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VIRGINIA TECH Business

MAGAZINE of the PAMPLIN COLLEGE of BUSINESS

Transforming
business education

PAGE 4



PAMPLIN COLLEGE OF
BUSINESS
VIRGINIA TECH.

VIRGINIA TECH BUSINESS

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In this magazine, alumni, with some exceptions, are identified by degree and the year it was received.

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ABOUT

Virginia Tech's nationally ranked Pamplin College of Business offers undergraduate and graduate programs in accounting and information systems, business analytics, business information technology, finance, hospitality and tourism management, management, marketing, and real estate. Pamplin emphasizes data analytics and decision sciences, entrepreneurship that leads to innovation and innovative companies, programs that promote sustainable global prosperity, and an inclusive, collaborative community. It is named in honor of two alumni: the late Robert B. Pamplin, retired chairman of Georgia-Pacific, and businessman, author, and philanthropist Robert B. Pamplin Jr.

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By the numbers: national rankings

- | | | | |
|--------------|---|---------------|--|
| No. 1 | MASTER OF INFORMATION TECHNOLOGY
(Information Technology Programs for Veterans)
<i>U.S. News & World Report</i> | No. 7 | HOSPITALITY MANAGEMENT
<i>College Factual</i> |
| No. 2 | MASTER OF INFORMATION TECHNOLOGY
<i>U.S. News & World Report</i> | No. 17 | MBA (EVENING)
<i>U.S. News & World Report</i> |
| No. 2 | HOSPITALITY AND TOURISM MANAGEMENT
<i>QS Top Universities</i> | No. 19 | ACCOUNTING
<i>College Factual</i> |
| No. 4 | BUSINESS INFORMATION TECHNOLOGY
(Management Sciences and Quantitative Methods/Business Analytics)
<i>College Factual</i> | No. 21 | ACCOUNTING (MACIS AND PH.D.)
<i>Public Accounting Report</i> |
| No. 5 | FINANCE (B.S.)
<i>College Choice</i> | No. 22 | ACCOUNTING (B.S.)
<i>Public Accounting Report</i> |
| No. 6 | MASTER OF INFORMATION TECHNOLOGY
(Cybersecurity)
<i>Cyberdegrees.org</i> | No. 23 | BUSINESS (OVERALL)
<i>College Factual</i> |

College Factual places business analytics in top 5

Virginia Tech has been ranked No. 4 among 2018's best management sciences and quantitative methods colleges in the U.S. by College Factual.

The program, also known as business analytics, is part of the Department of Business Information Technology in the Pamplin College of Business, which is ranked No. 23 in College Factual's top business colleges in the U.S.

Pamplin's hospitality program was ranked No. 7 and accounting No. 19, among other rankings.

College Factual notes that Virginia Tech is "a great option for students pursuing a management sciences and quantitative methods degree. Management science students from Virginia Polytechnic Institute and State University get an earnings boost of about 10.8 percent over the average earnings of management sciences and quantitative methods majors."



JEFF GREENOUGH

► **TEAM PROJECTS ARE PART** of the Introduction to Business Analytics Modeling class taught by Alan Abrahams, associate professor of business information technology.

College Factual claims its rankings are better as they are focused on outcomes (such as graduation and retention rates) and do not rely on subjective survey data, among other factors. ■

➤ SEE MORE ABOUT THESE STORIES AT: WWW.MAGAZINE.PAMPLIN.VT.EDU

Hospitality and tourism management to be named for Howard Feiertag

The internationally-ranked Department of Hospitality and Tourism Management in the Pamplin College of Business at Virginia Tech will be renamed the Howard Feiertag Department of Hospitality and Tourism Management, in recognition of a generous contribution to the department from hospitality industry icon and longstanding faculty member Howard Feiertag.

“Howard’s gift is a tremendous example of how one person can make a meaningful difference in the life of Pamplin, and in this case, hospitality and tourism management, through his time, talent, and treasure,” said Pamplin Dean Robert Sumichrast.

Noting that Feiertag came to campus as an instructor after a successful career in hospitality sales nearly 30 years ago, Sumichrast said “his contribution grew as he became a mentor to so many HTM students and alumni, and now culminates with this extremely generous gift that will permanently shape the HTM program.”

Department Head Nancy Gard McGehee said: “Naming the program after an industry giant like Howard reflects the department’s commitment to industry outreach and exemplifies our dedication to excellence in instruction and research that is timely and relevant.”

The gifts will help fund a professorship, a research fellowship, departmental operations, and student learning activities. Feiertag already supports a University Libraries research collection aimed at making hospitality research easily accessible to industry professionals, academic faculty, and students.

“Howard’s contribution will take the program to the next level and shape future generations of industry leaders,” said McGehee.

The renaming of the department will occur summer 2018.

Highly regarded nationally and internationally, the department is ranked No. 2 in the nation and No. 6 worldwide among hospitality and leisure management programs in the 2017 QS World University Rankings.

“Howard Feiertag is certainly part of the reason Virginia Tech is home to one of the world’s leading hospitality and tourism management programs,” McGehee said.

Through a career spanning more than 55 years, including 28 at Virginia Tech, Feiertag has distinguished himself as a leader and innovator. “Howard is revered not only for his expertise and experience; he embodies what it means to truly make a difference in people’s lives,” McGehee said.

“He is beloved by the thousands of our alumni and industry partners who can attest to how Howard has impacted them personally. I know because I have heard many of these stories, told to me by so many who consider him a mentor,” she added. ■



ROBERT SUMICHRAST ◀

DEAN’S MESSAGE

Pamplin continues to expand and improve. This helps us provide the best business school experience to our students and promote economic development for the commonwealth and beyond.

The strength of Pamplin is demonstrated in many ways, including the improvement in many key rankings: top 10 rankings for our undergraduate business analytics program, finance program, evening MBA, master of information technology, and hospitality and tourism management program, recently named in honor of Howard Feiertag (see story on right).

Our hardworking students have taken advantage of the resources at Pamplin to exceed the career success goals we established four years ago. Over 90 percent of May 2017 graduates accepted job offers shortly after graduation with an average starting salary of \$61,000 (not including bonuses and commissions).

Pamplin’s programs also significantly contribute to economic development. A recent study estimated Pamplin’s economic impact on the commonwealth to be more than \$40 million annually.

That number has been increasing and will increase by nearly \$20 million, as Virginia Tech constructs the Global Business and Analytics Complex in the upcoming years. Economic development will increase for many reasons related to Pamplin, including the pipeline of ambitious and even better educated graduates filling jobs in key industries.

In the 2016-17 academic year, over 84 student-led companies were started and built from ideas from students active in Pamplin’s Apex Center for Entrepreneurs. ■

ROBERT

busdean@vt.edu
Twitter @Sumichrast



HOLLY CROMER

▶ HOWARD FEIERTAG was honored for his lifetime contributions to hospitality education and practice at a gala held in metro Washington, D.C., last November.

▶ READ MORE AT: VTNEWS.VT.EDU/ARTICLES/2018/01/PAMPLIN-HTMNAMED.HTML



COVER STORY

Transforming business education

- **It's going to displace** an awful lot of tailgaters, a faculty member wryly notes.
- **It would allow students** like her to nurture their companies while continuing their studies, says a former student who took time off from school to focus on her start-up with two other Hokies.
- **It will get \$1 million** from her, a donor declares, "because I am so inspired by the future."

The object of their attention is currently but a figment of the imagination — multiple imaginations, actually, that, along with many discussions and much work, have contributed to a detailed feasibility study and a pile of architectural drawings.

It's the big, new, dream home-to-be of the Pamplin College of Business.

But a bigger building is not what the proposed Global Business and Analytics Complex is all about. For starters, it won't be just one building, but a complex of four: two academic buildings, slated for the current parking lot along Prices Fork Road and West Campus Drive, and two buildings for living-learning communities, to go up near the Inn at Virginia Tech and Holtzman Alumni Center.

And though there will certainly be more capacious quarters for classrooms, offices, meeting rooms, and gathering spots, Pamplin Dean Robert Sumichrast stresses that the

spaces are being deliberately designed with one goal in mind: to transform the educational experience.

"We're building for a better business education," Sumichrast says. The complex, he says, will offer an enriched learning environment that promotes collaboration and teamwork and supports enhanced advising and career services.

"It will be the best business-school experience."

Sumichrast says only a few business schools now have both academic and residence buildings.

What will make Pamplin's complex, estimated to cost \$250 million, truly different — "separate us from other business schools" — he says, is the generous allocation of space for visiting scholars and industry professionals.

"We will have room for all of Pamplin, plus 200 other faculty members from engi-

neering, science, and other disciplines — from Virginia Tech and elsewhere — and a large number of practitioners.

"I am not aware of any other business school in the country that will intentionally bring in faculty and students from other colleges in such numbers to complement the education and curricular experiences that our Pamplin students will get."

The college will be making even greater use of practitioners, particularly entrepreneurs, for teaching and mentoring. "We really want to expose our students to a broad range of ideas, and that has been considered in how we designed the spaces," he says.

The complex isn't just the future home of Pamplin. "It is the future of Pamplin," Sumichrast says.

And of Virginia Tech and the state, as well, he adds, as it will boost the state's economic development by producing more mar-



► THE GLOBAL BUSINESS AND ANALYTICS COMPLEX will boost economic development by producing more graduates with knowledge and skills in analytics, entrepreneurship, and global business.

ket-ready graduates with in-demand knowledge and skills in analytics, entrepreneurship, and global business.

“The complex will create a pipeline of talent to Northern Virginia and other parts of the state.”



The complex isn't just the future home of Pamplin. It is the future of Pamplin...and of Virginia Tech and the state.

The complex's planned space reflects Pamplin's three strategic focus areas: analytics, entrepreneurship, and sustainable global prosperity.

The living-learning buildings will each house 350 students in residence halls and have common spaces for collaboration and socializing.

One living-learning building will focus on international education. It will accommodate students interested in foreign languages, international work, and intercultural leadership, and offices of the Outreach and International Affairs program.

The second living-learning building will focus on analytics, including integrated security, and entrepreneurship.

Perhaps the most novel aspect of the entrepreneurship wing would be its planned amenities for 20 of the most promising start-ups: students will get not only work space and equipment but mentors as well.

“One of the things we'd like to do is to keep capable students enrolled at Virginia Tech,” says Sumichrast. Several students, he notes, had quit school to launch or nurse their own businesses because they couldn't juggle studies and entrepreneurship — while others went the other way, passing up a business opportunity to finish their degree.

“I can't say that one option is better than the other, but I do think that having the opportunity to stay in school and work on your company with mentorship is the best for some of our students.”

Juniors and seniors — who would be more advanced in entrepreneurship — would be the target group of this space, Sumichrast points out, in contrast to the primarily first-year students served by Innovate, the university's existing entrepreneurship community, which the college helps run through its Apex Center for Entrepreneurs.

Over in the analytics-security wing, perhaps the most prominent feature would be a large research and education lab that would serve as an operations center for modeling

Continued on next page ►



▶ THE FEASIBILITY STUDY and architectural drawings are the result of many discussions with diverse groups.

The proposed **Global Business and Analytics Complex**, Dean Robert Sumichrast says, will offer:

- a new, interdisciplinary learning experience
- unique features for collaborative learning and problem solving
- a pipeline of talent for job creation and economic development

and responding to disasters, from cyber attacks to hurricanes.

Cliff Ragsdale, professor of business information technology and academic director of Pamplin’s Center for Business Intelligence and Analytics, says the new facilities will allow faculty to “fully embrace and benefit from flipped classrooms and more interactive styles of teaching and learning.”

The proposed integrated security lab and team learning spaces, he says, will also greatly enhance students’ exposure to collaborative problem solving.

“Solving difficult problems requires a team approach that integrates and leverages the various perspectives, experiences, and strengths that different people bring to the task,” Ragsdale notes.

“Problem solving doesn’t end when you’ve calculated the ‘right’ answer. It also often requires convincing others to take action on the basis of that answer, and that involves crafting and communicating a compelling story.

“The visualization capabilities in the planned rooms will enable us to take instruc-

tion in the art and craft of storytelling to a new level.”

Ragsdale adds: “As the global business world becomes more complex and interrelated, we need the ability to quickly see the big picture with a wide-angle lens, yet also zoom in and focus on important details. This need to see and focus underscores the increasing importance of visualization technology in modern business education.”

The activities in both living-learning buildings, Sumichrast says, would complement those that would take place in the classrooms, offices, and research spaces in the academic buildings.

One academic building would house offices for faculty and staff, including advising and career services.

The second academic building would include team rooms, a large commons and café, and three labs — financial trading and analytics, hospitality, and sales and behavioral studies — that support “learning by doing.”

Sumichrast, who had initiated plans for

new facilities when he was business dean at Louisiana State University and the University of Georgia, says the completed feasibility study is “far beyond what is typical for such a report.”

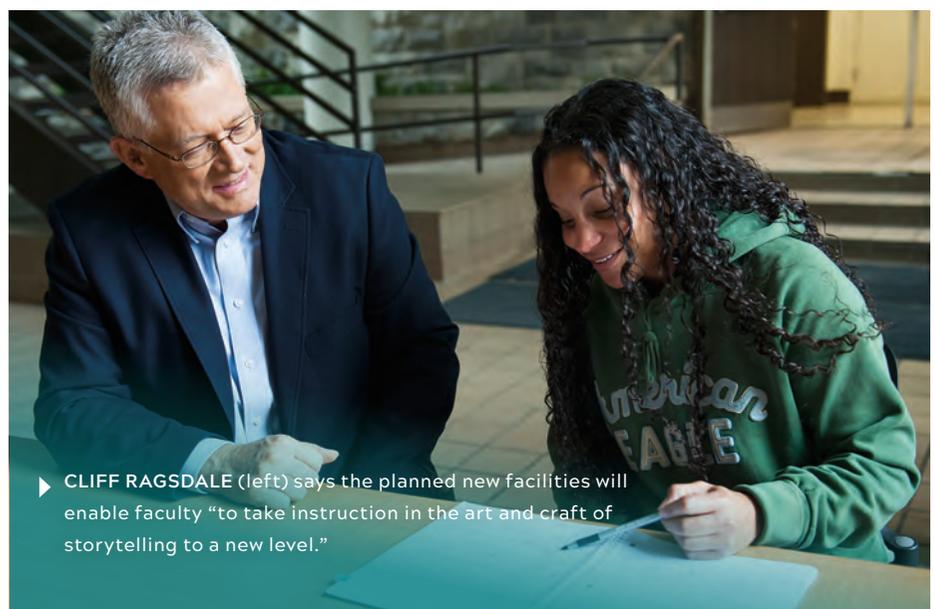
The study and the architectural drawings represent the distillation of discussions with architects, students, faculty, and alumni, as well as the ideas of President Tim Sands and former Provost Thanassis Rikakis. Suggestions were also sought from science and engineering faculty on campus and ideas collected from visits Sumichrast and others made to universities around the country.

“The plan we have today is better than its



KELSEY STONER

▶ MARY MCVAY with Dean Sumichrast. McVay gave \$1 million to the complex.



MAI KHANH NGUYEN

▶ CLIFF RAGSDALE (left) says the planned new facilities will enable faculty “to take instruction in the art and craft of storytelling to a new level.”



initial concept a few years ago, and 2020 is a realistic start date for breaking ground.”

The complex, says Ragsdale, would be a “wonderful leap forward for the college.” Ragsdale — who had tartly observed the project’s consequences for tailgating — says the “battered lunch pail might be a great icon for the football team’s defense, but it’s not what you want your business-school facilities to look like.”

Caroline Pugh, who as a business information technology major, had launched a company to help consumers track fitness goals through body scanning technology, is particularly excited by the proposed facilities for student entrepreneurs.

“It’s something I wish I had while building my startup in college!” she says.

Pugh, who now works at analytics company CareJourney as chief of staff to the president, says “a large part of starting any business is the network and community that the founders can learn from.

“To have a built-in community of peers and advisors who can serve as a sounding board and as the initial set of beta users or testers for a product would be invaluable, especially in the early stages of a startup.”

As for Mary McVay — an alumna who was so persuaded by the potential of the complex that she gave \$1 million to it: the complex, she says, would reinforce the university’s position as a leader in using data to address problems faced by industry and society.

“We could be a role model for the nation.” ■

—Soakhan Ho

Questions about the Global Business and Analytics Complex?

➤ VISIT OUR ONLINE FAQ:
www.magazine.pamplin.vt.edu/complex-faq

▶ CAROLINE PUGH, who was a student-entrepreneur, says “a large part of starting any business is the network and community that the founders can learn from.”

Building the pipeline of talent in analytics

Innovative new facilities such as the proposed Global Business and Analytics Complex would bolster Virginia Tech’s leadership in the use of data for problem solving.

Through a range of programs, Pamplin and Virginia Tech are also equipping the future workforce with the analytics knowledge and skills to manage and interpret data to make better business decisions.

Below, two recent graduates discuss the practical impact and rewards of their education.



COURTESY OF ADITHYA VIJAYAKUMAR

▶ ADITHYA VIJAYAKUMAR

A process engineer at Tesla

Adithya Vijayakumar received a master’s degree in industrial and systems engineering in May 2017 and now, after a recent promotion, works at Tesla as a process engineer.

Vijayakumar was a student in a class on business information visualization and analytics taught last spring by Tabitha James, associate professor of business information technology.

He recently dropped James an appreciative note.

“My dashboards have been getting amazing responses from everyone at the company. I get several dashboard requests from multiple teams every day, as my visualizations are easily comprehensible, properly structured, and, of course, have intuitive colors!” Vijayakumar wrote.

“I’m currently working on the exciting Model 3 project, and my visualizations are helping the higher executives make informed decisions. I really want to thank you for providing us amazing training on the fundamentals and knowledge on visualizations.”



COURTESY OF MARCO HERNANDEZ

▶ MARCO HERNANDEZ

A senior data analyst at Booz Allen

Seeking to boost his analytics skills, Marco Hernandez left his job as a credit analyst in metro Washington, D.C., to join Pamplin’s master’s program in business analytics.

The program brought together students with a wide range of backgrounds and skills, said Hernandez, who earned a B.S. in consumer studies from Virginia Tech in 2014.

Receiving his M.S. in 2017, Hernandez was hired as a senior data analyst at Booz Allen. “Luckily for me, the work I am doing is in Tableau and data visualization, my favorite subject from the graduate program,” he said.

“The advanced data visualization class perfectly prepared me for the work I am doing and allowed me to quickly acclimate to the situation without the extra steps of training.”

The business intelligence and capstone classes have also given him other helpful tools for work, he added.

“I am very glad I left my prior job to join this full-time graduate program. I am enjoying the work I do, I get to see my work have real impact — and I had a \$20,000 salary increase. The degree was a great investment!” ■

—Soakhan Ho

Calling all entrepreneurs

The Apex Center for Entrepreneurs organized a variety of programs aimed at helping budding entrepreneurs thrive.

▶ AT THE SPRING Entrepreneurship Kickoff in January, about 200 students showed up to meet and collaborate with other students who are building new ventures and learn from companies about problems to solve in their fields.



▶ JACK SEPPLÉ (right), Accenture senior managing director and global technology officer, was a featured guest in the center's Entrepreneur Lecture Series last October. Nearly 100 students turned out for the informal TEDx-style conversation, moderated by Sean Collins (left), center director.



RACHEL ALBRECHT



STUDENT RECIPIENTS of seed money from Kickstart VT pose with their “checks” and some of the Apex Center faculty. Kickstart VT provides early-stage student teams with seed grants and guidance from proven entrepreneurs throughout the semester. The program culminates in a campus-wide “Entrepreneur Challenge” each spring.

▶ FROM LEFT, back row: David Townsend, Puneet Yadav, Glenn Feit, Derick Maggard, Mattia Forgiarni, Alex Seidenberg, Chapman Pendery, Howard Haines, Dillon Lopynski; front row: Danielle Jeffers, Maria Jernigan, Sean Collins

▶ SEE MORE ABOUT THESE STORIES AND OTHERS AT: WWW.MAGAZINE.PAMPLIN.VT.EDU

Wintermester abroad

Different groups of Pamplin students spent part of winter break studying abroad in faculty-led programs focusing on resort management in the Dominican Republic and business and culture in Italy, New Zealand, and Spain.

Italy

The Italy program, led by Jennifer Clevenger, focused on luxury businesses in food and wine, fashion, and transportation. At Missoni in Rome, students learned more about the details behind the company's certified, Made-in-Italy luxury products, Clevenger said.

▶ LEFT: At Museo Lamborghini in Sant'Agata Bolognese, the group toured the factory to learn more about the assembly of the sports cars. From left: Kaitlyn Murphy, Shane Curtis, Spencer Pao, Phil Tsoi, Darius Boles, Casey Polk, Jack Lerch, Tim Burnette, Kat Friberg, Connor Davis

COURTESY OF JENNIFER CLEVINGER



▶ RIGHT: "The head buyer had everyone try on a jacket, sweater, or wrap so they could really experience the products."

New Zealand

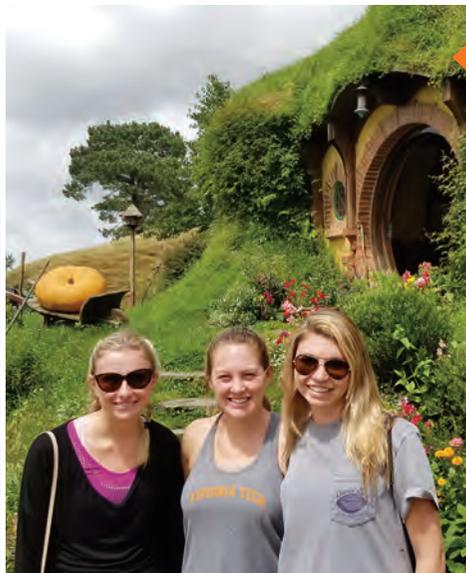
New Zealand is known for adventure and eco-tourism, said Lance Matheson, whose program combined visits to businesses, such as a winery, with outdoor activities, (including optional skydiving), and cultural excursions.

▶ LEFT: Jill Stickel does a tandem jump with the instructor parachutist, who handles the parachute during the experience.

▶ RIGHT: The students enjoyed a visit to the movie set of The Hobbit and The Lord of the Rings movies. From left: Liza Brown, Maddie Augustine, Bridget Corradi

LANCE MATHESON

COURTESY OF JILL STICKEL



Dominican Republic

Students in this program led by Tom Deutsch to Punta Cana, Dominican Republic, enjoyed a behind-the-scenes tour of the Costa Pacifica cruise ship in the port of La Romana from Miles Clark (HTM '15), of Carnival Corporation.

▶ FROM LEFT, back row: Miles Clark, Ali Littlejohn, Jake Abel, Dani Decanio, Meghan Poole, Madeline Montgomery, Brianna Cunningham; front row: Brianna Agee, Delaney Edwards, Julia Cavallaro, Lauren Schlenker, Kayla Roberts

COURTESY OF TOM DEUTSCH





Honors banquet

Scholarship donors and their recipients were recognized at the college's Honors Banquet last November.

- ▶ FRONT ROW: Ashlin Webster, May Wong, Alexa Vergelli, Kaitlyn Horinko, Robert Sumichrast; back row: Saad Siddiqui, Ariana Ahad, Margaret Davis, Megan Hoffman, Stephen Snyder, Kathryn Thompson, Clark Tilson

Women in Business

Panelists (from left) Charlotte Ryland (MKTG '12) and Julie Talbot (MKTG '03), and Mandell Crawley and Tracy Castle-Newman (FIN '90), both of Morgan Stanley, discussed career navigating and negotiating at the Women in Business – New York reception last October for alumni and friends, hosted at Morgan Stanley and sponsored by its managing director Tracy Castle-Newman.



Student investors

BASIS students visited banks and other financial firms in Charlotte, North Carolina, this spring. Nick D'Angelo (FIN '00, MGT '00), Wells Fargo's chief operating officer of wholesale market, counterparty, and liquidity risk, speaks to students on the bank's trading floor. BASIS (Bond And Securities Investing by Students) is a student-managed bond fund that invests \$5 million of the Virginia Tech endowment. It provides a learning experience for its members while generating competitive returns for the Virginia Tech Foundation.

- ▶ FROM LEFT: back row: Kevin Sheehan, William Unterkofler, Michael Swisher, Patrick Marcinko; front row: Eliana Gerb, Sanjana Pasupuleti, Colleen Chrisman

Holiday reception

The college's faculty and staff gathered for the annual holiday reception last December.

▶ FROM LEFT: Lisa Carlson, Kevin Carlson, Robert Sumichrast, Howard Feiertag, Eric Martin, Michelle Harding, Anne-Sophie Chaxel, Lynn Almond, Paul Herr



JEFF GREENOUGH

Financial planners

Seniors Davis Gardner and Cade Philips were among the 56 financial planning students from 28 colleges and universities who attended TD Ameritrade Institutional's annual conference for independent registered investment advisors in February in Orlando, Florida.

FROM LEFT: Tom Nally, president, TD Ameritrade Institutional; Davis Gardner; Cade Phillips; and Kate Healy, managing director, Generation Next



LILA PHOTO FOR TD AMERITRADE INSTITUTIONAL

Hospitality gala

Longtime hospitality and tourism management faculty member Howard Feiertag was honored for his lifetime contributions to hospitality education and practice at a gala last November in metro Washington D.C., attended by 200 alumni, students, faculty, and hospitality industry leaders.

▶ FROM LEFT: Hefny Mohamed, a visiting scholar; hospitality and tourism management professor Mahmood Khan; alumnus Shawn Lee; Howard Feiertag; Nancy McGehee; and master's students Farida Mohamed, Mohammed Zaheer Ghulam Moinuddin, and DoYoung Kim. In front: Amanda Baden, also a master's student.



HOLLY CROMER

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ALUMNI

Deborah Petrine: from typist to CEO and rector

How did a first-generation college student in the 1970s end up making history 35 years later as the first woman to be rector of Virginia Tech's Board of Visitors?

For Deborah Petrine (MGT '78), president and chief executive officer of Commonwealth Care of Roanoke Inc. (CCR), the answer includes a thirst for knowledge, a penchant for hard work, unfailing dedication, and savvy business acumen.

The journey started in high school, where Petrine worked in the business office and was encouraged by teachers and family to set sights on college. "I wanted an education but knew I would be paying my way through," she said.

Petrine attended a local community college for a year while working at a local heavy equipment dealership. She then applied to Virginia Tech, only a half hour away. "I would get a good education, and I could afford the cost of tuition and living on campus if I continued to work," she said.

Her boss (a Hokie) at the dealership, Pete Plunkett, influenced her choosing Pamplin. "He took me under his wing and introduced me to the many different aspects of running a company. I loved it."

While women were a minority at what later became the Pamplin College of Business, it was Petrine's professional attire, rather than gender, that set her apart. "My professor called me aside after class to say he knew by what I wore to class that I had a job, and it was important that I share my experiences and opinions with other students," she said.

"He warned me that if I did not speak up, he would call on me," Petrine continued. "So, I started speaking up, and speaking up has not really been a problem since."

Initially an accounting major, Petrine gravitated over time toward management,

NATALIE WATERS

“I believe that people on the front lines know a lot, so I try to get their input when there is a problem to solve.”

because she liked dealing with people and solving problems.

Although she held a number of jobs during her three years at Pamplin, the last was at Heritage Hall Health Care and Rehabilitation Center in Blacksburg. “I remember driving out route 460 to the interview and thinking there was no way I could ever work in a nursing facility.” But, after being recruited for a one-day typing project, she sensed the potential of an industry she has since embraced for a lifetime career.

Starting as a typist, she moved on to many other jobs at Heritage Hall. When she left 20 years later, Petrine held the title of chief operating officer, and Heritage Hall had grown from one to 18 facilities that included six assisted living centers, a home health company, and a pharmacy.

In 2001, Petrine founded CCR, which currently operates 12 long-term care facilities in Virginia. “My Pamplin education and personal experience were invaluable when I

started my own company; I had to do everything myself.”

With more than 1,600 employees now, Petrine is like the professor who pressed her to speak up. “While organizational structure is important — and someone ultimately has to make a decision — I believe that people on the front lines know a lot, so I try to get their input when there is a problem to solve. I think in terms of ‘team,’ rather than ‘I.’”

In 2005, Petrine received the Virginia Health Care Association’s James G. Dutton Award for lifetime achievement in the long-term-care field. In 2010, she added a new responsibility to her already full schedule at CCR — serving as president of Longleaf Senior Living LLC, in North Carolina.

Giving back to the university is top priority for Petrine, who has been on the advisory board for the management department at Pamplin and is currently a cabinet member on the Pamplin Advisory Council. She has also served on the advisory board

for the Virginia Tech Center for Gerontology and on the Virginia Tech Carilion School of Medicine board, among a number of appointments.

Petrine received the Pamplin Distinguished Alumni Award in 2011, the same year she was tapped by the governor for the Board of Visitors. In 2013, she was put on the presidential search committee. “It was an exciting time — our decision would be shaping the future of the university — and I was very honored to be a part of it, especially as an alumna,” she said.

She felt doubly honored when elected rector in 2014: “it is one thing to be appointed by the governor, but it is quite another to be trusted by your peers to lead them.”

As for her pioneering role on the board, she said: “I honestly didn’t give a lot of thought to the female aspect, but I know that many women were excited, and I so appreciate that.”

Petrine said that her business expertise has been a definite asset, leading her to serve on and later chair the board’s finance and audit committee. She has also been heavily involved in discussions on the Virginia Tech Carilion Biomedical Research Expansion and human resources issues.

“The health-care industry, similar to a state university, is very regulated with systems, guidelines, best practices, and certifications. I understand this and find it is less a source of frustration for me than for some others,” she said.

Petrine currently serves as vice rector. Her board term expires in June 2019.

She plans to continue her involvement with Pamplin well into the future.

“While other appointments may not be as high profile as the Board of Visitors, they are very rewarding,” Petrine said. “You learn so much — and, the more you learn, the more engaged you want to be.” ■

—Barbara Micale



NAVALEE WATERS

► “MY PAMPLIN EDUCATION and personal experience were invaluable when I started my own company; I had to do everything myself.” said Petrine. Now, her team includes David Tucker, president of CCR.



LOGAN WALLACE

▶ HIS ACCOUNTING EDUCATION has given him a leg up in investing and deal making, says Omar Asali, the founder, chairman, and CEO of One Madison Group, which focuses on investing through owning businesses for the long term.

Omar Asali: the road to yes

Career highlights

- ▶ Founder, chairman, and CEO, One Madison Group LLC
- ▶ President and CEO, HRG
- ▶ Managing director and head of global strategy, Harbinger Capital
- ▶ Co-head, Goldman Sachs Hedge Fund Strategies; co-chair, investment committee
- ▶ Associate, Goldman Sachs (investment banking division)
- ▶ Controller, Capital Guidance (boutique private equity firm)

One of the most useful lessons Omar Asali (ACCT '92) says he has learned in his 25-year career in finance and investing is that “the road to ‘yes’ is paved with a thousand ‘no’s.”

“When you start appreciating the effort that it takes, you understand that you can’t give up early,” Asali says of deal making and goal reaching. “There are going to be setbacks, but you have to keep knocking on that door.”

But persistence alone, he says, is not enough: “make sure you have something to offer. It cannot just be what you want. Your chances for success are much higher when you come to the table with something compelling to offer.”

Asali has served in senior leadership roles at Goldman Sachs Hedge Fund Strategies, private hedge fund Harbinger Capital, and most recently, holding company HRG Group (Spectrum Brands, Fidelity and Guaranty Life), where he was president and CEO.

Last spring, he left HRG after six years there to focus on running his own, newly launched investment firm, One Madison Group.

Asali had originally set his sights on a career in public accounting. “After leaving school and doing the work for some time, I realized that that field was not necessarily for me.”

He moved to a boutique investment firm, “got a taste of investing, business building, deal making, and mergers and acquisitions, and that ended up being my calling.”

What particularly excites him about financial wheeling and dealing is the “human element,” he says.

“Whether you’re investing or negotiating a transaction, it’s about your counterpart and understanding their psychology, their motivations, their interests, what drives them. That behavioral aspect is very intriguing to me.”

Human relationships are more art than science, Asali says, and working in finance

Life in the U.S. 101

Originally from Jordan, Omar Asali came to America on his own at 17 to pursue a college degree. He had visited other countries, but it was his first time in the U.S.

“I remember walking downtown when I arrived in Blacksburg, and then thinking ‘where was the rest of the town?’” said Asali, who grew up in the capital city of Amman.

“My experience in Blacksburg was truly my introductory course to life in the United States,” he recalls.

The absence of a large international community in the area, he believes, turned out to be a blessing: it helped him gain an understanding of U.S. culture and adapt quickly to life at a big university and in a small town.

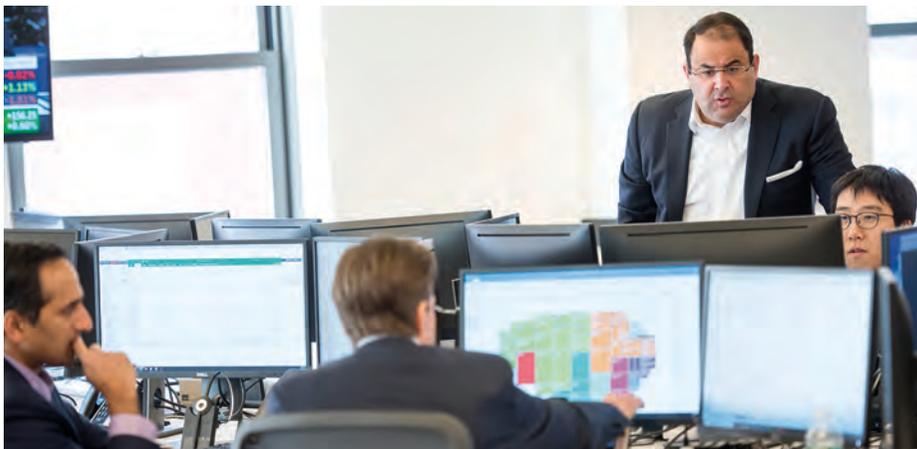
“It was not, ‘come here, and live with the international community’; it was, ‘come here and really learn the American system and American way of life.’”

▶ WHAT PARTICULARLY EXCITES ASALI

about financial wheeling and dealing is the “human element.” Working in finance has given him plenty of practical schooling in the psychology of human behavior.



OLIVER MEREDITH



LOGAN WALLACE

has given him plenty of practical schooling in the psychology of human behavior.

“Business building and deal making can be very dynamic. That fluidity and dynamism is very interesting to me. Every situation is different, and every situation requires a different tool kit.”

And though he abandoned accounting, it continues to serve as the nuts-and-bolts of his tool kit. “My accounting education is the foundation of my skills set and has ended up being a big asset.”

It has given him a competitive advantage in investing and deal making, says Asali, who also has an MBA from Columbia Business School. “Given my accounting background, I understand the numbers; I understand financial statements and the interplay between those and the fundamental drivers of the business.”

As his investing experience grew, Asali

also adopted an investing style that favored owning businesses for the long term.

While helping to execute that long-term investing strategy at HRG, he was increasingly taken with the notion of doing that for an enterprise of his own. He made his move in April 2017.

“I have always worked for others,” he says, but it was the right time to use his experience, skills, and network of relationships to “pursue my vision and build something that is my own.”

Having worked for a large, global company like Goldman Sachs and a smaller firm like HRG, Asali says the appeal of entrepreneurship lay in its distinctive challenges and rewards.

“You don’t have the resources a big firm offers you, but you also have the full impact of your effort and its rewards.” The potential returns are not just financial, he says, but in-

clude the psychological fulfillment of having built something from the ground up.

Also at this stage in his life, Asali would like to give back to Pamplin and Virginia Tech. He returned to campus last fall for the first time since graduating to give the Wells Fargo Distinguished Lecture. He enjoyed his visit greatly and plans not to make it his last. “I would like to have more interactions with students, help advise and guide those interested in a finance career.”

Though many things can contribute to career success, Asali thinks that passion may count the most. “If you are passionate and really interested in something, there’s a high likelihood that you are going to be putting in a bigger effort, you’re going to be working harder, and the outcome will take care of itself. Follow what truly intrigues you, and the rest will fall in place.” ■

—Soakhan Ho

RESEARCH/TEACHING

When pride, anger impact negotiations

▶ WILLIAM BECKER

JIM STROUP

Do emotions of pride and anger influence sequential negotiations if the negotiator faces different counterparts within a short time period?

A two-part study co-authored by William Becker, an expert in organizational behavior and human resource management and an associate professor of management, found that anger does not carry over from one negotiation to the next, but pride does.

“One reason could be that anger tends to be a short-lived feeling directed at a specific target,” said Becker. “But pride is self-focused, calling attention to personal success and fostering the idea that you are superior to others. It can persist longer and carry over more naturally to a new situation.”

Becker’s research adds to the growing body of studies in this area by exploring sequential negotiations facing different counterparts. Most studies examining long-term consequences in negotiation tend to be among people interacting repeatedly with the same counterparts, where pride might be informative and relevant.

“But in sequential negotiations with different counterparts, pride can prove to be a negative factor,” said Becker. “Generally, an individual should not carry emotions from one negotiation to the next, because feelings

from the prior negotiations may not be applicable or relevant to the new situation.

“There is also the danger of overconfidence or hubris, which can result in rigid thinking and inadequate preparation, both of which can hinder performance,” he said.

Becker conducted one part of the study in a lab setting where 158 students (51 percent of them men) engaged in four rounds of ne-

Becker offers negotiators the following suggestions to avoid the pitfalls of pride:

- ▶ Foster a more humble, learning mindset. Ask what you did well and what you might do differently.
- ▶ Allow time between negotiations with different counterparts.

“In sequential negotiations...pride can prove to be a negative factor.”

gotiation for a total of 628 negotiations.

The second part of the study was in a privately held transportation company where employees negotiated fuel prices sequentially with hundreds of different suppliers over a four-week period.

While measuring for influences of pride and anger, another finding surfaced. In the student group, pride influenced outcomes in simulated negotiations only for men. However, in the field study with professionals in real-world negotiation, pride was salient for both men and women.

Becker’s study, “The Dark Side of Subjective Value in Sequential Negotiations: The Mediating Role of Pride and Anger,” co-authored with Jared R. Curhan of the Massachusetts Institute of Technology, was published in the *Journal of Applied Psychology* and reported in the *Wall Street Journal*.

Their study, Becker says, underscores the importance of differentiating between situations where counterparts change and where they remain the same. ■

—Barbara Micale

Curbing cyberloafing

Study shows lack of formal control encourages behavior's spread

Employees' surfing the internet during business hours for personal reasons has become an increasingly problematic behavior for employers.

Because employees can cyberloaf discreetly, the potential impact on companies' bottom lines is higher than long lunches and frequent phone calls that are less easy to hide, says Lara Khansa, an associate professor of business information technology.

As cyberloafing can also hurt cybersecurity, many employers are clamping down on such behavior, Khansa says, through monitoring employee internet and technology use and enforcing disciplinary actions in the event of policy violations.

Khansa, who is also associate dean for undergraduate programs, is the lead author on a study that investigates whether and how individual perceptions and behaviors changed after the announcement of formal controls to curb cyberloafing.

The study is the first to examine such behavior and its drivers, pre and post formal controls, Khansa says.

The study comprised two surveys. The first gauged the existing state of cyberloafing among respondents; the second measured how the same respondents would react to the announcement of formal controls.

The study found that, before formal controls were announced, cyberloafing was often driven by the employee's own past cyberloafing habits — not by deliberate evaluations of the pros and cons. Also, before announcement of controls, unreprimanded cyberloafing increased co-workers' tendency to cyberloaf. This suggests that "if there is no formal attempt to contain cyberloafing, it is even more likely to become the new norm and spread organization-wide," Khansa says.

Her study found that announcing formal

controls became an effective deterrent.

The study's new contribution, she says, is that it shows that formal controls have more complex effects than was known.

"Factors such as perceived risk that previously were not significantly related to cyberloafing intention suddenly became significant after the announcement of formal controls," she says.

Formal controls, however, may lower employee morale and even increase a desire among some employees to retaliate, the study found.

"One solution is in clearly communicating and explaining the rationale behind

formal controls," says Khansa.

Khansa joined Virginia Tech in 2008. She focuses her research on the effects of technological innovations on human behavior, including online user behavior in virtual worlds and technology addiction.

Khansa's study, "To Cyberloaf or Not to Cyberloaf: The Impact of the Announcement of Formal Organizational Controls," co-authored with Jungwon Kuem, Mikko Siponen, and Sung S. Kim, appeared in the *Journal of Management Information Systems*, one of three top-ranked journals in the field of information systems. ■

—Barbara Micale and Soakhan Ho



▶ LARA KHANSA

OLIVER MEREDITH

▶ READ THE FULL STORIES AT: WWW.MAGAZINE.PAMPLIN.VT.EDU

New **Feiertag Collection** offers access to hospitality research

The Department of Hospitality and Tourism Management has established the Feiertag Hospitality Academy-to-Industry Research Collection in University Libraries' VTechWorks.

"The collection focuses on converting academic research in the area of hospitality sales to quick, easy-to-read summaries for busy industry professionals," said department head Nancy Gard McGehee.

The collection is named for Howard Feiertag, a longtime instructor in the department, which is ranked No. 2 in the nation and No. 6 worldwide.

"There is high demand for this kind of information, but no one has ever put it together in this way," McGehee said. "Once again, Howard got tired of talking about it and took matters into his own hands, underwriting the assistantship that supports the student who populates the collection."

McGehee said Farida Mohamed, a student in the department's master's program, located on the Falls Church campus, has worked hard over the past six months to build the collection.

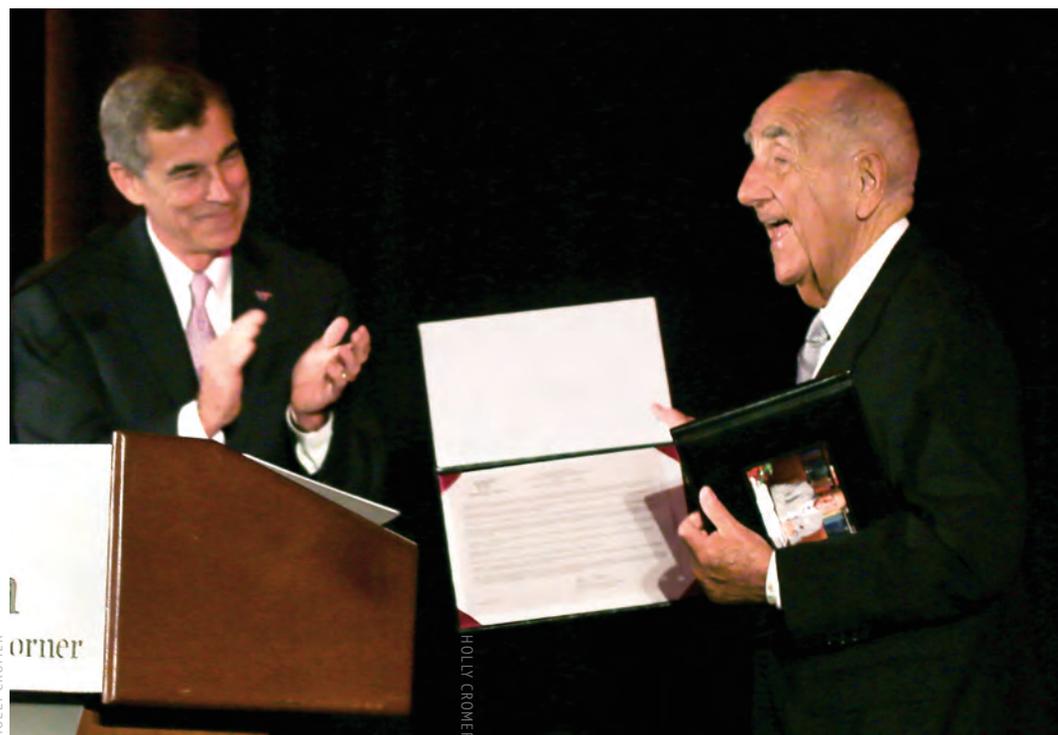
Gail McMillan and Ellen Krupar, of University Libraries, were instrumental in helping to create the collection, McGehee said.

"We met with Howard to learn more about his desire to establish an open source of research and information on hotel management for industry leaders and practitioners as well as academic faculty and students," McMillan said.

"The collection already reflects Howard's goal to bridge the gap between industry and

academia, with nearly 150 articles, an audio file, and blog posts," McMillan said. "It will eventually provide videos, advertisements, curricula, and more in a variety of accessible formats." University Libraries will maintain the collection and keep it publicly accessible, she said.

The collection was announced at a gala in metro Washington, D.C., celebrating Feiertag's lifetime contributions to hospitality education and practice. ■ —Soakhan Ho



HOWARD FEIERTAG RECEIVED AN HONORARY LIFETIME MEMBERSHIP in the Virginia Tech Alumni Association from Charlie Phlegar, vice president for advancement, at a gala celebrating Feiertag's lifetime contributions to hospitality education and practice.

[READ MORE AT: VTNEWS.VT.EDU/ARTICLES/2017/11/PAMPLIN-FEIERTAGCOLLECTION.HTML](https://vtnews.vt.edu/articles/2017/11/pamplin-feiertagcollection.html)

Disagreements can counter biases

In these contentious times, it may be comforting to know that encountering others who disagree with us can help us let go of biases and become more open-minded.

So, don't get stressed out if your family has arguments at the dinner table.

"Families that cultivate a culture in which disagreements are voiced may help raise individuals who are less prone to rely on their personal biases when they make decisions," says Anne-Sophie Chaxel, an assistant professor of marketing.

Arguments often stem from biases that reinforce racial, political, and religious beliefs. People can activate a mindset that leads to becoming more open to questioning existing beliefs, thus reducing their own bias, according to a study co-authored by Chaxel.

Her findings demonstrate potential for "family squabbles to have a functional utility because they cultivate a mindset that allows individuals to process new information without being tainted by prior preconceptions; in other words, let people be more open-minded," says Chaxel.

Biases are common, Chaxel says, because of a need for "cognitive consistency" or processing information in a way that confirms existing beliefs. Through this study, she was able to disrupt the cognitive consistency thinking process by asking participants to

write about why they agreed or disagreed with preset statements.

The research showed people who had written refuting statements were less likely to be influenced by their existing bias and the act of exposing oneself to beliefs that are different than their own helps counteract biased tendencies.

"We may avoid people who do not share our political views, merely because we think we are right, and we do not want others to try to convince us otherwise," she says.

So, why confront an alternative opinion? "Actually, mere exposure to disagreement is useful, not because it may change our political attitudes — this is only one part of the story — but because it changes the way we process information. It makes us more objective."

Chaxel teaches classes on consumer behavior, marketing management, marketing communication, judgment, and decision-making. Her research focus is on biases in judgment and decision making, cognitive processes and consumer goals.

Chaxel co-authored the study, "Benefiting from Disagreement: Counterarguing Reduces Prechoice Bias in Information Evaluation," with Yegy Han, a doctoral student in marketing. The study was published in the *Journal of Consumer Psychology*. ■

Based on a Virginia Tech News item



MICHAEL KIERNAN

▶ SOPHIE CHAXEL

"Families that cultivate a culture in which disagreements are voiced may help raise individuals who are less prone to rely on their personal biases when they make decisions."

▶ READ THE FULL STORY AT:
WWW.MAGAZINE.PAMPLIN.VT.EDU

Record donation of \$2 million made to Virginia Tech Program in Real Estate

Alumni couple Willis Blackwood and Mary Nolen Blackwood, of Richmond, Virginia, and Bonita Springs, Florida, recently donated \$2 million to name and endow the director's position within the rapidly growing Virginia Tech Program in Real Estate.

Their gift is the largest ever made to the program, which began with four students in August 2013 and has grown to more than 200 undergraduates.

The Program in Real Estate is an academic unit in the Pamplin College of Business, in collaboration with the colleges of Agricultural and Life Sciences, Architecture and Urban Studies, Engineering, and Liberal Arts and Human Sciences. Students can earn a bachelor of science in real estate or a real estate minor through Pamplin.

"Virginia Tech is on the leading edge in this industry," said Willis Blackwood '72, who is the founder and president of Blackwood Development Company Inc., a privately owned real estate firm in Richmond, Virginia. "Students from this program are extremely valuable to future employers because they get a comprehensive foundation in the industry that other schools just don't provide."

The Blackwoods have supported the Program in Real Estate since its inception. Willis Blackwood, who earned his Virginia Tech bachelor's degree in business administration and has an MBA from Virginia Commonwealth University, chairs the Virginia Tech Real Estate Industry Advisory Board.

Mary Nolen Blackwood '73 earned her Virginia Tech bachelor's degree in psychology and has a master's in health administration from what is now the Virginia Com-



▶ **LEFT:** Willis Blackwood '72 and Mary Nolen Blackwood '73 are deeply involved in multiple areas across Virginia Tech as volunteers and donors. In 2017, the university's new indoor golf facility was named in their honor. **Right:** The Virginia Tech Program in Real Estate began with four students in August 2013 and has grown to more than 200 undergraduates.



“His vision and support helps us recruit top students and bring great industry people into the program.”

monwealth University School of Medicine. In 2014, the Blackwoods endowed the Willis and Mary Blackwood Junior Faculty Fellowship

"Willis promotes the program in significant and important ways, and we are deeply grateful," said Kevin Boyle, director of the Program in Real Estate, which had 41 graduates in spring 2017. "His vision and support helps us recruit top students and bring great industry people into the program. He's an in-

spiration to our program's students, faculty, and supporters."

Willis Blackwood said he and his wife hoped their gift would inspire other leaders in the real estate industry to support the Program in Real Estate and its students as well.

"One thing Tech does very well is that it generates employable graduates," said Blackwood, whose firm primarily focuses on the retail sector. "Its programs are geared toward graduates going out ready to excel in their jobs and make a difference. That goes back to the university's land-grant mission."

Boyle said the Blackwoods' gift will help students by funding experiential-learning opportunities and access to industry-leading financial and market-analysis software. The gift will also help connect students with industry professionals through short courses on campus and off-campus visits, he added. ■

—Rich Polikoff



READ MORE AT: [VTNEWS.VT.EDU/ARTICLES/2018/01/BLACKWOOD-GIFT.HTML](https://vtnews.vt.edu/articles/2018/01/blackwood-gift.html)

Giving Report

The following members of the Pamplin Advisory Council have partnered with Dean Robert Sumichrast to support the proposed Global Business and Analytics Complex through generous contributions of \$100,000 to \$1 million.



BRIDGET M. RYAN BERMAN
(GBUS '82) and her husband, Roger H. Berman, of Guilford, Connecticut, have committed a total of \$250,000.



MARY F. MCVAY
(ACCT '78, MBA '81) of Bonita Springs, Florida, has contributed \$1,000,756.



MICHAEL W. CLARKE
(FIN '83) and his wife, Kathy Clarke (CT '84), of Vienna, Virginia, have committed a total of \$533,159.



STEVEN L. PARKER
(ACCT '83) and his wife, Sharon S. Parker (ACCT '83), of Charlotte, North Carolina, have committed a total of \$101,013.



SHIRLEY A. EDWARDS
(ACCT '82) and her husband, Robert B. Edwards, of Annapolis, Maryland, have committed a total of \$252,000.



JAMES E. PEARMAN JR.
(ACCT '70) and his wife, Brenda K. Pearman, of Salem, Virginia, have committed a total of \$253,000.



JEFFREY C. HARTMAN
(MGT '79) and his wife, Susan Hartman, of Charlotte, North Carolina, have committed a total of \$100,250.



CHRISTOPHER W. SHEAN
(ACCT '87) and his wife, Lesley Shean (ELED '88), of Castle Rock, Colorado, have contributed \$1,111,580.



STARLETTE B. JOHNSON
has made a commitment for the hospitality and tourism management student experiences within the complex.



GREGORY C. THOMPSON
(ACCT '77) and his wife, Kathryn L. Thompson, of Kiawah Island, South Carolina, have committed a total of \$500,000.



JACOB A. LUTZ
(FIN '78) and his wife, Robin R. Lutz, of Midlothian, Virginia, have committed a total of \$251,000.



SCOTT R. WELLS
(MKTG '91, ENGL '91) and his wife, Mary K. Wells, of Wellesley Hills, Massachusetts, have committed a total of \$152,500.

The following current and former members of the Pamplin Advisory Council have also made contributions to support the proposed Global Business and Analytics Complex.

A future issue of Virginia Tech Business will report on the contributions toward the complex from corporations, foundations, and other alumni and friends of the college.

CHARLES E. ANDREWS (ACCT '74) and his wife, Jean S. Andrews, of Vienna, Virginia

L. ALLEN BOWMAN (BAD '58) and his wife, Marilyn B. Bowman, of Blacksburg, Virginia

ROBERT V. BOYLAN (MKTG '85) and his wife, Mary A. Boylan (ACCT '86), of Charlotte, North Carolina

THOMAS R. BYRD (ACCT '80) and his wife, Daisy H. Byrd, of Midlothian, Virginia

BRADLEY A. CASPER (FIN '82) and his wife, Kay M. Casper (ANSC '82), of Paradise Valley, Arizona

NOEL L. CHITWOOD (FIN '81) and his wife, Cynthia K. Sears-Chitwood, of Summerfield, North Carolina

BRIAN J. COOK (MGT '79, MBA '81) and his wife, Mary F. Cook, of Chicago, Illinois

PATRICIA E. COX (MKTG '90, MBA '83) and her husband, Michael J. Cox (FIN '90, MBA '93), of Parker, Colorado

BEN J. DAVENPORT (BAD '64) and his wife, Betty N. Davenport, of Chatham, Virginia

JAMES H. HATCH (MACCT '72) of Richmond, Virginia

DOUGLAS E. HORNE (ACCT '92) and his wife, Valerie Horne, of Darien, Connecticut

JEANETTE E. HUBBARD (ACCT '81) and her husband, David W. Worrie (ACCT '80), of Midlothian, Virginia

MARK W. KRIVORUCHKA (MGT '76, MBA '81) and his wife, Terry B. Krivoruchka, of Scottsdale, Arizona

WILLIAM C. LATHAM (GAG '55) and his wife, Elizabeth H. Latham, of Haymarket, Virginia

ROBERT C. MORRIS (ACCT '80) and his wife, Alicia C. Morris, of Bonita Springs, Florida

WALLACE B. NEWTON (MGT '71, MBA '72) of Roanoke, Virginia

WILLIAM M. OWENS (ACCT '79) and his wife, Tammy Owens, of Holly Springs, North Carolina

CARL G. VERBONCOEUR (HIST '74, EDSP '76, MBA '77) and his wife, Lynn M. Verboncoeur, of Potomac, Maryland

HUNTER R. WATSON (BAD '61) and his wife, Llewellyn S. Watson, of Farmville, Virginia

Source: Virginia Tech AIMS, March 2018

Honors & Awards

COLLEGE STUDENT



College Service

MADISON BLEVINS, a finance senior from Salem, Virginia, serves as president and co-CEO of the Collegiate Women in Business. Blevins is a student leader on the Dean's Student Advisory Council that created and implemented a Pamplin-wide student survey to provide direct feedback and ideas to the dean.



H.H. Mitchell Outstanding Leadership

LEA M. KOEHLER, a business information technology senior from Ashburn, Virginia, serves as the director of analytics for Pamplin Re-Inventing Social Media (PRISM) and president of the National Society of Collegiate Scholars. Koehler plans to join Deloitte as a technology analyst in the federal sector.



Outstanding Senior

ERIN KOCIS, a business information technology senior from Vienna, Virginia, worked three internships while at Virginia Tech. In 2015, Kocis studied abroad in Switzerland as part of the Presidential Global Scholars Program. Since 2013, she has organized service projects and fundraisers with various groups.

NATIONAL



GREG JENKINS, John E. Peterson Jr. Professor of Accounting and Information Systems, was one of three co-authors to receive the **Notable Contribution to the Auditing Literature Award** at the 2018 American Accounting Association Auditing Section midyear meeting for their 2010 publication in *The Accounting Review*, "Auditors' Use of Brainstorming in the Consideration of Fraud: Reports from the Field."

Faculty members **ALAN S. ABRAHAMS**, **WEIGUO "PATRICK" FAN**, and **G. ALAN WANG**; and **RICHARD GRUSS**, a business information technology doctoral student, received the Design Science Award from the Institute for Operations Research and the Management Sciences (INFORMS) Information Systems Society. The researchers created a suite of text analytics tools that can identify hazards in consumer products.

IN MEMORIAM



LAURENCE J. MOORE, professor emeritus of business information technology, died February 14, 2018. Moore joined Virginia Tech in 1970 and was a key administrator in what is now the Pamplin College of Business during the '70s and early '80s. An excellent teacher and a prolific researcher, Moore earned four teaching awards and authored three books.

COLLEGE RESEARCH



Career Award For Excellence In Research

FRANCE BELANGER, R.B. Pamplin Professor and the Tom and Daisy Byrd Senior Faculty Fellow in the Department of Accounting and Information Systems, has published more than 170 articles. Her research focuses on digital interactions between individuals, businesses, and governments and the resulting privacy and security issues. Belanger has received more than \$1.1 million in grants.



Doctoral Research Excellence

DANIEL VILLANOVA, a doctoral candidate in marketing, focuses his research on consumer usage of numerical information, identity-based consumer behavior, and inference-making. He has presented eight papers at conferences.



Doctoral Summer Research Grant

YEGYU HAN, a doctoral student in marketing, for her proposal addressing how the vocal variations of smart agents (e.g. Amazon's Alexa) affect a consumer's relationship with these devices, specifically the difference between rational and emotional voice expressions.



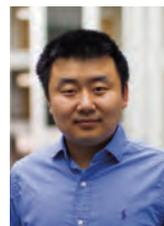
Doctoral Summer Research Grant

YUAN LI, a doctoral student in hospitality and tourism management, for her proposal to explore the hypothesis that lodging firms perform better than non-lodging firms during and shortly after a merger.



Doctoral Summer Research Grant

SUKHWA HONG, a doctoral student in business information technology, for his proposal on using text mining to study human behavior and social norms. The project will analyze crowdfunding posts to identify clusters of text with contextual meaning.



Doctoral Summer Research Grant

YUTONG XIE, a doctoral student in finance, for his proposal to investigate how uncertainty in economic policy affects how firms allocate their internal cash flow through investment, cash, level of debt, dividends, repurchases, and sale of equity.

COLLEGE FACULTY



Outstanding Faculty in Doctoral Education and Annual Faculty Award for Excellence in Research
SUDIP BHATTACHARJEE, professor of accounting and information systems, is noted for a hands-on rigorous dissertation process that enables his students to gain positions at large research universities and publish in elite journals. His research examines decision making in accounting and auditing contexts using behavioral decision theory.



Annual Faculty Award for Excellence in Research
RAJESH BAGCHI, professor of marketing and Richard E. Sorensen Jr. Fellow, studies pricing, numerosity, goals, and loyalty rewards. Bagchi received the Junior Faculty Research Excellence Award in 2012.



Excellence in International Programs
REED KENNEDY, associate professor of management practice, served as part-time director of international programs for nearly eight years. He has started five new study-abroad programs, including Pamplin's first program for service learning.



International Outreach Excellence
MAHMOOD KHAN, professor of hospitality and tourism management, is a trailblazer in the establishment of rigorous research methods to study food and beverage options. Khan is a fellow of the Academy of Nutrition and Dietetics and a Fulbright Senior Specialist.



Annual Faculty Award for Excellence in Research
FRANK MAY, assistant professor of marketing, studies time, intertemporal choice, and self-control. He and Bagchi were two of the co-authors of an article discussing time scarcity and wage rates in the 2017 Journal of Consumer Research.



Outstanding Faculty in Doctoral Education
CLIFF RAGSDALE, professor of business information technology, has served on 27 doctoral committees and chaired seven. As the department's Ph.D. program coordinator, he recruits doctoral candidates, administers assessments, proposes curriculum changes, advocates for funding, and advises students.

College Certificates of Teaching Excellence

WILLIAM BECKER, associate professor of management; **LAURA CLARK**, advanced instructor of business information technology; **ELOISE COUPEY**, associate professor of marketing; **CARA SPICER**, associate professor of practice of finance; **SARAH STEIN**, assistant professor of accounting and information systems; **ZHENG "PHIL" XIANG**, associate professor of hospitality and tourism.

ON THE MOVE



LARA KHANSA has been appointed associate dean for undergraduate programs after serving in the interim position since August. Khansa joined Virginia Tech as an assistant professor in 2008 and was promoted to associate professor in 2013. In 2015, she served on the steering committee for Envisioning Virginia Tech Beyond Boundaries.



CRYSTAL JEFFERSON has joined the Pamplin Advancement team as director of engagement. She served as director of development for institutional diversity since 2013, and was previously major gifts and annual fund officer at Virginia State University.



Professors Emeritus
JOHN M. PINKERTON, the SunTrust Professor of Finance, has been named SunTrust Professor Emeritus. A member of the university community since 1977, Pinkerton taught more than 20 courses and served as the director of the department's Ph.D. program for five years.



Professors Emeritus
DEBORAH COOK, Verizon Professor of Business Information Technology, has been named Verizon Professor Emerita. She is known as an outstanding teacher and researcher. Cook was a member of 22 doctoral committees and served as editor-in-chief of the Production and Inventory Management Journal.

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