S.A. (2015), Suffolk University; Ph.D. (2020), The University of Texas at San Antonio

Research interests: audit fee, audit quality, individual auditors, CEO compensation, and family firm.



Minh Pham

Assistant Professor, Decision Sciences

B.S. (2007), Bucknell University; Ph.D. (2013), Rutgers University

Research interests: machine learning, nonlinear optimization, neuro imaging, bioinformatics, penalized regression and classification, and image processing.



Eghbal Rashidi

Assistant Professor, Decision Sciences

B.S. (2006), University of Kashan, Iran; M.S. (2009), Mazandaran University of Science and Technology, Babol, Iran; Ph.D. (2016), Mississippi State University

Research interests: predictive models for business applications, business analytics, machine learning & data science, large scale optimization, optimization under uncertainty, multi-level and stochastic programming, Stackelberg game, vulnerability analysis and risk management, supply chains and logistics, and transportation network design.

Congratulations to our Promoted Faculty

Tenure and Promotion to Professor



Geoffrey Desa
Management



Ian Sinapuelas
Marketing



Sada Soorapanth
Decision Sciences

Tenure and Promotion to Associate Professor



James Brian Aday
Hospitality and Tourism
Management



Katie Hetherington
Accounting



Chenwei Li
Management



Sepideh Modrek
Economics/Health Equity Institute



Sybil Yang
Hospitality and Tourism Management

Tenured & Tenure-Track Faculty, Fall 2019

ACCOUNTING

- Amy Chun-Chia Chang, University of Houston
- Min Chen, Kent State University
- Frederick Choo, University of New South Wales
- Shih-Chu Chou, The University of Texas at Dallas
- George Frankel, New York University
- Theresa Hammond, University of Wisconsin
- Shuoyuan He, University of Illinois at Urbana-Champaign
- Katherine Hetherington, University of Florida
- Su-Jane Hsieh, Purdue University
- Wei Huang, Arizona State University
- Jai Kang, Texas A&M University
- Jung Hoon Kim, University of California, Berkeley
- Yao-Tien Lee, McMaster University
- Yifan Li, University of California, Irvine
- Bing Luo, University of North Texas
- John O'Shaughnessy, Golden Gate University
- Lufei Ruan, Carnegie Mellon University
- Joanne Sopt, Rutgers University

DECISION SCIENCES

- Ramesh Bollapragada, Carnegie Mellon University
- Rex Cheung, University of California, Davis
- Susan Cholette, Stanford University
- Jamie Eng, Harvard University
- Hamed Hashemina, University of British Columbia
- Stewart Lui, University of California, Berkeley

- Julia Miyaoka, Stanford University
- Leyla Ozsen Intrevado, Northwestern University
- Theresa Roeder, University of California, Berkeley
- Robert Saltzman, Stanford University
- Sada Soorapanth, University of Michigan
- Yabing Zhao, University at Buffalo—The State University of New York

ECONOMICS

- Michael Bar, University of Minnesota
- Sudip Chattopadhyay, University of Illinois, Champaign-Urbana
- Anoshua Chaudhuri, University of Washington
- Kirill Chernomaz, Ohio State University
- Chenghao "Matt" Hu, University of California, Davis
- Zuzana Janko, University of California, Riverside
- Venoo Kakar, University of California, Riverside
- Philip King, Cornell University
- Chang Hyung "Max" Lee, University of California, Santa Barbara
- Sepideh Modrek, University of California, Berkeley
- Michael Potepan, University of California, Davis
- Veronica T. Sovero, University of California, Los Angeles
- Lisa Takeyama, Stanford University

FINANCE

- Todd Feldman, University of California, Santa Cruz
- Xi Han, University of Washington
- Xue (Snow) Han, University of Georgia
- Ping Hsiao, University of Southern California
- Alan Jung, University of California, Berkeley
- Gang Li, University of California, Berkeley
- Ming Li, University of California, Los Angeles
- Shengle Lin, George Mason University
- Shuming Liu, University of Texas at Austin
- Yuli Su, University of Wisconsin, Milwaukee
- Brian Yang, University of California, Irvine
- Chris Yost-Bremm, Texas A&M University
- Yi Zhou, University of California, Los Angeles

HOSPITALITY AND TOURISM MANAGEMENT

- James Brian Aday, Texas Tech University
- Mehmet Ergul, Texas Tech University
- Bo Ferns, Purdue University
- Colin Johnson, Fribourg University
- Susan Roe, University of Nevada, Las Vegas
- Ryan Smith, The Hong Kong Polytechnic University
- Andrew Walls, University of Central Florida
- Sybil Yang, Cornell University

INFORMATION SYSTEMS

- Paul Beckman, Purdue University
- David Chao, University of Washington
- Tai-Yin Chi, Claremont Graduate University
- Guillaume Faddoul, Claremont Graduate University
- Lei Jin, Georgia State University
- Brenda Mak, Northwestern University
- Lutfus Sayeed, Georgia State University
- Nasser Shahrasbi, HEC Montréal
- Sameer Verma, Georgia State University

INTERNATIONAL BUSINESS

- Bruce Heiman, University of California, Berkeley
- Sergey Lebedev, University of Texas–Dallas
- Yi-Kuan Lee, Rensselaer Polytechnic Institute
- Joel Nicholson, Florida State University
- Roblyn Simeon, University of California, Berkeley
- Gerardo Ungson, Pennsylvania State University
- Lihua Wang, Northwestern University
- Yim-Yu Wong, University of Nebraska–Lincoln
- Nini Yang, University at Buffalo–The State University of New York

LABOR & EMPLOYMENT STUDIES

- John Logan, London School of Economics and Political Science

MANAGEMENT

- Michael Albert, Georgia State University
- Sally Baack, University of Southern California
- Robert Bonner, University of Texas at San Antonio
- Geoffrey Desa, University of Washington
- Ian M. Dunham, Temple University
- Connie Marie Gaglio, University of Chicago
- Ebru Ipek, Simon Fraser University
- Nara Jeong, Washington State University

MANAGEMENT (CONTINUED)

- Priyanka Joshi, University of Southern California, Marshall School of Business
- Denise Kleinrichert, University of South Florida
- Guido Krickx, University of California, Los Angeles
- Eric Lamm, Boston College
- Chenwei Li, University of Alabama
- Antoaneta Petkova, University of Maryland
- Ronald Purser, Case Western Reserve University
- Veronica Rabelo, University of Michigan
- Manely Sharifian, University of Alberta
- Oscar Stewart, University of North Carolina at Charlotte
- John Sullivan, University of Florida
- Tom Thomas, University of California, Berkeley
- Smita Trivedi, George Washington University
- Dayna Herbert Walker, Claremont Graduate University

MARKETING

- Subodh Bhat, University of Georgia
- Sina Damangir, University of Houston
- Foo-Nin Ho, University of Mississippi
- Nga Ho-Dac, University of Utah
- Mahmood Hussain, University of Colorado at Boulder
- Sung Ha Jang, University of Texas at Dallas
- Minu Kumar, University of Mississippi
- Kathy O'Donnell, Kent State University
- Veronika Papyrina, University of Western Ontario
- Bruce Robertson, University of Cincinnati
- Sanjit Sengupta, University of California, Berkeley
- Ian Clark Sinapuelas, Purdue University
- Judi Strelbel, University of California, Berkeley
- Gulnur Tumbat, University of Utah
- Hui-Ming Wang, Purdue University

Graduate Certificate in Sustainable Business



This program prepares managers and entrepreneurs to help lead organizations toward financially viable business practices that contribute to a more equitable economy and a healthier natural environment.

Students in this program learn how to articulate the business case for sustainability; conceptualize innovative products and services; lead internal and external coalitions; drive organizational change; and implement metrics to measure sustainability progress and incorporate accountability for responsible decision-making.

The three required courses are: Business Ethics, Society, and Sustainability (BUS 884), Business Management, Ecology and Environmental Leadership (BUS 857), and Innovation for Sustainability (MGMT 858).

Graduate Certificate in Finance

The program curriculum is based on financial theory and empirical data skills practiced by professionals in corporate finance, portfolio management, asset pricing, banking, risk management, and investment companies.

The four required courses include: Financial Management (FIN 819), Seminar in Risk Management (FIN 820), Seminar in Investments (FIN 825), and Seminar in Financial Markets and Institutions (FIN 828).

Graduate Certificate in Marketing in the Digital Economy

This graduate-level certificate is designed for currently enrolled SFSU graduate students interested in specializing in marketing and for professionals with a bachelor's degree and knowledge of marketing principles based on coursework taken within the past seven years.



The certificate program includes three required courses: Digital Marketing (MKTG 820), Marketing of High-Technology Products and Services (MKTG 885), and Marketing Analytics (MKTG 886).

Graduate Certificate in Enterprise Information Systems

The Graduate Certificate in Enterprise Information Systems is designed to familiarize individuals from backgrounds other than IT with the application of business IT solutions and the skills to begin or enhance a career in IT.

The certificate includes the following courses: Information Systems for Strategic Advantage (ISYS 814), Enterprise Mobile Applications (ISYS 856), and Seminar in Business Process Management (ISYS 869).

Graduate Certificate in International Business and Global Leadership

This program provides students with the relevant skills and qualifications for a managerial career in international business through training in three cornerstones of modern global organizations: current strategies and competencies for operating an international business, cross-cultural negotiating strategy and tactics, and creativity and innovation skills for global managers.



The curriculum includes three courses: Seminar in International Business (IBUS 815), Creativity for Managers: A Global Perspective (IBUS 841), and International Business Negotiations (IBUS 859/BUS 859).

Graduate Certificate in Accounting

A graduate academic certificate in accounting for those seeking to prepare for the CPA exam or who need to reach the 150-credit coursework eligibility requirement to practice as a certified public accountant (CPA) in California.

Students can choose from a variety of courses in different areas of accounting, including: Financial Accounting, Tax and Managerial Accounting, Auditing, Business Law, Accounting Information Systems and Cybersecurity Reporting, Accounting Ethics, and Not-for-Profit Accounting.



(left to right) **Doug Galen, Co-Founder & CEO, Rippleworks Foundation; Chris Larsen (B.S., '84), Executive Chairman & Co-Founder, Ripple; Quang Lam; Lyna Lam; Lynn Mahoney, President, San Francisco State University.**
Photo by Stuart Locklear.

Lam Family College of Business Naming Ceremony

San Francisco State University celebrated the naming of the College of Business to the Lam Family College of Business during a special Naming Ceremony held on Thursday, October 24, 2019, in recognition of alumnus Chris Larsen (B.S., '84), his spouse Lyna Lam, and the Rippleworks Foundation's transformative gift of \$25 million to the college.

WE WELCOMED MORE THAN 125 GUESTS at this memorable event, including members of the Larsen and Lam family, SF State administration leaders, faculty, staff, students, alumni, and friends of the college.

The Naming Ceremony followed on the heels of the historic announcement of the historic \$25 million gift from the Larsen-Lam couple and Rippleworks Foundation at the BOLD Campaign Celebration held on April 4, 2019. In honor of the Lam-Larsen's longtime support and generosity, the California State University Board of Trustees approved the naming of the University's College of Business as the Lam Family College of Business on May 21, 2019.

SF State President Lynn Mahoney, Provost Jennifer Summit, and Interim Dean of the Lam Family College of Business Yim-Yu Wong spoke at the Naming Ceremony, where they shared their gratitude and appreciation for the generous gift and celebrated the naming of the college. Interim Dean Wong unveiled the new Lam Family College of Business logo, which includes the new tagline, Innovate Sustainably. Lead Responsibly. "This tagline makes a statement about the unique kind of business education we offer and the kind of career-ready, innovative, socially and environmentally conscious, ethically-minded graduates we put out into the world," said Interim Dean Wong.

The Lam family members in attendance at the event included Lyna Lam's father Quang Lam, who serves as the inspiration for the naming of the college. Larsen recommended the Lam Family name for the college's naming to honor his wife's family. Quang Lam led his family in their escape from war and genocide in Cambodia in pursuit of the

opportunity for his kids to get an education. Watch the video shown at the Naming Ceremony featuring Chris Larsen explaining why they decided to invest in our students and his reason for recommending the name of the college in honor of his father-in-law Quang Lam: [youtube.com/watch?v=YxWwMaOO5HY](https://www.youtube.com/watch?v=YxWwMaOO5HY)

President Mahoney presented Larsen and Lam with a copy of the rendering plaque to commemorate the college’s naming. The plaque is displayed inside the Business building on the SF State main campus. “Many students, faculty, and staff who walk through the halls of the Business building will know the story of the naming of the Lam Family College of Business, said President Mahoney”

Student Business Representative from the Associated Students, Francisco Lazo, thanked Larsen and the Lam family on behalf of the students and presented the family with a framed poster of Lam Family College of Business logo signed with messages of thanks from students, faculty, staff, and alumni. “As a student pursuing a degree from the Lam Family College of Business, I can say it is inspiring to know that alumni from the college have gone on to be so incredibly successful. However, perhaps it is more inspiring to know that through all the success in applying the things that this college has taught you, Mr. Larsen and Ms. Lam have retained the memory and spirit of San Francisco State University, and have chosen to share their hard earned success with students like myself, my peers, and future generations of students,” stated Lazo.



Lam family members, including Quang Lam (third from left) and Lyna Lam (fifth from left).
Photo by Stuart Locklear.



Students (unless otherwise indicated; left to right): Chad Lynn Kelsey, Grace Li, Nimiksha Mahajan, President Lynn Mahoney, Cynthia Ochoa, Brian Yoo, Omar Rivas, Mitchell James O’Brien, Jeff O’Toole, Lab Coordinator, Elizabeth Vuong, Raiza Aquino.
Photo by Stuart Locklear.



(left to right): Professors Leigh Jin, Ph.D., Lutfus Sayeed, Ph.D., Tom Thomas, Ph.D., and Gerardo Ungson, Ph.D., and Associate Professor Todd Feldman, Ph.D.
Photo by Stuart Locklear.



(left to right): Professor Alan Jung, Ph.D.; Christopher Kingston, Graduate Student Advisor, Graduate Business Programs (GBP); Jeffrey Chun, M.A., Assistant Dean, LFCOB; Armaan Moattari, MBA, Assistant Director of Admissions, GBP; Orlando Harris, Executive Director, Career Services & Leadership Development.
Photo by Stuart Locklear.

Entrepreneurship

SYMPOSIUM

and Innovation Pitch Competition

 LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

Hosted by San Francisco State University Lam Family College of Business, the third annual Entrepreneurship Symposium was held on June 5, 2020. This event is part of the Lam-Larsen Innovation and Entrepreneurship Initiative funded by the Lam-Larsen Global Innovation Fund. The event is also sponsored by MUFG Union Bank, and we thank them for their generous support!

THIS YEARLY EVENT is designed for budding entrepreneurs and early-stage startup founders, particularly those who are SF State students and alumni, seeking to develop stronger entrepreneurial skills and to build their network.

The Keynote Speaker, John Edson, Principal at johnXdesign, an expert in product innovation, design and development, gave a thought-provoking talk on Design Thinking. A dynamic panel discussion on Scalable Ethical Start-Ups – moderated by Marketing Professor and Innovation & Entrepreneurship Fellows Program Director Minu Kumar, Ph.D. – included guest speakers Elaine Chow (B.S., '18), Co-founder of Lingrove, Brian Green, Director of Technology Ethics at Markkula Center, Melody Ivory, Ph.D., Founder and CEO of Ethiom, and Daniel Malmer, Founder of the Center for the Study of Internet Extremism.

The program discussions cover several topics vital to helping early-stage founders and aspiring entrepreneurs to successfully launch and sustain their new businesses, including:

- The history, evolution, and importance of design thinking in the product development lifecycle and in the long-term viability of a business
- The ethics of technology and how to design and scale your business so that its ethical core endures
- How to manage limited resources to bootstrap a new business, allowing entrepreneurs to launch and grow through lean startup principals
- What it means to build a “sustainable business” and why it matters
- Developing higher self-awareness of your attributes, capabilities and behaviors as a leader
- Improving executive-level communication and decision-making skills
- How to create a “fundable” business plan or pitch

The second half of the program featured the Innovation Pitch Competition. Out of a competitive pool of 17 innovative business ideas submitted by SF State students, and after two rounds of reviews by experts, the top five business ideas were selected to compete in this Pitch Competition. The judges for the competition volunteered their time and came from the worlds of finance, venture capital, engineering, manufacturing, design, and technology. They included: Scott Kelly (MBA, '92), CEO of Black Dog Venture Partners; Joe Luttwak (M.A., '05), CEO of Lingrove; Zach Onisko (B.A., '03), CEO of Dribbble; Marcelle Van Beusekom, Design Director at IDEO; and Benjamin Vanderford, Vice President, Relationship Manager at MUFG Union Bank, N.A. Cash prizes totaling \$10,000 were awarded to the three winners of the Pitch Competition. **Read about the student business ideas that won the Pitch Competition on page 10.**

Event Moderator Keynote Speaker

Minu Kumar, Ph.D.

Professor of Marketing and
Innovation & Entrepreneurship
Fellows Program Director



John Edson

Principal, johnXdesign



Panel Speakers



Elaine Chow (B.S., '18)

Cofounder, Lingrove



Brian Green

Director
Technology Ethics
Markkula Center



Melody Ivory, Ph.D.

Founder and CEO, Ethiom LLC



Daniel Malmer

Founder
Center for the Study of
Internet Extremism

Pitch Competition Judges



Scott Kelly (MBA, '92)

CEO, Black Dog Venture Partners



Joe Luttwak (M.A., '05)

CEO, Lingrove



Zack Onisko (B.A., '03)

CEO, Dribble

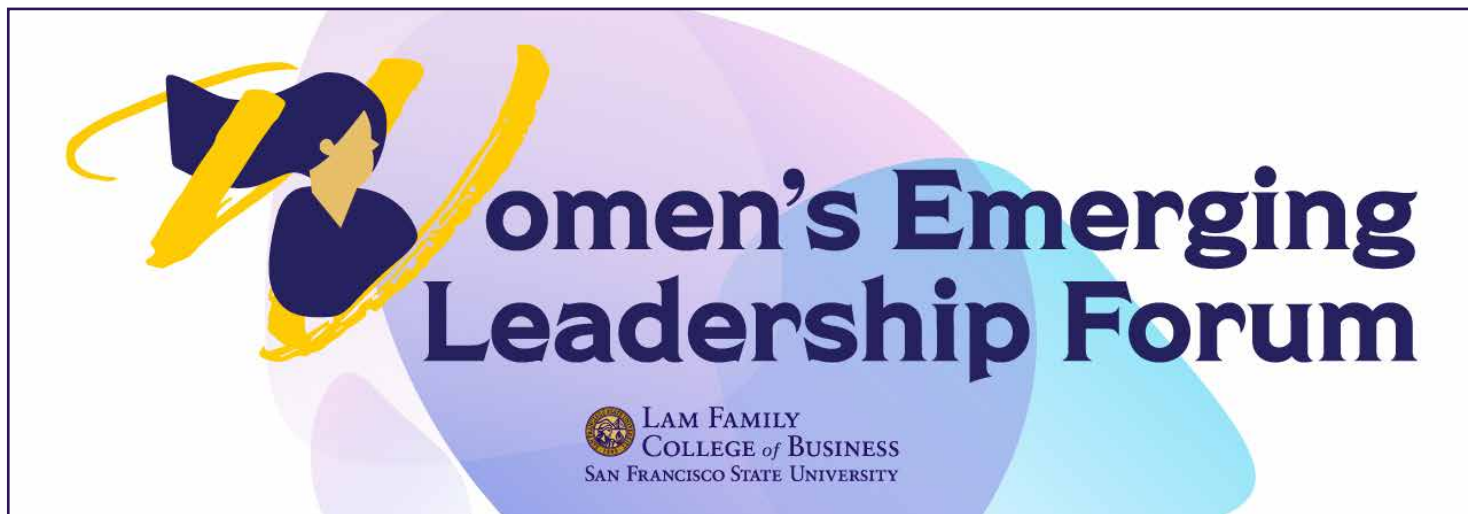
Marcelle Van Beusekom

Design Director, IDEO



Benjamin Vanderford

Vice President
and Relationship Manager
MUFG Union Bank, N.A.



Women's Emerging Leadership Forum

On Friday, October 11, 2019, over 100 business leaders, professionals, educators, and students attended the sold out Sixth Annual Women's Emerging Leadership Forum (WELF) at our Downtown Campus. This lively and diverse annual event is designed to empower women to achieve their full potential in the workplace.



Attendees at the Women's Emerging Leadership Forum held on October 11, 2019 at the San Francisco State University Downtown Campus.

Photos on pages 36-37 by Leia Balliett.

THIS YEAR'S "WOMEN LEADERS IN INNOVATION" theme was embodied by four distinguished speakers representing an array of innovative industries, including energy, software technology, design, and finance. Keynote Speaker Lisa Lambert, Chief Technology and Innovation Officer at National Grid and founder, CEO, and chairperson of UPWARD (Uniting Professional Women Accelerating Relationships and Development) shared valuable advice on advancing through the ranks as a professional woman through hard work, staying focused on delivering results, stepping up to take on larger roles, and creating allies both inside and outside the workplace.

Additionally, three dynamic panel speakers, Luz Urrutia, CEO at Opportunity Fund, Priya Kothari, COO at Creative Market, and Leah McGowen-Hare, VP of Trailhead Evangelism at Salesforce, engaged in a lively and inspiring discussion about their personal journeys to success, the power of family support, networking and finding mentors, and how they successfully changed their career paths.

Successful and aspiring leaders and students gathered at WELF to exchange fresh ideas and hard-earned insights, learn how to avoid common pitfalls on the path to career advancement, and enhance their leadership skills.

Attendees also heard thought-provoking remarks from two women who are leaders at San Francisco State University – President Lynn Mahoney, the first woman appointed to serve as the University's president in a permanent capacity, and Yim-Yu Wong, Interim Dean of the Lam Family College of Business.

The interactive nature of the forum made the event a powerful vehicle for developing new connections and expanding professional networks. In a follow-up survey, attendees reported that they enjoyed the diversity of the speakers and their inspiring personal stories, the event's empowering atmosphere, and the opportunity to find common ground with women at different stages of their careers.

Visit our website calendar frequently at cob.sfsu.edu/calendar to learn about other stimulating events we offer that are open to alumni and other professionals.



WELF Keynote Speaker **Lisa Lambert**, Chief Technology and Innovation Officer at National Grid and founder, CEO, and chairperson of UPWARD.



WELF Panel Speakers (from left to right): **Leah McGowen-Hare**, VP of Trailhead Evangelism at Salesforce, **Priya Kothari**, COO at Creative Market, and **Luz Urrutia**, CEO at Opportunity Fund.



Jim Wunderman, Bay Area Council President and CEO, SF State students, faculty and staff at First Fridays Fun on Feb. 7, 2020. Photo by Leia Balliett.

Bay Area Council President and CEO Jim Wunderman Speaks at First Fridays Fun Event

SPECIAL GUEST JIM WUNDERMAN, President and CEO of the Bay Area Council, shared a Bay Area economic update with graduate and undergraduate students, faculty, and staff from across the University who attended the First Fridays Fun event held on February 7, 2020.

Wunderman discussed how the Bay Area Council is addressing the big issues and complex challenges affecting our region's businesses and workforce. He emphasized the importance of balancing long-term economic, social, and environmental sustainability. Wunderman believes it is the hard work, commitment, and collaboration across the talented business community in the Bay Area that make our region one of the most globally competitive and economically productive in the world.

Wunderman was joined by San Francisco State University President Lynn Mahoney, who delivered opening remarks and explained how San Francisco State is addressing some of the challenges faced by our campus community, such as the housing shortage, the rising cost of housing, and food insecurity experienced by some of our students.



(left to right) San Francisco State University President **Lynn Mahoney** and Bay Area Council President and CEO **Jim Wunderman**. Photo by Leia Balliett.

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(B.A., '84)

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Okorie Ramsey
(B.S., '92)

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We are pleased to acknowledge the following donors for their generosity and support from July 1, 2019 to June 30, 2020 to the Lam Family College of Business at San Francisco State University. We have made every effort to ensure the accuracy of this listing.

\$1,000,000+

- Chris Larsen and Lyna Lam

\$50,000-\$99,999

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- MUFG Union Bank Foundation
- Payne Family Foundation
- Gary and Zoraida Payne

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- The Handlery Foundation
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- Manny Mashouf Foundation
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- Mr. Ray Muffly
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Please accept our sincere apologies for any inaccuracies or omissions by contacting Manny Nungaray, Executive Director of Development & Campaign Operations at manny@sfstate.edu. We regret any errors.

\$5,000-\$9,999

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\$1-\$249

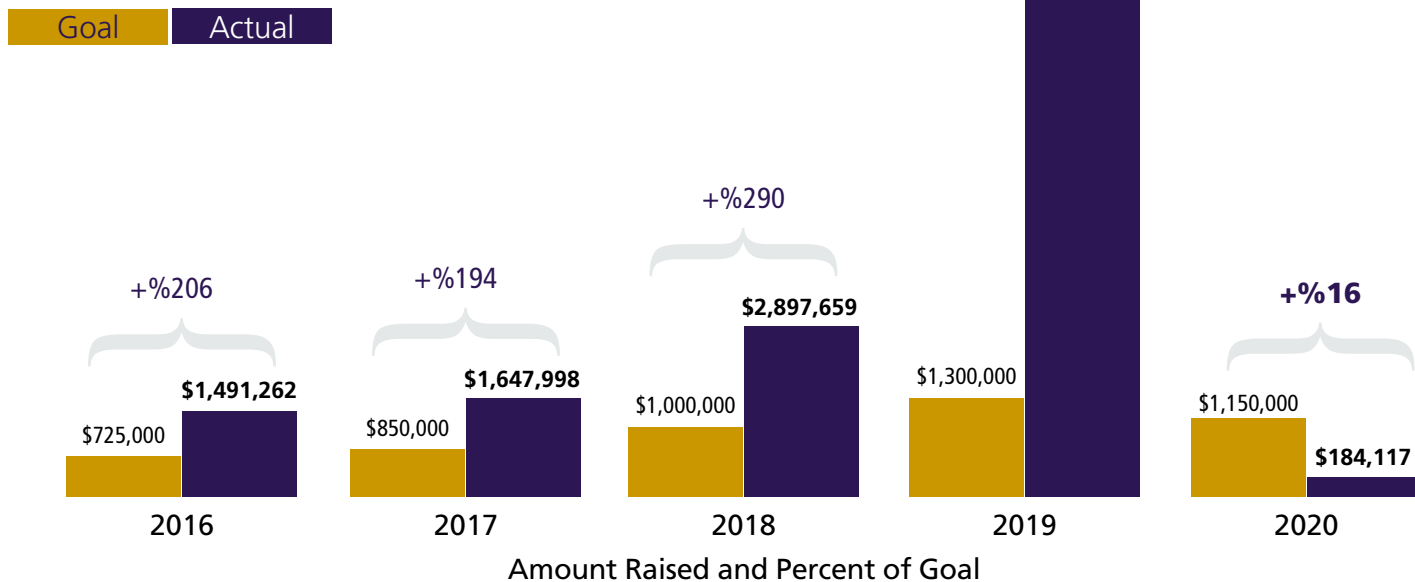
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Lam Family College of Business Fundraising



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Make a world of difference through your support of our students' academic journey, as they prepare to become agents of change and thoughtful, innovative leaders.

- Make your gift online at develop.sfsu.edu/campaign/college-business
- Donate stock and securities
- Leave a legacy by naming the Lam Family College of Business in your will or living trust
- Send a check by mail:

Make check payable to University Corporation, San Francisco State University

Mailing Address:

Office of University Development
San Francisco State University
1600 Holloway Avenue, ADM 153
San Francisco, CA 94132

For Information on Ways to Give

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Executive Director of Development & Campaign Operations
415.405.2655, manny@sfsu.edu

Janine Hurty
LFCoB Director of Development
415-338-1183, jhurty@sfsu.edu

Ten ways you can get involved with San Francisco State University.



Serve as a Guest Speaker

Share your story with current students who want to hear about your educational experience and learn about your job. Volunteer by speaking in class (as part of a speaker series) or on a career panel.



Career or Internship Opportunities

Provide an opportunity for a current student to work in your office. Promote your job posting with us!



Host or Assist with an Alumni Event

If you are interested in helping plan an alumni event or have suggestions for events, we'd love to hear from you.



Return to Campus

Come back to visit your favorite faculty and friends. We want to hear your stories and keep in touch.



Connect With Us on Social Media

Facebook – SFStateCoB, sanfranciscostate, sfstatealumni1899

Twitter – @SFStateCoB, @SFSU, @gatorsconnect

LinkedIn – Follow San Francisco State University, Lam Family College of Business; San Francisco State University; SF State Alumni; SF State College of Business Alumni. And, don't forget to identify SF State as your alma mater on your profiles and bios.



Support SF State

Make an annual gift. Every gift makes a difference, no matter the size! Choose where you want to donate! 100% tax-deductible.



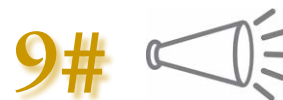
Shop & Smile for SF State at Amazon.com

AmazonSmile is an online shopping site, part of Amazon.com, which donates 0.5% of the price of eligible purchases to charitable organizations, including the SF State Foundation.



Join the Alumni Advisory Council

Selected from a wide spectrum of class years and fields of study, Alumni Advisory Council members represent the voices of nearly 250,000 University alumni. They are engaged and proven leaders in the San Francisco Bay Area.



Advocate for SF State

Keep yourself informed about the University's news and updates. Spread the word by telling family, friends and coworkers about SF State's growth and progress.



Attend an Event and Show your Gator Pride

SF State offers many diverse opportunities for entertainment, including plays, concerts, and speakers. Mark your calendars and attend events throughout the year. You can also cheer on fellow Gators at your favorite sporting event! View the Event Calendar on the University website.

Resources and Investments

The Lam Family College of Business receives the majority of its funding in the form of state support and student fees, but this covers only a portion of the full cost of delivering a high-quality education. In addition to campus and college reserves, the College is also funded by non-state sources, such as graduate student professional fees, non-degree programs, and philanthropy. State funding has declined or remained flat over the last six years. As this trend continues, the Lam Family College of Business is implementing new initiatives that focus on expanding non-state revenue sources.

Fiscal Year	2019-20	2018-19	2017-18	2016-17	2015-16
Sources of Funds	22,732,749	21,943,201	19,991,705	18,533,366	16,703,005
General Fund	19,535,904	19,021,771	16,761,319	15,874,719	14,828,864
CSU MBA/MSA Professional and DTC Rent Fees	1,187,494	1,395,512	1,080,525	757,195	715,198
Extended Education	267,073	267,073	446,500	483,203	412,843
Executive Education/COBE	-	-	-	-	-
Donations/Fundraising - Current use	1,742,278	1,258,845	1,703,361	1,418,249	746,100

Fiscal Year	2019-20	2018-19	2017-18	2016-17	2015-16
Uses of Funds	22,732,749	21,943,201	19,991,705	18,533,366	16,703,005
Salaries and Benefits	18,971,187	18,332,761	18,240,662	14,910,570	14,954,452
Marketing and Advertising	209,387	204,099	162,459	229,679	368,097
Research and Development	222,337	225,567	120,983	230,938	190,631
Travel	51,710	67,724	66,453	78,288	101,492
Rent	917,997	898,122	882,272	792,988	808,844
Computers and Equipment	68,706	4,971	17,385	102,610	204,182
Scholarships	94,818	47,500	77,625	61,042	67,350
Other	2,196,607	2,162,457	423,883	2,127,251	7,957



(top row, left to right) **Denise Kleinrichert, Jeff Chun, Sanjit Sengupta**
 (bottom row, left to right) **Sandra Henao, Yim-Yu Wong, Manny Nungaray, Bonnie Li-Victorino**

Photo by Leia Balliett

**LAM FAMILY
 COLLEGE OF BUSINESS
 ANNUAL REPORT**
 Fiscal Year
 July 1, 2019 – June 30, 2020

**PUBLISHED
 May 2021**

**EXECUTIVE EDITOR
 Sandra Henao**

**DESIGNER
 Dominic Decarlo**

*Special thanks to the
 Lam Family College
 of Business faculty
 and staff, Leia Balliett,
 Jamie Oppenheim and
 Manny Nungaray for
 contributing stories for
 this publication.*

Leadership Team

Yim-Yu Wong, Interim Dean

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Sanjit Sengupta, Faculty Director, Graduate Business Programs

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1600 Holloway Avenue
San Francisco, CA 94132

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WE ARE PROUD TO ANNOUNCE that the Lam Family College of Business once again earned re-accreditation from AACSB International—The Association to Advance Collegiate Schools of Business (AACSB) for an additional five years after undergoing an intensive Continuous Improvement Review this past year. **Read more on page 8.**



**AACSB
ACCREDITED**

SINCE 1964, the Lam Family College of Business has been accredited by AACSB, making the college one of just five percent of all business schools worldwide that meet their rigorous standards, which are built around innovation, engagement and impact.