

Brooklyn College

Koppelman School of Business



Annual Report 2019/2020 Academic Year

Introduction

The 2019/2020 academic year at the Murray Koppelman School of Business has been one of exhilaration, pride, and deliberative, planful work, followed by continued efforts to face the enormous challenges attendant to an international pandemic—Covid19. Through it all, the Koppelman School has not only survived, but also thrived through the generous support of the Koppelman family.

In this report, we share the successes of our faculty whose continued development is largely funded from the Murray Koppelman School of Business fund. We will then move forward with news of the activities that enriched our students' experience and enhanced their personal development.

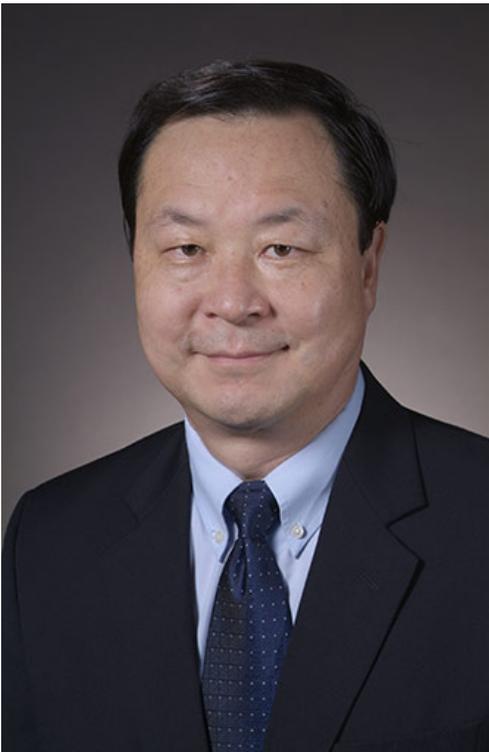
COVID 19

Before moving on, we wish to recognize the tenacious effort and tremendous work of all Brooklyn administration, staff, and faculty since the campus was closed in recognition of Governor Cuomo's lockdown of the State of New York due to COVID-19. No one could have imagined when we started our semester on January 27, 2020 that we would all be sent home to work and study on March 12, 2020 through the balance of the semester and beyond. On that day, about 14 of the 55 faculty at the Koppelman School of Business had previous training and experience with online pedagogy. From March 14 through the 18, all 55 of the faculty went on a five-day instructional recess during which they transitioned and retooled their courses to distance education for the remainder of the semester. Within days, the College of Business had shifted courses and work environments to an online format while maintaining the quality and integrity of each business program. This meant a complete overhaul of syllabi to include coverage, assignments, assessments, as well as faculty training in Blackboard and other technology tools that most had no familiarity with. To say this demanded an extraordinary effort is an understatement.

Many of our students were without the technology required for online learning, untrained in learning through technology, and without the personal space needed in their homes to learn effectively. Beyond that, most students were experiencing strong signs of distress as they tried to cope with the frightening and ambiguous daily news reports, moms and dads who had lost their jobs, and younger siblings who also needed to use the single computer in the household. These students needed understanding, coaching, and concessions from the faculty to make it through these times. We are proud that CUNY provided 30,000 Chromebooks to those in need, kept their food pantries open on all campuses, and found emergency funding to support those with the greatest need. And we are equally proud of our faculty who, despite their own anxieties, found the time and space to reach out to so many of these students. As a result, retention remained high at the Koppelman School during the spring, and Summer 2020 enrollment is about 25% higher than it

was a year ago. As we write this in late July, 10 Koppelman faculty members are students in a remote class being offered by the CUNY School of Professional Studies to enhance their online teaching skills; This adds to the 15 that already went through the training in June and 12 that will be participating in the August 2020 session. Many of these same faculty are simultaneously engaged with continuous weekly training sponsored by the Roberta Matthews Center for Teaching and Learning at Brooklyn College. Our faculty have given substantial effort and time to upgrading their skills so that students will stay on course to graduation.

A NEW DEAN FOR THE KOPPELMAN SCHOOL OF BUSINESS



On July 1, 2020, Dr. Qing Hu began his tenure as the new Dean of the Koppelman School of Business. Dr. Hu joined us from the Zicklin School of Business at Baruch College CUNY, where he served as Senior Associate Dean for Academic Affairs and Innovation and held the rank of Professor of Information Systems. Prior to Baruch, Dr. Hu served as Associate Dean for Graduate Programs and Research, Chair of the Supply Chain and Information Systems Department, and Union Pacific Professor in Information Systems in the Ivy College of Business at Iowa State University. Dr. Hu also served as Chair of the Information Technology and Operations Management Department, Scott Adams Professor of Information Technology, and Professor of Information Systems in the College of Business at Florida Atlantic University. Dr. Hu earned his Ph.D. and M.S. in Computer Information Systems from the University of Miami, and his B.E. in Mechanical Engineering from Lanzhou University of Technology.

With background in engineering and technology, Dr. Hu is an innovative and strong leader in business schools. He has initiated and/or led numerous strategic transformations, curriculum developments, and global collaborations that focus on providing an enriched education experience and building a solid foundation for career success for students. At Iowa State University, he championed experiential learning with live-case teaching, co-designed/led a global supply chain live-case course in which students traversed a global supply chain of a major retailer, and he spearheaded the creation of CyBIZ Lab, a business consulting practice for graduate and undergraduate students. At Baruch College, he initiated and led the development of an MS in Business Analytics program, and he championed the Zicklin Global initiatives that resulted in the creation of dual degree MS/MBA programs with universities in China, Israel, and Italy. At both

institutions, Dr. Hu has made engaging industry and community in business education one of his top priorities. He established advisory boards at departmental and program levels, and collaborated with the boards on curricular, program, internship, and mentorship initiatives, all aiming at providing the best education and career opportunities for students while enhancing the brand and reputation of the business programs in industry and communities.

Dr. Hu is an accomplished scholar on cybersecurity, IT strategy, and digital transformation. He has co-authored over 140 research articles in academic journals, conferences, and books, and has been an invited speaker at universities and academic conferences around the world. His research has been cited over 9,770 times with an h-index of 40, and he is ranked as one of the top 100 Information Systems scholars in the world, according to a study based on Google Scholar statistics. He won the Citation of Excellence Award twice from Emerald Group Publishing for co-authoring of one of the top articles in Management, Business, and Economics published in 2005-2009. Dr. Hu is a leading scholar in the world on sociotechnical cybersecurity research. His research on insider threats to organizational digital assets has been frequently cited by academics and reported in the news media. His recent publications about human decision making in the context of corporate computer crimes using neuroscience tools and theories received broad coverage in online and print media.

We are thrilled to have such a competent and extraordinary leader as Koppelman moves forward and matures as an AACSB-accredited institution. We look forward to telling you about curriculum innovations he is currently championing in these pages next year.

We would be remiss not to acknowledge the tremendous leadership provided by Dr. Susanne G. Scott as Interim Dean since the retirement of founding Dean Willie Hopkins in July 2019. During her tenure, faculty have had an extraordinary year of scholarship and have made tremendous movement forward in strategic planning. Dr. Scott is retiring at the end of August 2020.

FACULTY DEVELOPMENT AND ACTIVITIES

Strategic Planning. The Koppelman School of Business faculty began their 2020 academic year with full-day retreats on September 7 and September 13, 2019 to revisit our strategic plan. Dr. Maling Ebrahimpour, Dean of the College of Business at the University of Rhode Island and Alfred J. Verrecchia—Hasbro Inc. Leadership Chair in Business, facilitated the sessions, which focused on development of a new vision, mission, and strategic priorities as we seek to move beyond initial accreditation to maturation as an AACSB internationally-recognized business school.



**AACSB
ACCREDITED**

Koppelman’s Strategic Planning Team (Dr. Carol Connell of Business Management; Dr. Charles Stone of Business Management; Dr. John Paul of Accounting; Dr. Clifton Clarke of Business Management; and Dr. Mina Glambosky of Finance) led the follow-up meetings at which multiple drafts of the strategic plan were developed and recommended to faculty. As of this writing, Dean Hu has met with the Strategic Planning Team, and we anticipate a new strategic plan will be adopted by faculty during the fall semester of 2020.

Faculty Travel. The Murray Koppelman School of Business Fund provides up to \$3000 a year in travel money to each faculty member who has a paper accepted at an internationally recognized professional conference. This is the primary tool through which academics build networks of scholarship with other institutions throughout the world, hear of the latest scholarship in their field, and stay current with new concepts. During 2019/2020, 17 faculty members attended 28 conferences as far afield as Australia and China and as close to home as Manhattan.

In addition to faculty travel, Koppelman Funds were used to support Interim Dean Scott’s trip to the AACSB sponsored seminar on Accreditation and a second registration for the virtual International AACSB Conference in May.

Faculty Awards Ceremony. On May 21, 2020, the KSB celebrated faculty contributions to the Koppelman School of Business at our Annual Awards Ceremony (by ZOOM). Academic year 2019/2020 was a record year for scholarship. Five \$500 Awards for Excellence in Research were

awarded to faculty who consistently published articles ranked as A or B on the 2019 ABDC (Australian Business Deans Council) list. The ABDC is constructed annually through an extensive review by Expert Panels, which assess journals relating to Business and Taxation Law; Economics; Finance including Actuarial Studies; Information Systems; Management, Commercial Services and Transport and Logistics; Marketing and Tourism; and other areas. The ABDC list is widely used by AACSB schools to assess the quality of the journals in which their faculty are publishing their scholarship.

The awardees for Research Excellence this year went to the following Koppelman Scholars in alphabetical order:

1. Seungho Baek (Assistant Professor of Finance; Ph.D. Illinois Institute of Technology, 2013)
 - "Seungho Baek & Peterburgsky. "Is Average Correlation Related to Expected Returns: Evidence from Global Markets" with Stanley Peterburgsky, Applied Economics Letters, forthcoming. 2020
 - "Market Coupling: An Empirical Study of the Sino-Korean Game Industry" with J. W. Park, Mina Glambosky, and S. H. Oh, Investment Management and Financial Innovation, 17, 291-303. 2020
 - Baek, Seungho, Jeong W. Lee, Kyong J. Oh, and Myoungji Lee, "Yield Curve Risks in Currency Carry Forwards," Journal of Futures Markets, 40, 651-670. 2020
 - Baek, Seungho, Kwan Y. Lee, and Mina Glambosky, "Dynamic Risk Factors in Carry Trades," Journal of Fixed Income, 29, 55-75. 2019

2. Nadia Doytch, Associate Professor of Economics; Ph.D. City University of New York, 2007
 - Ashraf, A., Doytch, N., & Uctum M. (2020). Foreign Direct Investment and the Environment: Disentangling the Impact of Greenfield Investment and Merger and Acquisition Sales, forthcoming in Sustainability Accounting, Management and Policy Journal (Emerald). 2020
 - Feliciano, Z. & Doytch N. (2020). Trade Liberalization and Firm Performance: The Case of Thailand, forthcoming in Contemporary Economic Policy (Wiley). 2020
 - Su Dinh. T, Nguyen Phuc, C. & Doytch N. (2020). Asymmetric effects of U.S monetary policy on the U.S. Bilateral trade deficit with China: A Markov Switching ARDL model approach, forthcoming in The Journal of Economic Asymmetries (Elsevier). 2020
 - Alshubiri, F., M. Elheddad & Doytch, N. (2019). Impact of Fisheries Production on Marine Fish Trade Balance and Foreign Investment Opportunities of GCC Countries, forthcoming in Marine Policy (Elsevier). 2019
 - Doytch, N. (2019). Upgrading Destruction? How Do Climate-related and Geophysical Natural Disasters Impact Sectoral FDI? International Journal of Climate Change Strategies and Management 12(2), 182-200 (Emerald). 2019
 - R Renjith, Sasidharan, S. & N. Doytch (2019). Foreign Direct Investment and Industrial Agglomeration: Evidence from India, Forthcoming in Economic Systems (Elsevier). 2019

3. Mina Glambosky, Assistant Professor of Finance; Ph.D. Florida Atlantic University 2009
 - "The Wealth Effects of Mergers and Acquisitions by Dividend Payers", forthcoming. Quarterly Review of Economics and Finance. 2020.
 - "The Business-to-Business Relationship: Examining Sri Lankan Telecommunication Operators and Vendors", forthcoming. Journal of Business and Industrial Marketing. 2020.
 - "The Low Fee Entry Strategy and First Mover Advantage in the ETF Market" with Kimberly Gleason, Chun Lee and Marina Murdock, Investment Management and Financial Innovations", Volume 16, Issue 2, pps. 281-294. 2019

- "Dynamic Risk Factors in Carry Trades" with Seungho Baek and Kwan Yong Lee. Journal of Fixed Income, Volume 29, Issue 1, pps. 55-75. 2019
4. Hyuna Park, Associate Professor of Finance; Ph.D. University of Massachusetts Amherst, 2007
- "An Intangible-adjusted Book-to-market Ratio Still Predicts Stock Returns". Critical Finance Review, in press. 2020
 - "Manager Characteristics and Hedge Fund Returns, Liquidity, and Survival". 2020 The Journal of Alternative Investments. 2020.
 - "Intangible Assets and the Book-to-Market Effect", European Financial Management, 2019.
5. Stanley Peterburgsky, Assistant Professor of Finance; Ph.D. Columbia University
- Peterburgsky, Stanley and Seungho Baek. "Is average correlation related to expected returns: Evidence from global markets", Applied Economics Letters, forthcoming. 2020
 - Peterburgsky, Stanley. "Is aggregate volatility a priced risk factor?", International Review of Finance, forthcoming, 2020
 - Peterburgsky, Stanley. "Aggregate volatility risk: International evidence", Global Finance Journal, forthcoming, 2019

It is particularly notable that 4 of the 5 faculty awardees for Excellence in Scholarship are from our relatively new Finance Department. The Department opened in 2015, and has since then become a major contributor to scholarship in the Koppelman School.

While the five people listed above did extraordinary work this year, it's important to note that an additional 20 faculty members also published at least one article, and often many more, during 2019/2020, contributing greatly to our continued success as an AACSB school. These faculty are listed here to recognize this achievement.

Accounting

- Daniel Tinkelman, Marshall G. Kaplan Associate Chair in Municipal Government Accounting and Department Chair of Accounting
- Dov Fischer, Associate Professor and Deputy Chair of Accounting
- Anthony Crossman, Assistant Professor of Accounting
- Min Liu, Assistant Professor of Accounting
- Yoshi Saito Lord, Assistant Professor of Accounting
- John Paul, Assistant Professor of Accounting
- Svetlana Vlady, Assistant Professor of Accounting
- Fujiao Xie, Assistant Professor of Accounting

Business Management and Marketing

- Carol Connell, Professor of Strategic Management
- Joshua Fogel, Professor of Marketing
- Hershey Friedman, Professor of Management
- Charles Stone, Professor of Management

- Taiwo Amoo, Associate Professor of Operations Management
- Nakato Hirakubo, Associate Professor of Marketing
- Veronica Manlow, Associate Professor of Marketing
- Viju Raghupathi, Associate Professor of Management and Data Analytics
- Hao-Hsuan (Holly) Chiu, Assistant Professor of Management
- Laura Rifkin, Assistant Professor of Management

Economics

- Merih Uctum, Professor of Economics

Finance

- Moonsoo Kang, Assistant Professor of Finance
- Sunil Mohanty, Professor of Finance and Department Chair of Finance

Before moving on to discuss other awards, it is worth noting that there was a total of 71 peer-reviewed journal articles published by Koppelman scholars this year. This is an extraordinary record! It is the result of the culture of scholarship that has developed in the Koppelman School of Business since accreditation.

This year, we founded the Koppelman Scholars' Seminar Series to further encourage participation by all faculty in scholarship. This is a monthly luncheon event at which one of the faculty members presents their most recent scholarship to their peers followed by questions and answers.

Annual Awards for Teaching Excellence were also given at the Annual Awards ceremony, with each participant being recognized and awarded \$500. Students nominate faculty for these awards, and they go to those receiving the most nominations in each department.

- Adjunct Assistant Professor Soha Ghalib for Teaching Accounting
- Senior Lecturer Myles Bassell for teaching Marketing and Management
- Professor Merih Uctum for teaching Economics
- Assistant Professor Seungho Baek for teaching Finance.

Associate Professor of Economics Chun Wang received the Annual Award for Excellence in Service.

In addition to the Annual Excellence Reward in Teaching, Scholarship, and Service, special recognition awards are bestowed on occasions that a faculty or faculties have demonstrated extraordinary effort and outcomes that support Koppelman's mission, strategic priorities, or objectives. Awardees are nominated by Chairs and decided on by the Dean. This year, there were 5 special recognition awards given.

- Special Recognition Award for Mentoring Undergraduate Research – Professor Joshua Fogel
- Special Recognition Award for Curriculum Development – Associate Professor William Hampton-Sosa
- Special Recognition Award for Collaborative Scholarship – Associate Professor Dov Fischer

- Special Recognition Award for Innovative UG Teaching and Mentoring – Assistant Professor Ngoc Cindy Pham
- Special Impact Award for Scholarship – Professor Sunil Mohanty

STUDENT DEVELOPMENT AND ACTIVITIES

We were particularly excited in the fall of 2019 to receive word from PWC that they had extended internship offers to 24 of our accounting students—this was a record and gave credence to the value that our diverse, highly educated, and persistent students bring to business organizations. Students are selected for these opportunities based on their academic work but, as importantly, they must demonstrate strong skills in communication, leadership, and initiative. Many of the co-curricular activities in the KSB foster the development of such skills. These activities are all supported through the Murray Koppelman School of Business Fund.

BUSINESS MATTERS! The annual BUSINESS MATTERS! symposium took place in October of 2019 through the work of the Student Leadership Council (SLC). The 20 members of the SLC spent approximately 4 months planning the event, contacting speakers, arranging refreshments, and managing day-of logistics. The symposium brought 4 speakers to campus over two days to address the topic of “Not Business as Usual”. A total of 463 Koppelman students attended at least one of the symposium sessions this year.

Sophomore Summit. In the spring of 2020, the SLC organized and ran this event, which drew 163 Koppelman Students to meet with a panel of alumni and learn about internships, career paths, and networking. This event is focused on introducing freshmen and sophomores to career and professional issues as seen from the eyes of alumni of the SLC. Four panels with alums from different career tracks participated.

Faculty/Student Speed-Dating Luncheon: 16 faculty members and 68 students participated in this extremely popular luncheon event. Several rounds of speed-dating were played between faculty and students with the objective of enhancing their relationships. This builds student confidence and comfort in talking with authority figures that many of them are not comfortable with.

BETA GAMMA SIGMA. In fall 2019, we began the process of becoming a collegiate chapter of Beta Gamma Sigma, the international business honor society for AACSB-accredited schools, which are the top 5% of business school programs around the world. Members are inducted as students, and membership is only offered to the top 10% of undergraduate business students and the top 20% of graduate students. Members go on to serve in critical leadership roles in corporate, entrepreneurial, government, non-profit, and academic sectors. With support from the Murray Koppelman School of Business Fund, we paid the chartering fee in early spring 2020 for our collegiate chapter, and we made plans to induct our first student members in May. However, COVID-19 put these plans on hold. The installation of our chapters is now set for October 2020.



Koppelman School of Business Student Leadership Council members and alumni join Interim Dean Scott at their holiday party, December 2019.

Toastmasters' Club. The club is an official chapter of Toastmasters International, and it has been in operation at Koppelman since 2015. Club members dues are funded by retire EY Partner and alumna, Elliot Tannenbaum. At any given time, the Chapter has 15 – 20 members that meet weekly to support and nurture each other's communication skills. This year, the chapter achieved "Distinguished Club" Recognition for the first time. This is an annual program running from July 1 through June 30. Recognition is dependent on achievement of 10 goals focused on education, membership, training, administration. We are extremely proud of our chapter's success in earning Distinguished Club status.

Travel for Students: This year all expenses were paid for NABA (National Association of Black Accountants) including four officers and five members to attend the Eastern Regional Student Conference in Baltimore, MD. This trip resulted in all nine members coming home with internship offers from Big 4 Accounting firms.

MATH MONDAYS. This was a series of 6 Monday sessions in which a faculty member and members of the Student Leadership Council led students in exercises, problem-solving, question and answers, and other activities related to mastering mathematics for business people. A total of 77 students signed up and attended at least one session and 46 students attended all 6 sessions. The series was a pilot, and it was judged a success. The faculty are currently planning additional curricular and co-curricular activities that leverage the findings of this initiative.

SNACKS AND CHAT. This is a series of informal, active 60 to 90 minute conversations that are open to all students and managed by the Student Leadership Council during club hours. Topics vary from career-oriented (Interviewing Techniques), to current business issues (Thriving in A Pandemic).

SUMMARY

We started the academic year last September with great plans for additional programs that were not mentioned here. COVID-19 intervened. Throughout the horror of this extraordinary event, Koppelman faculty, staff, and administrators have demonstrated compassion, resilience, and a commitment to their students that goes above and beyond the normal call of duty. We are proud of them, and we are proud of our students, most of whom had enormously complicated lives well before any one but medical people and scientists had heard of a coronavirus.

Sadly, we also take a moment in this report to honor the memory of those the Brooklyn College Community lost during this past year to COVID-19.

Moshe Augenstin, Professor of Computer and Information Sciences
Mark Blum, Adjunct Assistant Professor of Theatre
Jay Jankelewicz, Office Assistant Philosophy
Juliet Manragh, Manager for Recruitment and Employees Relations
Paul Shelden, Professor Emeritus Conservatory of Music

Across CUNY, there were many more lost to this disease and there will be time in the future to fully recognize them all. For now, we can only acknowledge the pain and loss of those from Brooklyn College. They were deeply cared for by many on the campus, where they gave so much.



*Alumni from KPMG, Oppenheimer, and the Buckley Group talk with SLC member Michele Hess at
Fall 2019 Sophomore Summit*

Summit

BUSINESS MATTERS! 2019

OCTOBER 16 and 17
NOT BUSINESS AS USUAL



Ali-Reza Vahabzadeh



Ann Goodman



David Ehrenberg



Danielle Robinson

SESSION 1

WEDNESDAY, OCTOBER 16

11 a.m.–12:15 p.m.

Student Center

The Circular Economy

SPEAKER:

Ali-Reza Vahabzadeh

Vice President of Memberships and chief of staff of the American Sustainable Business Council, Washington, D.C.

SESSION 2

2:15 –3 p.m.

Library, Woody Tanger Auditorium

Climate Resilience in the Corporation

SPEAKER:

Ann Goodman, Ph.D.

Author of *Adapting to Change: The Business of Climate Resilience*. (*Business Expert Press/BEP 2016*), affiliate faculty at CUNY Advanced Science Research Center

SESSION 3

THURSDAY, OCTOBER 17

11 a.m.–12:15 p.m.

Student Center, Occidental Room

Creating Civic Wealth: A Conversation with the Experts

David Ehrenberg

President, Brooklyn Navy Yard

Colvin Grannum

President, Bedford Stuyvesant Restoration Corporation

SESSION 4

2:15 –3:30 p.m.

Student Center, Occidental Room

Corporate Social Responsibility: A Conversation with

Danielle Robinson, Ph.D.

Director of Alcohol Policy and Corporate Reputation Management; Diageo Company, Norwalk, Connecticut



Student Attendees at Student/Faculty Speed-Dating Luncheon Fall 2019



SLC President Shery Waheed (left) interviews Ali-Reza Vahabzadeh, Vice-President from the American Sustainable Business Council, Washington, D.C. at BUSINESS MATTERS! 2019



A Group of Students welcome entrepreneur Alvin Irby at Sophomore Summit. From left to right, Melisa Konini, Radia Mehjabin; Shery Waheed, Susanne Scott (Interim Dean), Alvin Irby (Social Entrepreneur), Doris Bien (alum), Shirley Wang, Diane Chen, and Muhammad Ahsan.



Drs. Sunil Mohanty (far left), Dr. Claudio Schapsis (second from left), Dr. Susanne Scott (Center Front), and Dr. Herve Queneau (4th from left front) meet with student attendees at Welcome Day 2019/2020.



SLC Members preparing a trip to meet with Danielle Robinson, Director of Alcohol Policy and Reputation Management, at Diageo Corporation in Manhattan.



The student audience at the 2019 Business Matters! Event.



Koppelman students Interning at PwC share their experience at a Snack and Chat



Interim Dean Susanne Scott, and Professors Dan Tinkelman and Sunil Mohanty share tales of success with students at the Speed-Dating luncheon in Fall 2019.



Toastmasters Chapter Executives 2019/2020. From left to right: Josh Sniper, Michele Hess, Abiha Kasmir, Kevin Reyes, and Michael Soltsov.



Preparing for a Toastmasters Meeting in the Student Club Room.