

LAM FAMILY COLLEGE OF BUSINESS ANNUAL REPORT 2021–2022

LAM-LARSEN INITIATIVES & CENTERS

Community Engagement Diversity, Equity, Inclusion & Belonging

Emerging & Developing Economies FinTech

Innovation & Entrepreneurship Professorship Awards

Student Engagement Technology in Business Education

Undergraduate Curricular Innovation

Career Services & Professional Development Center

The Center for Ethical & Sustainable Business



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY



SF State Ranked in the Top 20 Universities for Economic Mobility

San Francisco State University ranked #16 in the nation for economic mobility in CollegeNET's 2022 "Social Mobility Index" (SMI). The annual SMI report measures the extent of a university's impact in providing opportunities for economically disadvantaged students to graduate into well-paying jobs. The methodology is based on factors like cost of attendance, economic background of the student body, graduation rates and early career salaries. This year's rankings also included a new metric called Ethos, which measures how well a school's messages and communications inform students and the public about its mission and the value of a college degree.



Accredited since 1964 by the Association to Advance Collegiate Schools of Business (AACSB) International, the Lam Family College of Business at San Francisco State University provides a high quality business education to a diverse learning community through innovative teaching, research and support. We are one of just five percent of all business schools worldwide that meet their rigorous standards, which are built around innovation, engagement and impact.

LAM FAMILY COLLEGE OF BUSINESS ANNUAL REPORT 2021–2022

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A Message from the Dean, Eugene Sivadas, Ph.D.

As we reflect on the 2021-2022 school year, two things, in particular, come to mind. One is that as the world began to dig itself out of the pandemic, our staff, faculty, and students returned to campus. It is indeed exhilarating to build a work and school community in a new normal of hybrid classes and work. The second, and perhaps more lasting, is that this is the year of the Lam-Larsen Initiatives for our college. Through the Lam-Larsen Fund for Global Innovation, these important initiatives have been made possible thanks to the generosity of alum Chris Larsen (B.S., '84), his wife Lyna Lam, and the Rippleworks Foundation.

The 2021-2022 Annual Report features articles that discuss in detail some of the many impactful programs and activities organized and supported through the Lam-Larsen Initiatives by our faculty, along with staff, alumni, and other community partners.

The college adopted a new mission statement. This mission and the seven strategic priorities (page 3) guide us in a relentless quest to dream big and build a student-focused, community-engaged college of business known for exceptional teaching and producing useful, quality research. To this end, the college adopted a new policy to assess journal quality and provide more research support and recognition for our colleagues. We desire to ensure that our students are deeply engaged and receiving an education comparable to the finest that is out there. We are committed to improving the student experience and student success, with a particular focus on reducing equity gaps and increasing graduation rates for all students. Thanks to donors like Business Advisory Council member and alumna Loretta Doon (M.A., '73), we can set the course for an innovative curriculum by providing support for faculty to create cutting-edge, new courses. The college commenced work on a fourth fellowship program in Global Business and Society, and many other curricular innovations are underway.



Eugene Sivadas, Ph.D., Dean, Lam Family College of Business

The Student Engagement Initiative spent the year conceptualizing ways to boost student participation in co-curricular activities, and we will have more to share with you in the future.

We have renamed our Dean's Development Council the Business Advisory Council to more accurately reflect their contributions and were successful in welcoming three new members to the council, Yogesh Himansu (B.S., '88), David Odato (MBA, '92), and Wesley Wong (B.S., '12). I thank them for their support and counsel. I also thank other alumni for participating in so many of our programs and events as student mentors, speakers, judges, or sponsors. My thanks and gratitude to the alumni who have provided financial support to the college this past year. The university is facing enrollment challenges, which cascade into budgetary challenges. Hence, we can use all the support we can get to do more for our students, faculty, and staff.

Please read on to learn more about the college and some of the achievements of our students, faculty, and staff.

With Regards,

Eugene Sivadas

Eugene Sivadas, Ph.D.

Our Vision

THE LAM FAMILY COLLEGE OF BUSINESS ASPIRES TO BE A LEADER

in advancing transformative change globally and locally. We strive to be an inclusive place to learn, teach, create, innovate and work.

Our Mission

EMBRACING THE DIVERSITY, GLOBAL OUTLOOK, AND ENTREPRENEURIAL SPIRIT OF

THE SAN FRANCISCO BAY AREA, we provide access to quality education. We empower students to succeed and contribute to society through innovative teaching and learning, impactful scholarship, and engagement with businesses and the community at large.

Seven Strategic Priorities

Curricular Innovation

We develop curricular innovations that meet the changing demands of the business world and streamline the path to graduation, while ensuring that our students are well-rounded and prepared for the challenges of the workplace. We recognize and celebrate each faculty member for the long-lasting impact their teaching and service contributions have on our students.

Diversity, Equity and Inclusion

We are proud of our University's pioneering legacy in this space. We prioritize diversity, equity and inclusion in our classrooms and workplace to help our students, faculty and staff thrive and succeed. We commit ourselves to the continual, iterative process of removing systemic roadblocks in higher education.

Student Engagement

We create an inclusive college community by engaging students in meaningful experiences that provide exciting and enlightening opportunities to network and build skills. Our students help inform and shape impactful activities, including dynamic student organizations, professional development events with alumni and industry partners, and leadership opportunities.

Research Activity, Productivity, Orientation and Approaches

We invest in the scholarly work of our renowned faculty who have been trained in the leading doctoral programs and have published their research in leading journals in the field and authored influential books. Through faculty research, we generate new knowledge that impacts teaching, industry practices and society.

Community Engagement

We develop strong and sustained connections, and work collaboratively with the business, academic and alumni communities to execute specialized programs, events, research projects and other engaging activities that expand the knowledge, skills, opportunities and networks of our students, faculty and staff.

Build the Lam Family College of Business Brand

We invest in building our brand reputation to sustain a competitive advantage in the dynamic higher education market. By increasing visibility and affinity for our brand, we attract new students, create new partnerships and maximize the success of our alumni and current students.

Friend-raising and Fundraising

We cultivate relationships with alumni, friends and the business community. We value their commitment and engagement, which enhances student experiences and broadens opportunities for them through unique partnerships and transformative philanthropic investments that enable us to elevate the execution of our mission to new heights.

Community Engagement Initiative

The Lam-Larsen Community Engagement Initiative develops strong and sustained connections with business, academic and alumni communities. Through community collaborations, the Initiative organizes and supports specialized programs, events, research and other activities that expand the knowledge, skills, opportunities and networks of our students, faculty and staff. Below are some highlights from this year's many activities.

Mini-Grants Program

The Initiative launched a Mini-Grants program and received 11 proposals from LFCoB faculty and staff. All the proposals received small grants to help fund a wide range of projects benefiting our students and local communities, including the following:

- Student internships with labor organizations that often resulted in job placements.
- Student participation in real-world, skills-building projects and programs, and volunteer service with local nonprofits, such as Urban-Angels, and the Volunteer Income Tax Assistance (VITA) Program, as well as consulting firms.
- Faculty/student research studies of: (a) the economic impact of Covid-19 on small businesses in San Francisco; and (b) the economic impact of the local fishing industry on Berkeley's economy.
- An SFSU campus visit by 50+ under-served, minority high school students from Mountain View-Los Altos High School District to introduce them to bachelor's degree business concentrations and college life.
- Student memberships and participation in events hosted by professional associations.



Women's Emerging Leadership Forum

Held annually, the Women's Emerging Leadership Forum (WELF) is a lively, engaging forum designed to help attendees achieve their full potential in the workplace by bringing together a diverse group of successful and aspiring women leaders to exchange stories and hard-earned insights. Participants learn how to avoid common pitfalls on the path to career advancement and identify ways to enhance their leadership skills, while making meaningful connections and expanding their professional network.

The 2021 WELF event was held in April 2021 and was included in the 2020-2021 Annual Report. The 2022 WELF event was held on October 13, 2022, and highlights from this event will be included in the 2022-2023 Annual Report.

Community Engagement Performance Awards



Anoshua Chaudhuri
Economics Department
Chair and Professor



John Logan
Labor & Employment
Studies Program Chair
and Professor



Theresa Roeder
Decision Sciences
Professor

The CE Initiative launched the Community Engagement Performance Awards to recognize faculty members for outstanding, impactful work that engages students with local communities through experiential learning activities and delivers benefits to those communities. The following outstanding faculty received this year's Awards: Economics Department Chair and Professor Anoshua Chaudhuri; Labor & Employment Studies Program Chair and Professor John Logan; and Decision Sciences Professor Theresa Roeder.

In 2021-2022, the Initiative director was Bruce Heiman, Professor of International Business. Starting in fall 2022, the new Initiative director is Gulnur Tumbat. To explore partnering opportunities, please contact Gulnur Tumbat at gulnur@sfsu.edu. To learn more about the Community Engagement Initiative, please visit our website: <https://cob.sfsu.edu/initiatives-centers/community-engagement>.

Diversity, Equity, Inclusion and Belonging Initiative

The Lam-Larsen Diversity, Equity, Inclusion and Belonging (DEIB) Initiative is committed to the continual, iterative process of removing systemic roadblocks in higher education.

THE DEIB INITIATIVE'S ACTIVITIES this year included: 12 interactive workshops and activities with students at two high schools in Oakland, California — Castlemont High School and Oakland High School; supporting diverse SFSU student organizations; and advancing DEIB in professions.



High School Workshops & Activities

The Initiative supports a program that includes visits to local high schools with predominantly under-represented minority (URM) students which are designed to:

- Raise awareness of business careers and the economic security that can be achieved with a business degree.
- Introduce high school students at under-funded schools to university students and professionals with similar backgrounds who share their professional journeys and inspire and mentor the high school students.
- Provide an opportunity for SF State students to play leadership roles and gain experience doing community service alongside professionals in their fields.

In addition, this program strives to create community among the students and professionals. It also serves as a resource to high schools by providing a volunteer base of professionals and college students who participate in special events, such as career days and in end-of-year projects.

This year, the workshops and activities included: a stock market game, inventory audit, tax return, income statement, car purchase cost-benefit analysis, help preparing group projects, and judging group presentations.

The Initiative provides stipends to SF State students involved in this program. The volunteers — many of whom are SFSU alumni — include professionals from EY, KPMG, BPM, RSM, BDO, PwC, Deloitte, Frank Rimerman, Kaiser, BART, Uber, Workday, Lending Club and other organizations.

Supporting Diverse Student Organizations

The DEIB Initiative supported the founding of the American Indigenous Business Leaders (AIBL) student organization chapter at SFSU, the first student chapter in California. Professor Paul Steward of the SF State College of Ethnic Studies is the group's faculty advisor. He and three students represented our University at the AIBL conference in July 2022 with financial support from the Lam-Larsen Fund for Global Innovation.

The DEIB Initiative also supported SFSU students who are members of the National Association of Black Accountants (NABA) San Francisco chapter. Three such students earned scholarships from this organization: Ilesha Dorris, Dora Harper, and Mike Young.

Advancing DEIB in Professions

In October 2021, SFSU alumni and former presidents of the SFSU student chapter of the Association of Latino Professionals For America (ALPFA), Alexia Barba and Jose Solis, along with DEIB Initiative Director and Accounting Professor Theresa Hammond, conducted an interview with the founder of ALPFA, Gil Vasquez.

In May 2022, SFSU alumni and NABA member Dominique Crawley interviewed Dr. Ruth Coles Harris, who became the first Black female CPA in Virginia in 1963. The Zoom audience included 200 professionals from Frank Rimerman & Co. The interview covered Dr. Harris's experiences in segregated education, earning a CPA, and teaching at a historically black university for almost 50 years.

Theresa Hammond serves on the American Accounting Association's inaugural DEIB committee and is on the four-person subcommittee that curates and creates content for the Association's DEI website: <https://aaahq.org/DEI>.

Learn more about the DEIB Initiative on our website: <https://cob.sfsu.edu/initiatives-centers/diversity-equity-inclusion>. If you are interested in partnering with us, please contact Theresa Hammond at thammond@sfsu.edu.

Emerging and Developing Economies Initiative

The mission of the Lam-Larsen Emerging and Developing Economies (EDE) Initiative is to advance research and teaching on the contemporary issues faced by emerging and developing economies and to educate the SF State community about them by developing experience-based educational programs and teaching materials, promoting research, and engaging thought leaders in academia and industry. Here is a summary of some of the programs and events offered this year by the EDE Initiative:

Global Business and Society Fellows Program

We worked with faculty to develop the Global Business and Society (GBS) Fellows Program, which will officially launch in Fall 2022. This program allows students to build a deeper understanding of the most critical issues facing the world and how global businesses can help solve them. Additionally, the knowledge and skills students gain through this program will enhance their employability.

The GBS Fellows Program is centered around the United Nations' Sustainable Development Goals (SDGs) and how global business can contribute to achieving these goals. The 17 goals aim to solve the world's most important social, political, economic, and environmental problems and create a better and more sustainable future for all. Global businesses are uniquely positioned and have responsibilities to operate with these goals in mind.

The Program offers a series of professional seminars in which business leaders and subject matter experts share their knowledge and practices to address the most pressing SDG challenges. Students work in teams to investigate the SDG goals and showcase their findings to the campus community.

Lam Family College of Business Mentorship Program



The Initiative launched the Lam Family College of Business (LFCoB) Mentorship Program in fall 2021. Its mission is to equip our students with skills and tools for career success by pairing them with SF State alumni professionals for one-on-one

mentoring and providing opportunities for students and alumni to expand their professional network. Students learn about industries and career options from seasoned professionals who took the same courses and had similar challenges. As they prepare to transition into an internship or a full-time job, students receive guidance in a wide range of areas, including: strengthening a job application package; interview skills; resume and LinkedIn profile improvements; exploring strengths and areas of growth in both soft and hard skills; and more.

To help enable this program, we started a Business Mentors LinkedIn group, which 250 alumni and other professionals have already joined. More than 100 of them signed up to be a mentor. Over 150 students – primarily first-generation college students and international students – applied for the Mentorship Program, with 132 of them participating in it.

Case Development Workshops

To enrich the business curricula across LFCoB faculty, the Initiative organized two case development workshops on September 21, 2021 and April 8, 2022, run by Marketing and Management lecturer faculty Matthew Fisher, an expert in case-writing. Approximately 20 faculty from across the college participated in these workshops. The group learned how to come up with ideas for case studies and how cases are typically reviewed and published. They explored potential case ideas, learned how to move their cases forward, and identified resources with information on where to publish cases and opportunities for case competitions.

Speaker Series

The Initiative organized three speaker events on October 6, 2021 (90 attendees), March 30 (93 attendees) and May 2, 2022 (80+ attendees), which featured experts in international business and entrepreneurship, and fintech/cryptocurrency. Topics included international business opportunities in climate technology and sustainability, what it takes for a startup to expand into foreign markets, and the global development of blockchain and emerging business opportunities.

Learn more about the EDE Initiative: <https://cob.sfsu.edu/initiatives-centers/emerging-developing-economies>.

Fintech Initiative

The main objectives of the Lam-Larsen Finance and Technology (FinTech) Initiative are to provide students with a fundamental understanding of the intersection between finance and technology, increase financial literacy in a technology-driven world, and improve students' job prospects in the fintech industry. This Initiative offers a variety of programs and activities in the growing fintech field.



IN 2021-2022, THE FINTECH INITIATIVE CONDUCTED FIVE MAJOR ACTIVITIES:

The FinTech Fellows Program completed its first full year with 10 students. This program consists of two fintech courses and an alumni career mentorship program to help students land internships and jobs at fintech organizations. These courses were built from scratch and cover topics in this fast-changing field, such as cryptocurrency, blockchain, digital payments and more. Each student met one-on-one with alumni who provided guidance on resumes, interviews, and other aspects of the job-search process. After completing the program, three students received job offers in the fintech industry: Jeffrey Peterson is now an analyst for a cryptocurrency investment fund; Jugal Patel is a business development associate for Safari Wallet; and Justin Luong is a portfolio manager at Tardus Capital.

In partnership with the Federal Reserve of San Francisco and the Center for Analytical Finance (CAFIN) at the University of California (UC), Santa Cruz, we organized the first Fintech Conference, held online on March 4-5, 2022. Over 600 students, alumni, and others registered for the conference to hear talks on decentralized finance innovations and risks. Conference speakers and planners attended a dinner after the event, allowing us to build new connections.

Over 100 people registered for our second Fintech Conference, held in-person at our Downtown Campus on May 13, 2022, to hear talks from distinguished speakers, such as Morgan McKenney, CEO of Provenance Blockchain Technologies, Christine Parlour, Sylvan C. Coleman Chair of Finance and Accounting at UC Berkeley, Haas School of Business, and many more.

Students who attended these two conferences had the opportunity to engage in enriching discussions about the most critical issues in fintech and to network with fintech experts.

To center our college's finance curriculum around finance and technology, the FinTech Initiative faculty created new elective courses focused on modern finance, including real estate, financial analytics and entrepreneurial start-up finance.

Through Ripple's University Blockchain Research Initiative, our conferences and other outreach activities, we established important connections with several academic institutions nationwide, fintech industry leaders, such as Celo, Figure Technologies, and Ripple, and other finance organizations. This expanded network enables us to provide students with more opportunities to build contacts and improve their job prospects.

The Fintech Initiative plans to increase its impact in the coming year. Forty students have already registered for the first fintech course in the fall 2022 semester, and many have expressed interest in the Fintech Fellowship Program. Furthermore, planning is underway, in partnership with UC, Santa Cruz, for our next conference to be held at their Silicon Valley Campus in Santa Clara on February 24, 2023. It will feature expert speakers from the International Monetary Fund, the Federal Reserve, Northwestern University, venture capital firms, and fintech companies.

Learn more about the Lam-Larsen Fintech Initiative: <https://cob.sfsu.edu/initiatives-centers/fintech>. If you're interested in partnering with us, please contact Todd Feldman, Professor of Finance and Lam-Larsen Fintech Initiative Director, at tfeldman@sfsu.edu.

Innovation & Entrepreneurship Initiative

The Lam-Larsen Innovation & Entrepreneurship (I&E) Initiative seeks to foster an ecosystem that enables thoughtful innovation and successful entrepreneurship at SF State. This year, we focused on expanding the impact of existing programs and extending community engagement.

Incugator

This year, thanks to MUFG Union Bank Foundation's generous support, 36 students participated in the IncuGator program, with 28 of them completing the program. IncuGator is a concept incubator and startup accelerator created to help SF State students bring their innovative ideas to reality through guidance from expert faculty and successful industry professionals. The Incugator helped this year's students to develop nine business concepts – six were new business ideas and three were returning concepts from the prior cohort. Two of the new Incugator concepts' founders, Scott Drapeau (MFA, '22), founder of StomaMate, and Angie Healy (MSA, '22), founder of Baked!, won first and third places, respectively, at our SF State Innovation Pitch Competition.

Entrepreneurship Symposium & Innovation Pitch Competition



The Innovation Pitch Competition first prize winner, **Scott Drapeau (MFA, '22)**, working at his home studio. (Photo credit: Scott Drapeau)

The theme for this year's Symposium focused on how to better enable under-privileged individuals and communities to innovate and bring their entrepreneurial dreams to a successful reality. Event sponsors included MUFG Union Bank Foundation and State Farm Ventures. With a 170-person audience, this two-part event included talks and networking opportunities with leading local entrepreneurs and innovative thinkers, as well as a pitch competition for SF State students. Among the five guest speakers were several successful SF State alumni, including Kenyan immigrant Dr. Chris Wachira (B.S. Nursing, '06; MPA, '11), Founder & CEO of Wachira Wines, KARIBU, and SOKO Distributors, and Evan Kidera, (B.A. Business, '04, MBA, '13), Co-Founder and CEO of Señor Sisig.

The Innovation Pitch Competition received 25 applications from SF State students. Competing for cash prizes, the finalists pitched their concepts to a five-judge panel made up of industry experts, investors, and rainmakers. StomaMate (medical device), founded by Scott Drapeau, won first place. Wise Assistant, founded by Angelou Lorraine De Bedout (M.S. in Quantitative Economics student), came in second place, and Baked! (food & beverage), founded by Angie Healy, took third place.

LFCoB Pitch Contest

We launched the new LFCoB Pitch Contest this year to help undergraduate and graduate business students refine and better articulate their pitches, thanks to the generous support of MUFG Union Bank Foundation and State Farm Ventures. Six pitch applications were received. An audience of forty students, alumni, faculty and staff watched the online Pitch Contest.

Junior Science & Humanities Symposium

This was also our inaugural year as the Northern California & Western Nevada regional host of the Junior Science & Humanities Symposium (JSHS), a national science, technology, engineering, and mathematics (STEM) research competition. Our goal is to utilize the JSHS network to develop a student talent pipeline by engaging high school STEM students and to help establish SF State as a resource for commercializing STEM innovations. Held March 18, 2022, this regional competition received applications from 77 high school students and welcomed 160 guests. Five of these students advanced to the National JSHS. Nidhi Mathihalli (Saratoga High School) won first place in both the regional and national competitions in the area of Engineering & Technology. The I&E Initiative is currently backing her winning innovation, a Raspberry Pi-based currency reader for the blind.

Looking ahead, the I&E Initiative will develop new programs and activities designed to provide students with more opportunities in the entrepreneurship space.

Learn more about the I&E Initiative: <https://cob.sfsu.edu/initiatives-centers/innovation-entrepreneurship-programs-community-engagement>. To discuss opportunities for collaboration, please contact Sybil Yang, I&E Initiative Director and Associate Professor of Hospitality & Tourism Management, at ie@sfsu.edu.

Technology in Business Education Initiative

The exponential growth of technology demands rapid curriculum updates to keep business education current and relevant and ensure our students are career-ready when they graduate. With this in mind, the Lam-Larsen Technology in Business Education (TBE) Initiative focuses on technology integration in the business curriculum. Additionally, the Initiative supports student innovation and participation in technology-centric events, activities, and programs. Here are a few highlights from the many projects supported this year by the TBE Initiative:

Supporting Student Innovation

In partnership with Ripple and Warsaw University of Technology (WUT) students and faculty, SF State students showcased their innovation and creativity at the 2022 SUGAR Network Expo, co-hosted by SUGAR Network and San Francisco State University on June 4, 2022. The SUGAR Network Project enables inter-cultural, multidisciplinary student teams to prototype and test innovative solutions to real design challenges posed by international corporate sponsors. This year, Ripple challenged the students to unite blockchain technology with art. Our team explored the application of NFT technology to facilitate the fair commercialization of authentic artworks or art experiences. Our team prototyped A'RENT, a shared economy-based NFT subscription platform for the digital art business. The SF State multidisciplinary team consisted of: Abby Hadidian (Finance), Gelvin Escueta (Information Systems), Alex Chau (Computer Science), and Sarai Aguayo (Marketing/Design).

The Initiative sponsored student innovation events, such as the student-run SF Hacks Hackathon, held March 11-13, 2022, where two LFCoB students, Alexandra Powe and Bethany Dickson, and three other members of the ResolvePractices team, won the "Major League Hacking: Most Creative Use of Twilio" Category.

Technology Integration in the Business Curriculum

The TBE Initiative helped fund the SAP Recognition Award certificate program, which is offered by our Information Systems academic department in partnership with SAP America University Alliance Program (SAP UAP). Through this program, SAP software and technology is integrated into the curriculum of several undergraduate and graduate courses. The program has helped more than 300 students over the past nine years to develop in-demand, IT-related skills. At least 200 of these students were hired for IT-related internships or full-time jobs at high-tech companies, including SAP, Google, Apple, Facebook, Salesforce, PayPal, Symantec, Cisco, and more.



SF State and Warsaw University of Technology students, faculty, and administrators, and representatives from Ripple and SUGAR Network at the SUGAR Expo held June 4, 2022, at SF State campus.

Other students were hired by utility, biotech, healthcare, government, education, and non-profit organizations, such as PG&E, Genentech, Kaiser Permanente, City and County of San Francisco, and others.

We identified and acquired hardware kits, to lend out to student groups, that allow our faculty to teach students about the Internet of Things (IoT).

We supported several students in the Xcode coding club by funding their fees for the Apple App Development with Swift Certification Exam.

Research Projects

The Initiative supported a few applied research projects to explore blockchain, fintech and digital currency technologies in education. The Initiative also received a CSU Innovation Grant to fund a project that aims to create an augmented reality (AR) app that will bring ancient musical instruments from different cultures back to life. The code base developed in this project will be incorporated into the iOS app development curriculum.

In 2021-2022, the Technology in Business Education Initiative Director was Leigh Jin, Professor of Information Systems. To learn more about the TBE Initiative, please visit our website: <https://cob.sfsu.edu/initiatives-centers/technology-business-education>. If you are interested in exploring opportunities to collaborate, please contact the new Initiative Director and Associate Professor of Information Systems, Nasser Shahrabi, at nassersh@sfsu.edu.

Undergraduate Curricular Innovation Initiative

The Lam-Larsen Undergraduate Curricular Innovation Initiative works with faculty to develop curricular innovations that meet the changing demands of the business world to ensure our students are career-ready and equipped to solve the latest real-world problems. The Initiative also works to streamline the path to graduation for our students.

THIS YEAR, THE INITIATIVE FOCUSED on three key priorities: the college's online teaching policy; Distance Education Authorization; and innovations to the B.S. in Business Administration (BSBA) program.

LFCoB Online Teaching Policy

Since the start of the COVID-19 pandemic, SF State was operating under the guideline that a degree program could not offer more than 50% of its degree requirements in an online format without that program being designated as an online degree. For the BSBA, this guideline had serious implications as it would require strict coordination between academic departments to ensure students would not be able to exceed the 50% threshold.

The Initiative conducted a survey among academic department chairs to determine what percentage of online classes should be in the BSBA core courses versus in the concentration courses, and which core courses should be offered online. The Initiative also explored the option to convert the B.S. in Hospitality and Tourism Management (BSHTM) program into a fully online program to accommodate students who wish to conduct their studies online.

Distance Education Authorization

Later in the year, we learned the federal government and the Accrediting Commission for Schools Western Association of Schools and Colleges (ACS WASC) changed their definitions and guidelines, providing us the option to apply for Distance Education Authorization (DEA). Such authorization would give us the flexibility to offer classes in the modality best suited for the class and students, while still satisfying University guidelines.

The Initiative conducted faculty, staff and student townhall meetings to solicit feedback on this option. Faculty and staff also voted on whether to apply for the DEA, and 90% of the 97 respondents voted in favor of doing so. As a result of all the positive feedback and support, we submitted our application for DEA for all BSBA concentrations, as well as for the BSHTM, B.A. in HTM, B.A. in Economics, MBA, M.S. in Accountancy, and M.S. in Business Analytics, and are awaiting University approval. Work is also underway to ensure educational quality with online classes for our students and equity for our faculty in the way online vs. in-person classes are assigned.



Innovations to the BSBA Program

In order to better understand how our BSBA core program, and the curriculum more broadly, compares to that of other business schools, we surveyed 12 colleges and universities across the country, including a mix of local, public, private, "big name," large, and small schools. We found that our BSBA core program is relatively standard, falling close to the average in terms of number of units required in the core program and in the concentrations.

We also conducted a survey of five mostly nearby California State University campuses to compare their options for Associate Degree for Transfer (ADT). Results showed we have room for improvement in the number of BSBA concentrations that are eligible for ADT. In a recent development, it appears that the new Transfer Model Curriculum allows all BSBA concentrations to become eligible for the ADT.

Another innovation we identified this year is the possibility of a joint degree program with the College of Ethnic Studies, and additional work will be done in the coming year to explore this more deeply.

Learn more about the Undergraduate Curricular Innovation Initiative on our website: <https://cob.sfsu.edu/initiatives-centers/undergraduate-curricular-innovation>. To explore opportunities to participate in this Initiative, please contact Theresa Roeder, Undergraduate Curricular Innovation Director and Professor of Decision Sciences, at tmroeder@sfsu.edu.

2021 Lam-Larsen Distinguished Service Professorship Awards

Lam Family College of Business (LFCoB) Professors Colin Johnson, Theresa Roeder and Sameer Verma received inaugural Lam-Larsen Distinguished Service Professorship Awards in recognition of their outstanding and diverse service contributions to our campus community and the general community at large. These awards are supported by the Lam-Larsen Fund for Global Innovation. Read about the award recipients:



Colin Johnson, Ph.D., Chair and Professor, Hospitality and Tourism Management

Colin Johnson has had a long and distinguished career in hospitality, both in industry and academia. He came to SF State in 2008 after serving on the faculties of San Jose State University and the Ecole Hôtelière de Lausanne, a hospitality management school in Switzerland. Prior to academia, Colin worked in the hospitality industry in the United Kingdom for more than 10 years. At SF State, Colin is currently serving his second three-year term as chair of the Hospitality and Tourism Management department. He served his first term in this role from 2013-2016, during which he supervised the highly popular Taste of the Bay annual event. Colin also served as co-director of the college's Center for Ethics and Sustainable Business, served on the college's Professional Development and Research Committee (PDRC) for 10 years and chaired the PDRC for five years. He served on the college's Dean's Search Committee and the University's Retention, Tenure, and Promotions (RTP) Committee. Externally, Colin has represented SF State in meetings of the San Francisco Travel Association and other organizations, and has been an invited keynote speaker for many conferences.



Theresa Roeder, Ph.D., Professor, Decision Sciences

Theresa Roeder has performed service across many dimensions since she began her SF State career with the Decision Sciences department in 2005. She has served many communities, including her department, college, our University, as well as academic, professional, and local communities in numerous ways and over long periods of time. Theresa currently serves as Undergraduate Curricular Innovation Initiative director at the Lam Family College of Business. She previously served on the college's Assurance of Learning Committee and, at the University level, as chair of the Committee on Written English Proficiency (CWEP). Theresa served as interim senior assistant dean during a prior LFCoB dean search process and also served in other capacities. Theresa served as board chair of the Mount Tamalpais College, formerly known as the Prison University Project, and served it in other roles. This organization provides support for in-person Associate of Arts degree programs inside San Quentin State Prison.



Sameer Verma, Ph.D., Professor, Information Systems

Sameer Verma's extensive service record, which spans the Information Systems department, the LFCoB, SF State, and the academic, professional, local and global communities, has been consistently impressive throughout his 21 years at SF State. Currently, Sameer serves as chair of the Information Systems department and is on the advisory board for the Center for Ethical and Sustainable Business. He also serves on the board of directors of WiRED International. Previously, Sameer served on the Graduate Curriculum Committee, the University Curriculum Committee and other important committees. He has also served on the board of directors of the Drupal Association, among others. Sameer has a long record of using his technology skills and background to develop innovative service projects that benefit various populations across campus. For example, Sameer contributed to: bringing wifi to campus; developing and implementing iLearn and Drupal (a website content management system); hosting student hackathons; and other projects. Sameer's work facilitating the implementation of technological solutions extends beyond our campus borders. Some of these projects and initiatives include: bringing the One Laptop per Child project to San Francisco and Jamaica; working with WiRED International, which has helped to build health information systems and clinics in rural and remote populations abroad, and so much more.

Career Services and Professional Development Center

The primary goal of the Career Services and Professional Development (CSPD) Center is to improve job prospects for our students by offering them career-preparation workshops and access to internship and employment opportunities. Meet the team:



Michele Haggar, M.Ed.
Director until Feb. 2021



Paul Glanting
Interim Coordinator



SuQiong Yu
Commercial Real Estate
Program Coordinator



Bryan Le
Student Assistant



Chandni Shah
Student Assistant

Outreach and Advising

THIS FISCAL YEAR, the CSPD Center supported 1,086 students through one-on-one video or phone career advising sessions, professional development workshops, and other career-related events. Additionally, the Center worked closely with faculty to support classroom assignments that required students to participate in career advising sessions. Students received support with resume writing, career exploration, internship/job searches, writing cover letters, interview preparation, and academic major exploration. Career advising was personalized to meet the individual needs of each student to help them discover how their interests, knowledge, skills, and traits align with different careers and industries. These critical conversations contributed to improved career planning and career-readiness for many students.

Career Events and Employer Engagement

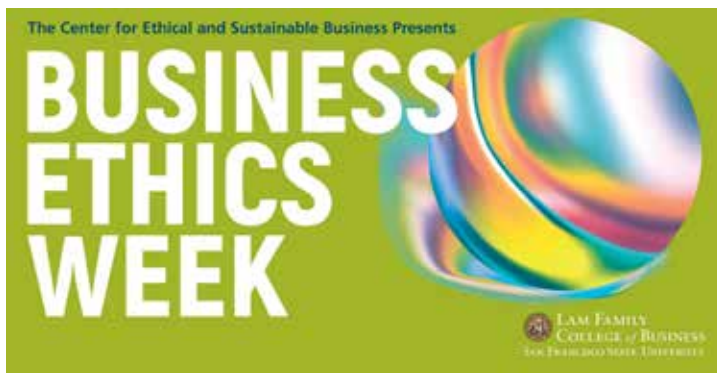
Students who attended any of our 20 professional development workshops learned resume and cover letter writing tips, how to create or improve their LinkedIn profile, time management tips, interview strategies, and effective ways to approach the job/internship search process. Additionally, the Center collaborated with employers and faculty to host several career events designed to introduce students to various career paths that exist across a wide range of industries. Through our alumni and other networks, we organized 12 recruiter and employer engagement events to help students build their network and find internships and jobs. Our alumni and other employees from companies such as COOP Careers, CVS Health, Cedar Point Entertainment Industries, and Cytokinetics (a bio-pharmaceutical company) were speakers at these events. We offered students internship/job opportunities in the following industries and career fields:

- Accounting
- Apparel
- Automotive
- Banking
- Biotech
- Commercial Real Estate
- Computer Hardware
- Consulting
- Consumer Products
- Data Analytics
- Event Planning
- Export
- Financial Services
- Food Service/Catering
- Government (Local, State, Federal)
- Healthcare
- Higher Education
- Hospitality and Tourism
- Marketing
- Medical Technology
- Non-Profit Organizations
- Public Relations
- Real Estate
- Retail
- Social Media
- Tax Services
- Tech Sales
- Wineries
- Workforce Development

Center for Ethical and Sustainable Business

The Center for Ethical and Sustainable Business (CESB) seeks to integrate and advance ethics, corporate social responsibility and environmental sustainability beyond the classroom for business students, faculty, alumni, and the San Francisco Bay Area business community. The following is a summary of the Center's key activities from the past year:

16th Annual Business Ethics Week



In April 2022, the CESB held an expanded Business Ethics Week (BEW), covering a two-week period, with a combined total of 455 students, faculty, staff, and alumni attending nine separate sessions. Video recordings of all the events are available on YouTube. Six of the guest speakers were LFCoB alumni and five student organizations participated as event sponsors, helping to promote particular speaker events, and asked the panelists questions.

Academic and Public Service

CESB's academic and public service goals are achieved through having academic and business leaders disseminate best practices in ethics and sustainability to the campus and greater communities.

CESB Advisory Board members, along with other LFCoB faculty, are engaged in independent academic research related to the mission and purpose of the CESB. Although this research is not supported with any funds from the Center at this time, the Center did fund an inaugural research award competition in spring 2022, honoring five faculty with monetary awards for their recent publications related to ethics and/or sustainability. The CESB also funded teaching awards and recognized five faculty for their distinguished work embedding ethics and sustainability into their courses.

Additionally, CESB Director and Decision Sciences Professor Susan Cholette is a member of the Principles for Responsible Management Education (PRME) North American Chapter's sub-committee on Promoting Junior Scholar Engagement with the Sustainability Development Goals (SDG). One of the events described in this article reflects this work.

PRME is a United Nations-supported initiative. The CESB completed the college's bi-annual PRME Sharing Information on Progress (SIP) Report in July 2022. The report is being utilized in the college's application for Association to Advance Collegiate Schools of Business (AACSB) re-accreditation.

Other Speaker Events

In October 2021, the CESB partnered with the Lam-Larsen Emerging and Developing Economies Initiative to promote the International Business Opportunities in Climate Tech & Sustainability event. Over 70 people registered for the event, including students and faculty from the Climate Change Certificate program.

In November 2021, almost 70 students and others attended a CESB-hosted online speaker panel on Disposing of Disposable Packaging, with four entrepreneurs active in businesses that measure or reduce single-use packaging.

In March 2022, 40 people attended a CESB-moderated panel discussion on How to Build a Career in Cleantech, with speakers from Women in Cleantech and Sustainability.

The North American chapter of PRME held its bi-annual, in-person conference at George Mason University in April 2022. The CESB Director and other faculty on the Junior Faculty Scholar Engagement Sub-Committee hosted a virtual panel discussion featuring five faculty who discussed the challenges and opportunities of doing SDG-specific research.

Looking ahead, the Center has started a new CESB LinkedIn group designed to help students and alumni expand their opportunities in sustainability careers: <https://www.linkedin.com/groups/14132877/>. SF State graduate students and alumni with an MBA in Sustainable Business degree or those working in green jobs are invited to join this group.

Visit our website to learn more about the Center for Ethical and Sustainable Business: <https://cob.sfsu.edu/sustainable-center>. To discuss speaking engagements or ideas to work together, please contact CESB Director Susan Cholette at cesb@sfsu.edu.

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. One of these students, Selena Giselle Perez, received special recognition as the Lam Family College of Business Hood Recipient and served as the college's undergraduate representative for the Class of 2022 Commencement celebration.



2022 Lam Family College of Business Undergrad Hood Recipient

Selena Giselle Perez Labor & Employment Studies

SELENA PEREZ, a first-generation Mexican-American college graduate, represents the absolute best of SF State's core values in terms of her community involvement, academic achievements, work experience, positive ambition, and determination to follow a career path dedicated to social and racial justice. Witnessing the mistreatment and exploitation of co-workers is what most motivated Selena to pursue a degree in Labor and Employment Studies. She plans to apply to law school and wants to practice labor law. Eventually, Selena would like to run for local public office to advance the causes of social and racial justice.



Lan Hu Accounting

Born in China, Lan Hu moved to the U.S. six years ago. Lan believes her coursework and extracurricular activities at SF State fully prepared her for her professional career. Her goal is to become a CPA and continue to make a difference in other people's lives.



Tannaz Haghi Economics

Tannaz Haghi's interest in economics began in 2008 when her family lost everything due to the financial crisis. She plans to pursue a Master of Science in Quantitative Economics degree at SF State, starting in fall 2022. Tannaz aspires to pursue a career in government, conducting research and influencing public policy.

Sandeep Kahlon Decision Sciences

Sandeep Kahlon is a first-generation Punjabi-American college graduate in his immediate family. Sandeep is the founder of the Decision Sciences and Analytics Association (DSAA), an organization that serves as a platform for programming, advanced analytics, simulation, and statistical experimentation. He plans to attend graduate school to study advanced data sciences.





David Albert Kingsford
Finance

David Kingsford double-majored in Finance and Marketing. Beyond his coursework, David worked in various roles for the San Francisco 49ers and helped raise over \$350,000 to support Bay Area youth. David plans to earn his MBA and eventually become a high-level executive for a professional sports organization..



Kain J. Kotoucek
Hospitality & Tourism Management

Kain Kotoucek discovered he has a true passion for hospitality. He currently works as a manager at CanoeHouse, a top-rated restaurant at the Mauna Lani Auberger Resort in Hawaii. He plans to keep growing within the company and to eventually become a General Manager of a luxury resort.

David Machajewski
General Business

David Machajewski was born in the East Bay. He credits his parents' unwavering support with helping him achieve excellence in all his pursuits, including becoming an accomplished violinist and section leader with SF State's orchestra and chamber groups. After graduation, he plans to start his career in the business world.



On Ki Lai
Information Systems

On Ki Lai is from Hong Kong, where she worked but didn't finish college. She decided to finish college after becoming a mother and pursued a double-major to set an example for her son that no matter what life throws at you, it's possible to achieve one's goals with discipline and determination.

Kaylie Hagen
Management

Kaylie Hagen is a first-generation college student. While at SF State, she volunteered to care for patients at John Muir Hospital and served as the Management Organization for Business Students (MOBS) president. Kaylie hopes to earn an MBA and eventually become the CEO of a hospital or healthcare organization.

Christina Jauregui
International Business

Christina Jauregui is from Austria. In addition to her coursework and full-time job, Christina tutored other students while at SF State. She credits her professors with helping to shape who she has become. She hopes to help create a more equal, diverse and inclusive workplace.





Marc Gabriel De Ocampo
Marketing

Marc Gabriel De Ocampo is a first-generation Filipino American. Starting a business baking and selling cookies and brownies at age 12 sparked his love for business and marketing. Marc is the marketing vice president at Alpha Kappa Psi. After graduation, Marc will join Wells Fargo as a Data Analyst.

Graduate Honorees

Read about the seven outstanding students selected to receive a Graduate Student Award for Distinguished Achievement at Commencement in May 2022. One of these students, Bixia Ye, was chosen as the Lam Family College of Business (LFCoB) Graduate Hood Recipient.

2022 Lam Family College of Business Graduate Hood Recipient



Bixia Ye
Master of Business Administration

Bixia Ye came to the United States 12 years ago and earned her bachelor's in economics from UC Berkeley in 2015. Soon after, she began work as an auditor with the California Public Utilities Commission (CPUC), where she is currently a regulatory analyst. Bixia obtained her certified public accountant (CPA) license in 2017 and enrolled in our MBA program in spring 2020 to improve her analytical, leadership, communications and decision-making skills. She is also the proud mother of two children. Despite limited study time, Bixia achieved a high level of academic success and was honored as the LFCoB Graduate Hood Recipient.



Leia Balliett
Master of Business Administration
 (MBA)

Among her many MBA projects, Leia Balliett helped design a kiosk system digital prototype to optimize the bulk food shopping process and reduce reliance on single-use plastics. She worked as a Digital Marketing Assistant with the LFCoB Marketing office and contributed strategic work to the LFCoB Brand Task Force.



Shan Ci (Tracy) Ng
Master of Science in Business
Analytics (MSBA)

Originally from Malaysia, Tracy Ng developed an interest in data analytics while helping her father record tide times to help boats arrive safely to ports. For her final MSBA project, Tracy created routing algorithms for a container shipping company to help them find the fastest, least expensive and lowest CO2 emissions route.

Joshua Gomez
Master of Science in Accountancy
 (MSA)

Joshua Gomez is a U.S. Navy veteran, a first-generation college student and a father to two sons. He tutored accounting students, was the Director of Outreach for Beta Alpha Psi (a student organization), and was a student facilitator for a Decision Sciences course. After graduation, Joshua joined Grant Thornton as an Audit Associate.



Henry (Eric) Low
Master of Science in Business
Analytics (MSBA)

In his MSBA program, Eric Low helped a technology startup company implement a graph database and algorithms to create an improved recommendation system that matches app users with recreational activities. Eric is happy he changed career paths two years ago, after working for years as a fermentation manager in the food-service industry.



Akanksha Paliwal
Master of Science in Business
Analytics (MSBA)

Akanksha Paliwal's final project involved identifying and implementing a new filtering-based algorithm to generate activities recommendations for MOPO app users. She was a Graduate Teaching Assistant for an Artificial Intelligence course and participated in other programs and activities. Akanksha is currently a Senior Product Analyst with Chegg University.



Jeffrey Kenney
Master of Science in Quantitative
Economics (MSQE)

Jeffrey Kenney is originally from Bakersfield, California. He received the 2021 Don W. Scoble Scholarship at SF State. While enrolled in the MSQE program, Jeffrey worked as a grader and graduate assistant with Economics faculty. In addition, he tutored Economics students. Jeffrey is currently a Financial Analyst at Trinitas Farming.



Top row: **Yim-Yu Wong, Jeff Chun, Theresa Roeder, Albert Koo.** Middle row: **Lupe Ramos, Chris Kingston, Hanh Tran, Audrey Calma.** Bottom row: **Chris Vela, Marc Corra, Jeff O'Toole.**

Student Success Team

The 2021-2022 academic year was one of refining the design and delivery of student support and strengthening collaborations with our campus partners.

IN SPRING 2022, the first-ever Transfer Orientation Advisory Committee was formed, comprised of college associate deans and assistant deans, college resource center directors, Department of Undergraduate Education and Academic Planning (DUEAP) managers, and New Student and Family Programs to plan, co-create, and implement SF State's new hybrid orientation model, which consisted of eight full-day remote transfer orientation sessions and seven full-day in-person sessions. Four members of the LFCoB Student Success team — Associate Dean Yim-Yu Wong, Assistant Dean Jeff Chun, Faculty Advising Liaison Theresa Roeder, and Director Albert Koo — served on this committee leading up to the start of transfer orientation.

Key Services Offered by the Student Success Team

- **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.
- **Scholarships and Honors** – More than 40 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 Applications** – Support students with navigating the graduation application process.

High-Unit Project

IN 2021-2022, the college's Student Success team conducted a successful advising campaign to provide proactive advising to high-unit undergraduate students. Thirteen graduation workshops were conducted. The LFCoB had an astounding 94% graduation approval rate based on all graduation applications submitted by our undergraduate students.

High Unit Project 2021-2022

Graduation Workshops	13
Workshop Student Attendance	360

1,416 Total Undergraduate Degrees Awarded

114 Total Graduate Degrees Awarded

Degrees Awarded from the Lam Family College of Business in Academic Year 2021-2022

LFCoB Undergraduate Degree by Concentration/Major	Number of Students Awarded Degrees
BA in Economics	57
BA in Labor and Employment Studies	8
BSBA - Concentration in Accounting	228
BSBA - Concentration in Decision Sciences	42
BSBA - Concentration in Finance	180
BSBA - Concentration in General Business	150
BSBA - Concentration in Information Systems	122
BSBA - Concentration in International Business	80
BSBA - Concentration in Management	210
BSBA - Concentration in Marketing	285
BS in Hospitality and Tourism Management	54
Total LFCoB Undergraduate Degrees Awarded in AY 2021-2022	1,416

LFCoB Graduate Degree	Number of Students Awarded Degrees
Master of Business Administration	64
Master of Science in Accountancy	27
Master of Science in Business Analytics	17
Master of Science in Quantitative Economics	6
Total LFCoB Graduate Degrees Awarded in AY 2021-2022	114

Faculty Research Awards & Seminars

Research Grant Awards

INTER-DISCIPLINARY RESEARCH

Nara Jeong (Management), Chenghao (Matt) Hu (Economics). Topic: Targeting the Chinese Company: Bureaucratic Integration and Firm Performance.

DISCIPLINE-BASED RESEARCH

Chenghao (Matt) Hu (Economics). Topic: Trade Integration & Regional Conflicts: What Can We Learn from an Integrated Trade World.

Ryan Smith (Hospitality & Tourism Management). Topic: Crowdfunding Optimization When Your Restaurant Has Been Affected by Protests.

Yikuan Lee (International Business). Topic: The Impact of Technological and Design Newness on the Adoption of Innovative Products: A Comparison between Developed and Emerging Markets.

Tom Thomas (Management), Eric Lamm (Management). Topic: Executive and Employee Attitudes Towards Business Sustainability.

Gulnur Tumbat (Marketing). Topic: Risk Acculturation in the FinTech Marketplace.

Ian Clark Sinapuelas (Marketing), Nga Ho Dac (Marketing). Topic: Social-Media Listening: Revealing the Indirect Effects of User-Generated Content On Product Adoption.

Publication Incentive Awards Fall 2021

ABS 4, ABDC A* AWARD

Yu Du, Xiaodong Li, **Minh Pham (Decision Sciences), Andrzej Ruszczynski.** "Selective linearization for multi-block statistical learning." *European Journal of Operational Research*, Elsevier Publishing, August 2021.

Chenwei Li (Management), Yuntao Dong, Chia-Huei Wu, Li-Yun Sun. "Appreciation that Inspires: The impact of leader trait gratitude on team innovation." *Journal of Organizational Behavior*, Wiley Publishing, October 2021.

ABS 4, ABDC A AWARD

Cynthia A Lengnick-Hall, Mark L. Lengnick-Hall, Andrea Neely, **Robert Bonner (Management).** "Something Old, Something New: Reframing the Integration of Social Capital into Strategic HRM Research." *Academy of Management Perspectives*, Academy of Management Publishing, September 2021.

ABS 3, ABDC A AWARD

Theresa Hammond (Accounting), Denise W. Steeter, Sedzani Musundwa. "Using qualitative research to effect change: African/American accountants in Black and White." *Critical Perspectives on Accounting*, Elsevier Publishing, July 2021.

Firat Demir, **Chenghao Hu (Economics), Junyi Liu, Hwei Shen.** "Local corruption, total factor productivity and firm heterogeneity: Empirical evidence from Chinese manufacturing firms." *World Development*, Elsevier Publishing, November 2021.

Nara Jeong (Management), Nari Kim, Jonathan D. Arthurs. "The CEO's tenure life cycle, corporate social responsibility and the moderating role of the CEO's political orientation." *Journal of Business Research*, Elsevier Publishing, August 2021.

Alex Jiyoun Kim, **Sungha Jang (Marketing), Hyuun S. Shin.** "How should retail advertisers manage multiple keywords in paid search advertising?" *Journal of Business Research*, Elsevier Publishing, June 2021.

Reo Song, **Sungha Jang (Marketing), Yingdi Wang, Dominique M. Hanssens, Jaebeom Suh.** "Reinforcement learning and risk preference in equity linked notes market." *Journal of Empirical Finance*, Elsevier Publishing, September 2021.

Sungha Jang (Marketing), Alex Jiyoun Kim, Jiho Yoon. "Multiple keywords management in sponsored search advertising with interrelated consumer clicks." *Journal of Business Research*, Elsevier Publishing, November 2021.

ABS 2, ABDC A AWARD

Bing Luo (Accounting), Lufei Ruan (Accounting). "Foreign cash, repatriation, and credit ratings: Evidence from U.S. multinationals." *Journal of International Accounting Research*, American Accounting Association Publishing, September 2021.

Firat Demir, **Chenghao Hu (Economics).** "Institutional similarity, firm heterogeneity and export sophistication." *The World Economy*, Wiley Publishing, September 2021.

Snow Han (Finance). "Is the new issue puzzle real? Evidence from implied cost of capital." *International Journal of Managerial Finance*, Emerald Publishing, July 2021.

ABS 2, ABDC B AWARD

Su-Jane Hsieh (Accounting), Yuli Su (Finance). "The effect of financial analysts on the economic implications of disclosed lease information – A Note." *Journal of Applied Accounting Research*, Emerald Group Publishing, July 2021.

Feng Zhao, Abhijit Barua, **Jung Hoon Kim (Accounting).** "Consolidation of Off-Balance Sheet Entities and Investment Efficiency." *Accounting Research Journal*, Emerald Group Publishing, July 2021.

Xin Chen, Yuanqiong He, **Lihua Wang (International Business), Jie Xiong.** "The effects of customer socialization on customer behavior in social enterprises: role of organizational legitimacy in the eyes of customers." *Management Decision*, Emerald Publishing, October 2021.

ABS 2 AWARD

Yu Du, Xiaodong Li, **Minh Pham (Decision Sciences), Andrzej Ruszczynski.** "An outer-inner linearization method for non-convex and nondifferentiable composite regularization problems." *Journal of Global Optimization*, Springer Publishing, October 2021.

SSCI/SCI AWARD

Angha Kulkarni, Mike Wong, Tejasvi Belsare, Risha Shah, Diana Yu Yu, Bera Coskun, Carie Holschuh, **Venoo Kakar (Economics)**, **Sepideh Modrek (Economics)**, Anastasia Smirnova. "Quantifying the quality of online health information on student health center websites: A software tool." *JMIR Formative Research*, JMIR Publications Inc., November 2021.

Sahar Motallebi, **Rex Cheung (Decision Sciences)**, Babak Mohit, Shahram Shahabi, Amir Alishahi Tabriz, Syamak Moattari. "Modeling COVID-19 mortality across 44 countries: Face covering may reduce deaths." *American Journal of Preventive Medicine*, Elsevier Publishing, October 2021.

Banafsheh Sadeghi, **Rex Cheung (Decision Sciences)**, Maegan Hanbury. "Using hierarchical clustering analysis to evaluate COVID-19 pandemic preparedness and performance in 180 countries in 2020." *BMI Open Access Journal*, British Medical Journal Publishing, September 2021.

Yiyuan Mai, **Lihua Wang (International Business)**, Zhuxin Ye, Songrui Zang. "Pinduoduo (PDD): The pioneer in social commerce." *Asian Case Research Journal*, Elsevier Publishing, November 2021.

Jennifer Tosti-Kharas, **Eric Lamm (Management)**. "What really motivates you? A data-driven exercise and discussion." *Management Teaching Review*, Sage Publishing, August 2021.

ABS 1, ABDC A AWARD

Anna Pavesi, Basak Denizci Guillet, **Ryan Smith (Hospitality & Tourism Management)**, Rob Law. "The role of social interaction on destination image formation during visitation." *Asia Pacific Journal of Tourism Research*, Taylor & Francis Publishing, December 2021.

ABS 1, ABDC B AWARD

Young Jun Kim, **Jung Hoon Kim (Accounting)**, Sewon Kwon, Su Jeong Lee. "Fundamental analysis, low accruals, and the accrual anomaly: Korean Evidence." *Investment Analysts Journal*, Taylor & Francis Publishing, December 2021.

Ryan Smith (Hospitality & Tourism Management), Forest Ma, Bob Mc Kercher, Baldwin Watson. "Are sake brewers and marketers sending the wrong message to consumers?" *British Food Journal*, Emerald Publishing, December 2021.

ABS 1 AWARD

Brenda Mak (retired, Information Systems), **Leigh Jin (Information Systems)**. "User readiness, privacy concerns, and mobile app store acceptance." *International Journal of Innovation and Technology Management*, World Scientific, September 2021.

ABDC B AWARD

Frederick Choo (Accounting), Kim Tan. "Cash Theft Investigation and Evidence Documentation." *Journal of Forensic Accounting Research*, American Accounting Association, August 2021.

Abhijit Barua, **Jung Hoon Kim (Accounting)**, Sheng Yi. "Earnings management through financing activities: Evidence from early debt extinguishments." *Journal of Corporate Accounting and Finance*, Wiley Publishing, December 2021.

Todd Feldman (Finance), **Alan Jung (Finance)**. "Leading Economic Indicator and Global Stock Market Returns." *Journal of Wealth Management*, Institutional Investor, Inc., November 2021.

Todd Feldman (Finance), **Shuming Liu (Finance)**. "A new behavioral finance mean variance framework." *Review of Behavioral Finance*, Emerald Publishing, December 2021.

ABS 1, ABDC C AWARD

Susan Roe (Hospitality & Tourism Management), **Ryan Smith (Hospitality & Tourism Management)**. "Asking for help: Restaurant crowdfunding during COVID-19." *Journal of Foodservice Business Research*, Taylor & Francis Publishing, November 2021.

Bob Mc Kercher, **Ryan Smith (Hospitality & Tourism Management)**, Baldwin Watson, Forest Ma. "Phantom demand and the Sake market." *Tourism Culture & Communication*, Cognizant Communication Corporation Publishing, October 2021.

Antony Petkova (Management), **Eric Lamm (Management)**. "Let's Be Frank: Individual and Team-Level Predictors of Improvement In Student Teamwork Effectiveness Following Peer Evaluation Feedback." *International Journal of Management Education*, Elsevier Publishing, July 2021.

Spring 2022

ABS 3, ABDC A* AWARD

Xun Xu, **Yabing Zhao (Decision Sciences)**. "Examining the Influence of Linguistic Characteristics of Online Managerial Response on Return Customers' Change in Satisfaction with Hotels." *International Journal of Hospitality Management*, Elsevier Publishing, January 2022.

ABS 3, ABDC A AWARD

Zeya He, Stephanie Liu, **Bo Ferns (Hospitality & Tourism Management)**, Cary Countryman. "Pride or Empathy? Exploring Effective CSR Communication Strategies on Social Media." *International Journal of Contemporary Hospitality Management*, Emerald Group Publishing, February 2022.

Robin Pesch, **Ebru Ipek (Management)**, Stacey Fitzsimmons. "Be a Hero: Employ Refugees Like a Pragmatist." *Organizational Dynamics*, Elsevier Publishing, April 2022.

Sada Soorapanth (Decision Sciences), Tillal Eldabi, Terry Young. "Towards a Framework for Evaluating the Costs and Benefits of Simulation Modelling in Healthcare." *Journal of the Operational Research Society*, Taylor & Francis Publishing, March 2022.

Xin Chen, Yuanqiong He, **Lihua Wang (International Business)**, Jie Xiong, Ruihua Jiang. "The Legitimization Process of Social Enterprises across Development Stages: Two Case Studies." *Journal of Business Research*, Elsevier Publishing, April 2022.

ABS 3, ABDC B AWARD

Shih-Chu Chou (Accounting), Ramachandran Natarajan, Kenneth Zheng. "Conglomerate Internal Informational Advantage and Resource Allocation Efficiency." *Review of Quantitative Finance and Accounting*, Springer Publishing, March 2022.

ABS 2, ABDC A AWARD

Ramesh Bollapragada (Decision Sciences), Venoo Kakar (Economics), John Goodwin, Andrew Fremier. "Adoption of FasTrak on San Francisco Bay Area Bridges: Impact of Operations Research Models in Relieving Congestion." *Informs Journal on Applied Analytics*, INFORMS Publishing, February 2022.

Jianping Mei, Michael Moses, **Yi Zhou (Finance)**. "Residual Variance and Asset Pricing in the Art Market." *Journal of Cultural Economics*, Springer Publishing, February 2022.

ABS 2, ABDC B AWARD

Foo-Nin Ho (Marketing), Jared Wong. "Disassociation from the Common Herd: Conceptualizing (In)Conspicuous Consumption as Luxury Consumer Maturity." *Consumption Markets & Culture*, Taylor & Francis Publishing, June 2022.

ABS 2 AWARD

Robert Saltzman (Decision Sciences), Richard Bradford. "A Data-Driven Approach to Scheduling the U.S. Presidential Primary Elections." *Socio-Economic Planning Sciences*, Elsevier Publishing, May 2022.

SCI/SSCI AWARD

Venoo Kakar (Economics), Anagha Kulkarni, Carrie Holschuh, Anastasia Smirnova, **Sepideh Modrek (Economics)**. "Contraception Information on the Websites of Student Health Centers in the United States." *Contraception*, Elsevier Publishing, January 2022.

ABS 1 AWARD

Jessica Yuan, Matthew Bauman, **Bo Ferns (Hospitality & Tourism Management),** Manya Ebrahimzadeh, Ahmed Alshiha. "Restaurant Dining Environment, Restaurant Formality and Dining Involvement in the Context of Memorable Dining Experiences." *Journal of Quality Assurance in Hospitality & Tourism*, Taylor & Francis Publishing, June 2022.

ABDC A AWARD

Alec Foster, **Ian Dunham (Management),** Anna Bukowska. "An Environmental Justice Analysis of Urban Tree Canopy Distribution and Change." *Journal of Urban Affairs*, Taylor & Francis Publishing, May 2022.

Sepideh Modrek (Economics), Evan Roberts, John Warren, David Rehkopf. "Long-term Effects of Local Area New Deal Work Relief Activity in Childhood on Educational, Economic and Health Trajectories over the Life Course." *Demography*, Springer Publishing, June 2022.

ABDC B AWARD

Xue Han (Finance). "Competitive Advantages of Going Public: Evidence from Incumbent Firms in the US." *Corporate Ownership and Control*, Virtus Interpress, March 2022.

Orell Anderson, **Christopher Yost-Bremm (Finance),** Stephen Valdez, Jason Borrás, Tara Harder. "PFAS Contamination and Residential Property Values: A Study of Five US Sites within the Assessment Stage of the Remediation Lifecycle." *Appraisal Journal*, Appraisal Institute, March 2022.

ABDC C AWARD

Liat Toderis, Ace Vo, Iris Reyachav, **Lutfus Sayeed (Information Systems),** Roger McHaney, Michal Guindy. "Development of a Mobile Training App to Assist Radiographers' Diagnostic Assessments." *Health Informatics Journal*, Sage, February 2022.

Lutfus Sayeed (Information Systems). "Gender Impact on Online Classroom Social Networks for Working Professionals." *International Journal of Business Information Systems*, Inderscience Enterprises Ltd, May 2022.

Research Talks Fall 2021

10/1/2021

Talk 1: "Development of a Mobile Training Platform to Assist Radiographers' Diagnostic Assessments." Presenter: **Lutfus Sayeed, Professor, Information Systems.**

Talk 2: "The Impact of a Discharge Holding Area on the Throughput of a Pediatric Unit." Presenter: **Robert Saltzman & Theresa Roeder, Professors, Decision Sciences.**

12/3/2021

Talk 1: "Women Entrepreneur Journeys from Poverty to Emancipation." Presenter: **Antoaneta Petkova, Professor, Management, & Smita Trivedi, Assistant Professor, Management.**

Talk 2: "An Introduction to Machine Learning, with Application to COVID-19 Data Analysis." Presenter: **Rex Cheung, Assistant Professor, Decision Sciences.**

Spring 2022

2/18/2022

Talk 1: "Classification in Research: Taxonomies and Typologies." Presenter: **Robert Nickerson, Professor Emeritus, Information Systems.**

Talk 2: "Managing Production and Distribution for Supply Chains in the Processed Food Industry." Presenters: **Katy Azoury, Professor Emeritus, Decision Sciences, & Julia Miyaoka, Professor, Decision Sciences.**

04/22/2022

Talk 1: "The Thrill of Victory: Women and Sport Shopping." Presenter: **Kathleen O'Donnell, Professor, Marketing.**

Talk 2: "Lifelong Research Agenda Around Risk." Presenter: **Gulnur Tumbat, Professor, Marketing.**

Promoted Faculty

Congratulations to our newly tenured and promoted faculty members!

Their advancement is based on merit as demonstrated by their teaching performance, professional achievement and contributions to the University community and our broader community. These faculty promotions are effective starting in the next fiscal year (2022-2023).

Tenure and Promotion to Associate Professor



Min Chen, Ph.D.

Accounting



Veronica Rabelo, Ph.D.

Management



Lufei Ruan, Ph.D.

Accounting



Nasser Shahrabi, Ph.D.

Information Systems



Veronica Sovero, Ph.D.

Economics



Smita Trivedi, Ph.D.

Management

Tenured & Tenure-Track Faculty, Fall 2021

ACCOUNTING

- Amy Chun-Chia Chang, University of Houston
- Lesley Chen, The University of Texas at San Antonio
- 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
- Lufei Ruan, Carnegie Mellon University
- Joanne Sopt, ESSEC Business School

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

DECISION SCIENCES (continued)

- Julia Miyaoka, Stanford University
- Leyla Ozsen Intrevado, Northwestern University
- Minh Pham, Rutgers University
- Eghbal Rashidi, Mississippi State 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
- Xue “Snow” Han, University of Georgia
- Ping Hsiao, University of Southern California
- Alan Jung, University of California, Berkeley
- Gang “George” 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
- Leigh Jin, Georgia State University
- Lutfus Sayeed, Georgia State University
- Nasser Shahrabi, HEC Montréal
- Sameer Verma, Georgia State University

INTERNATIONAL BUSINESS

- Bruce Heiman, University of California, Berkeley
- Yi-Kuan Lee, Rensselaer Polytechnic Institute
- Joel Nicholson, Florida State University
- 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 AND EMPLOYMENT STUDIES

- John Logan, London School of Economics and Political Science

MANAGEMENT

- 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
- 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
- Tom Thomas, University of California, Berkeley
- Smita Trivedi, George Washington University
- Dayna Herbert Walker, Claremont Graduate University

MARKETING

- Subodh Bhat, University of Georgia
- 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
- Kathleen O'Donnell, Kent State University
- Veronika Papyrina, University of Western Ontario
- 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

Meet Our New Faculty

We are pleased to introduce these new faculty members at the Lam Family College of Business. We're excited to have them join us starting in fall 2022 and welcome the expertise they bring to our college.



Yiwen Chen, Ph.D.

Assistant Professor of Marketing

Yiwen Chen received her Ph.D. in Marketing from the University of Missouri. Her research interest is in digital and platform marketing with specific focus on social influencers, such as YouTubers and Instagrammers.



Yeonka "Sophia" Kim, Ph.D.

Assistant Professor of Management

Sophia Kim received her Ph.D. in Business Administration with a concentration in Organizational Behavior/Human Resources from the University of Minnesota and an M.I.L.R. with a concentration in Human Resources/Organizations from Cornell University. Her research focuses on work-life interface, identity management, diversity, and emotions in organizations.



Inae "Lena" Yang, S.J.D.

Assistant Professor of Accounting

Lena Yang is an attorney with a doctoral degree in Juridical Science from Tulane University in New Orleans. Her research focus is to analyze the issues that arise in the areas of ethics and law in business and government. Her research interests include business law, accounting ethics, and tax policy.

alumni.sfsu.edu

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

1#

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.

2#

Career or Internship Opportunities

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

3#

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.

4#

Return to Campus

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

5# @

Connect With Us on Social Media

Facebook – SFStateCoB, sanfranciscostate, sfsstatealumni1899

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.

6#

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.

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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.

9#

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.

10#

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.

Lam Family College of Business Donors

We are pleased to acknowledge the following donors for their generosity and support from July 1, 2021 to June 30, 2022 to the Lam Family College of Business at San Francisco State University. We have made every effort to ensure the accuracy of this listing.

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- Goldman, Sachs & Co.
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Please accept our sincere apologies for any inaccuracies or omissions by contacting Anjali Billa, Associate Vice President of University Development, at anjalibilla@sfsu.edu. We regret any errors.

- KPMG U.S. Foundation, Inc.
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Scholarships

The Lam Family College of Business has over 40 scholarship opportunities (some offer multiple awards) to support our students' educational goals. Funding for our scholarships has been provided by generous donors and organizations who believe in higher education and our students' ability to achieve academic success.

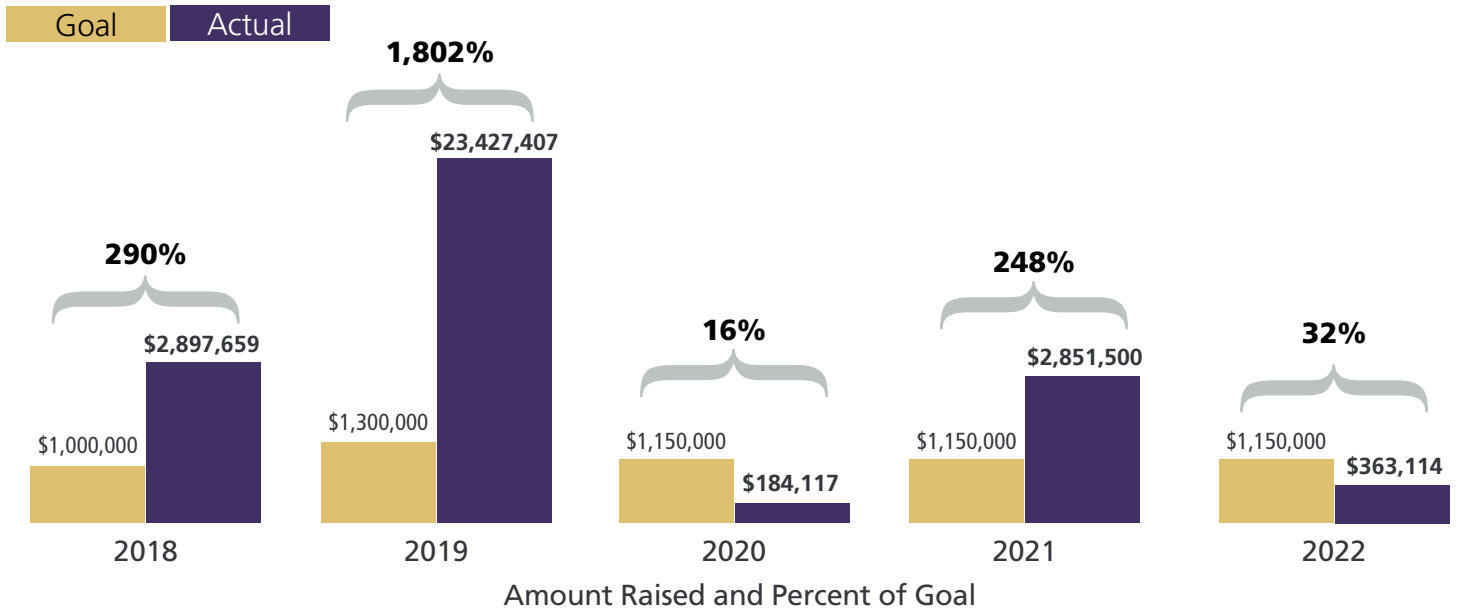
\$129,220
**Scholarship
 Funds Distributed**

71
**Scholarships
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This list below reflects student scholarship opportunities established on or before June 30, 2022.

- Aaron Anderson Memorial Scholarship
- Agid Family Scholarship Endowment
- Bear Family Endowed Scholarship
- Carmelina Narciso Scholarship Endowment
- Chevron Scholarship Fund
- CIO Scholarship Fund Endowment in Information Systems
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- Kaiser Permanente Ethics & Compliance Scholarship
- Kawaguchi Family Scholarship Endowment
- Legal Marketing Association of the Bay Area Erick Vargas Scholarship
- Leona M. Bridges Endowed Scholarship
- Linda & Nathaniel Oubré Leadership Scholarship
- Loretta Doon Scholarship Endowment in Accounting
- Manny Mashouf Endowed Scholarship in Marketing
- Martinelli Family Scholarship Endowment
- Michael Jon Alton Scholarship Endowment
- Mitsuko Saito Duerr Endowed Scholarship
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- Nikon Precision College of Business Scholarship
- NVP Associates, LLC Scholarship
- Paul Wiese Memorial Scholarship
- PRSA Silicon Valley Scholarship Fund for Communications and Marketing Students
- Ramona K. First Scholarship Endowment in Economics
- Ramsey Family Scholarship Endowment
- SF State Accounting Scholars Program Scholarship
- SF State College of Business Scholarship
- Valerie Hashimoto Scholarship
- Wallace Fund for Diversity Scholarship
- Yetta K. Zetoony Scholarship
- You Can Do It! Scholarship Fund for Finance and Accounting Students
- Yumi Satow Vista Room Scholarship
- Zoe Yan Xu Muffly Scholarship

Lam Family College of Business Fundraising



Ways to Give

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/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, Contact:

Anjali Billa
 Associate Vice President of University Development
anjaliBILLA@sfsu.edu

Dean's Business Advisory Council

The Business Advisory Council supports the dean and the Lam Family College of Business in fundraising and corporate engagement opportunities, and general promotion in support of the college's mission.



Kimberly Brandon
(B.A., '84)
Commissioner President
Port of San Francisco



Jennifer Cabalquinto
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Bill Cecil
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Loretta Doon
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Retired CEO
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Jeff Drimmer
(B.S., '83)
Retired Head of Logistics
Farmers Business
Network



Yogesh M. Himansu
(B.S., '88)
Partner
Concept Hotels Group



Bruce Kern
(B.A., '68, MBA, '74)
Retired Executive Director
East Bay Economic
Development Alliance



Gilman Louie
(B.S., '83)
Partner
Alsop Louie Partners



Nanette Lee Miller
(B.A., '71)
Retired Equity Partner
Marcum LLP



David Odato
(MBA, '92)
Retired Senior Vice President
of Human Resources, UCSF Health;
and Retired Associate Vice Chancellor
of Human Resources, UCSF



Okorie Ramsey
(B.S., '92)
Vice President
Sarbanes/Oxley (SOX)
Kaiser Foundation
Health Plan, Inc. and
Hospitals



Joel R. Redmon
(B.S., '81)
Senior Pastor
Church of the Valley;
Retired Regional Director
MetLife



Mohamed Saber
(B.S., '12)
Senior Consultant
EY-Parthenon



Pramukti Surjaudaja
(B.S., '85)
President Commissioner
Bank OCBC NISP Tbk PT



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(B.A., '85; MBA, '90)
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Wesley Wong
(B.S., '12)
Securities Litigation
Attorney



Tim Yamauchi
Principal
Inside the Mountain
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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	2021-22	2020-21	2019-20	2018-19	2017-18
Sources of Funds	21,935,631	24,604,967	22,732,749	21,943,201	19,991,705
General Fund	19,242,386	17,730,594	19,535,904	19,021,771	16,761,319
CSU MBA/MSA Professional and DTC Rent Fees	1,111,132	1,532,952	1,187,494	1,395,512	1,080,525
Extended Education	235,668	76,161	267,073	267,073	446,500
Donations/Fundraising — Current Use	1,346,445	2,719,417	1,742,278	1,258,845	1,703,361

Fiscal Year	2021-22	2020-21	2019-20	2018-19	2017-18
Uses of Funds	21,935,631	24,604,967	22,732,749	21,943,201	19,991,705
Salaries and Benefits	19,759,435	20,276,477	18,971,187	18,332,761	18,240,662
Marketing and Advertising	218,825	202,737	209,387	204,099	162,459
Research and Development	315,546	238,008	222,337	225,567	120,983
Travel	45,455	-	51,710	67,724	66,453
Rent	737,138	917,338	917,997	898,122	882,272
Computers and Equipment	33,022	35,590	68,706	4,971	17,385
Scholarships	100,600	79,670	94,818	47,500	77,625
Other	725,610	2,855,147	2,196,607	2,162,457	423,883



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Eugene Sivadas, Dean

Yim-Yu Wong, Associate Dean

Jeff Chun, Assistant Dean

Sandra Henao, Executive Director of
Business Development and Marketing



Larry Low, Director of Finance and
Operations

Lutfus Sayeed, Faculty Director,
Graduate Business Programs

HOLLOWAY CAMPUS

Lam Family College of Business
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

DOWNTOWN CAMPUS

Lam Family College of Business
San Francisco State University
160 Spear Street, Suite 1230
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