

## Dean Coget on COB Culture Changes

The College of Business has been making significant strides toward fostering collaboration, transparency, and innovation. Several initiatives have been implemented to strengthen the sense of community and drive positive cultural change within the College of Business. To align its mission with student success, we've developed a vision map through large group sessions and meaningful discussions. This collaborative effort has helped unify faculty and staff around shared goals and a forward-thinking strategy. Our leadership has prioritized open dialogues and consultant-led strategy sessions to address cultural challenges. Weekly discussions between leadership and faculty have further reinforced efforts to rebuild trust, foster civility, and create a supportive environment for everyone.

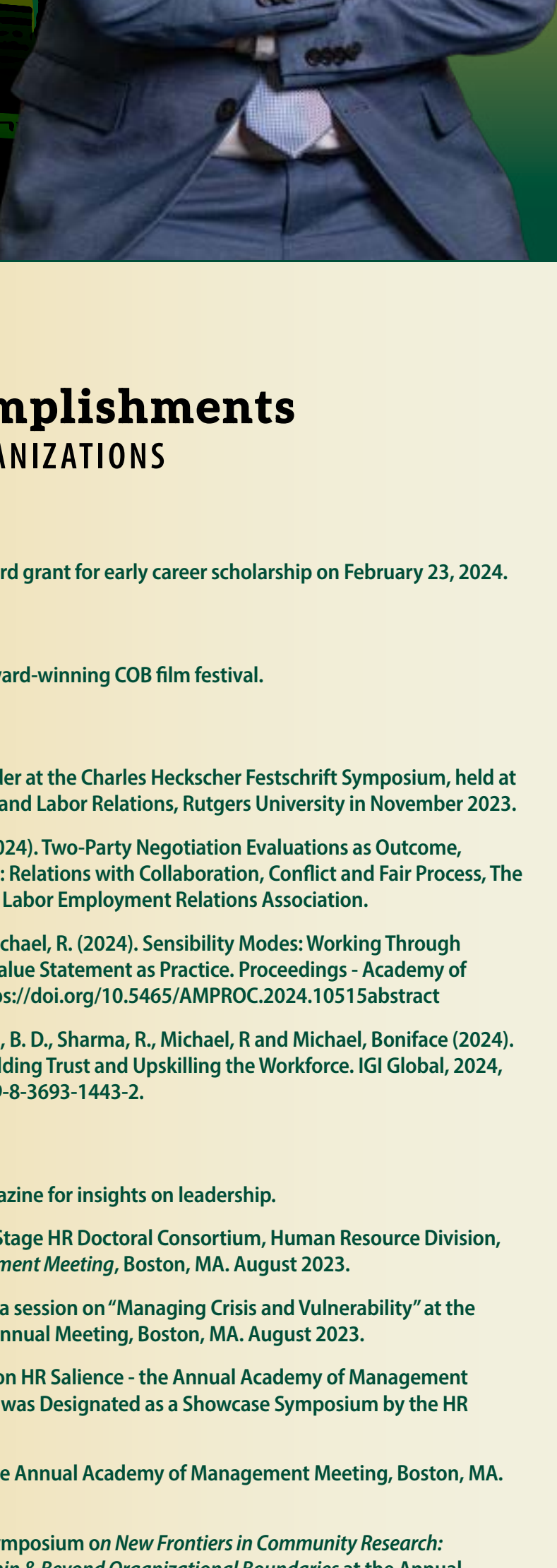
A venture like this thrives on your participation, and we encourage you to share your accomplishments so we can celebrate them together. These achievements can take many forms, such as journal publications, professional appointments, conference contributions, certifications, or other milestones. Highlighting these successes is vital—not only for faculty but also for staff—as we foster a culture of recognition and collaboration.

As part of our ongoing efforts to reflect the energy and innovation within the College of Business, we are rebranding "Dean's Digest" to "Biz Buzz". This new name captures the excitement of our initiatives and accomplishments while emphasizing our shared commitment to progress and impact.

With plans to feature these digest issues on our website, this initiative will showcase the College's accomplishments to a broader audience, aligning with Sacramento State's mission. Additionally, it will serve as a valuable repository of our activities and societal contributions, providing a resource that will be especially meaningful during our next AACSB review in the 2027-28 academic year.

Wishing you all a successful and fulfilling 2025!

Dr. Jean-Francois Coget  
Dean, College of Business



## Faculty Accomplishments

### MANAGEMENT & ORGANIZATIONS

#### Phoebe Pahng

- Received an ADVANCE Award grant for early career scholarship on February 23, 2024.

#### Hakan Ozcelik

- Hosted the 13th annual, award-winning COB film festival.

#### Boniface Michael

- Served as a Discussion Leader at the Charles Heckscher Festschrift Symposium, held at the School of Management and Labor Relations, Rutgers University in November 2023.
- Presented Michael, B (2024). Two-Party Negotiation Evaluations as Outcome, Process and Change Frames: Relations with Collaboration, Conflict and Fair Process, The 76th Annual Meeting of the Labor Employment Relations Association.
- Presented Michael, B., & Michael, R. (2024). Sensibility Modes: Working Through Value Contradictions with Value Statement as Practice. Proceedings - Academy of Management, (2024:1). <https://doi.org/10.5465/AMPROC.2024.10515abstract>
- Co-authored Book Sharma, B. D., Sharma, R., Michael, R and Michael, Boniface (2024). Management Model for Building Trust and Upskilling the Workforce. IGI Global, 2024, <https://doi.org/10.4018/979-8-3693-1443-2>.

#### Sargam Garg

- Featured in Comstock Magazine for insights on leadership.
- Served as Panelist for Mid-Stage HR Doctoral Consortium, Human Resource Division, Annual Academy of Management Meeting, Boston, MA, August 2023.
- Served as Session Chair for a session on "Managing Crisis and Vulnerability" at the Academy of Management Annual Meeting, Boston, MA, August 2023.
- Co-organized symposium on HR Sallience - the Annual Academy of Management Meeting, Boston, MA which was Designated as a Showcase Symposium by the HR Division in August 2023.
- Presented two papers at the Annual Academy of Management Meeting, Boston, MA, August 2023.
- Served as a panelist for a symposium on *New Frontiers in Community Research: Community Experiences Within & Beyond Organizational Boundaries* at the Annual Academy of Management Meeting, Boston, MA, August 2023.
- Presented research at Editor Roundtables. The Wharton School, Philadelphia, PA, July 2023.

#### Franziska Renz

- Presented - Renz, F. M., & Vogel, J. U. N. (2023). *This land is your land, this land is my land? - Real estate and reparations considerations of indigenous land*. Society for Case Research, SCR Summer Workshop, San Jose, California.

#### Partha Mohapatra

- Selected for 2023 Summer research fellowship at Corvinus University in Budapest to conduct research with faculty and PhD students.
- Awarded the Best Paper Award in the Issues in Accounting Education, for the paper "Aristocracy or Meritocracy? The Role of Elite Pedigree and Research Performance in New Accounting Faculty Placements" (coauthors: Sid Carin Bundy; Matthew Sooy, and Dan N. Stone) published in Issues in Accounting Education. The award was presented at the American Accounting Association Annual Conference in August 2023.

## Faculty Accomplishments

### MARKETING & SUPPLY CHAIN MANAGEMENT

#### Yang Li

- Published: *Selling exclusively or widely? Optimal strategic responses under online platform power asymmetry and competition*. Authors: Kunpeng K. Li, Yang Y. Li, Amir Ghareghozli. International Transactions in Operational Research in July 2023. <https://onlinelibrary.wiley.com/doi/abs/10.1111/itor.13350>
- Elected Co-Editor-in-Chief of the *Journal of Supply Chain and Operations Management (JSCOM)*, effective March 2024. JSCOM is a double-blind, peer-reviewed journal established in 2003 and listed in Cabell's Directory. It features innovative research on the topics in supply chain management, operations management, and interdisciplinary research of supply chain management and other business disciplines. <https://www.csuom.com/journal.html>

#### Elena Dodi

- Served as a judge on marketing case competition at UC Davis Economics and Business Student Association (EBSA) in December 2023.

## Faculty Accomplishments

### INFORMATION SYSTEMS & BUSINESS ANALYTICS

#### Joseph Taylor

- Published - Taylor, J., Joshi, K.D., Saldana, T. and Sahaym, A., 2024. *Procuring services through IT crowdsourcing: The role of IT administration and IT flexibility*. *Journal of information technology*, p.02683962231225469. Published digitally January 2024, printed in June.
- Published brief in *The London School of Economics Business Review* summarizing the recent paper "Procuring services through IT crowdsourcing: The role of IT administration and IT flexibility" in May. <https://blogs.lse.ac.uk/businessreview/2024/05/08/new-ways-to-procure-it-talent-present-challenges-and-opportunities-for-firms/>
- Published - Deng, X.N., Taylor, J. and Joshi, K.D., 2023. *To Speak up or Shut up? Revealing the Drivers of Crowdworker Voice Behaviors in Crowdsourced Work Environments*. *Communications of the Association for Information Systems*, 53(1), p.38. This paper was published digitally in October 2023 and physically in December 2023.
- Recognized as Senior Editor of the Year for the ACM journal "Database for Advances in Information Systems", he was also appointed to the editorial board of the "Journal for the Association of Information Systems".
- Led multi-lingual workshop at the Americas' Conference of Information Systems titled "Navigating Uncertainty: Preparing Organizations for Digital Disruption" in Panama City, Panama on August 17, 2023.

#### Sadaf Ashtari

- Presented at the Science, Technology, Engineering and Mathematics Lecture Series hosted by the Center for Science and Math Success at Sac State on October 5th, 2023. The title of the talk is "Unmasking Algorithmic Bias in Healthcare, Causes, Consequences, and Solution".
- Published a paper with a student in September 2023: Ashtari, S., & Taylor, A. (2023). *Patients With Rare Diseases and the Power of Online Support Groups: Implications for the Medical Community*. *JMIR Formative Research*, 7, e41610.

#### Fernanda Maciel

- Presented: BIX Tecnologia event Semana de Dados, August 2023.

#### Xiaolin Lin

- Published: Lin, X. (2023) *Honest Information Sharing in Social Commerce Based on Ethical Perceptions*. *Journal of Computer Information Systems*. Accepted in August 2023.
- Publication: Lin, X., & Wang, X. (2023). *Following too much on Facebook brand page: A concept of brand overload and its validation*. *International Journal of Information Management*, 73, 102682. Accepted in July 2023.
- Publication: Wang, X., Lin, X., Zhang, C., & Macias, J. (Forthcoming). Establishing Consumer Trust in Social Commerce: Cognitive and Affective Appraisal. *Journal of Computer Information Systems*. (\*Corresponding author) (ABDC: A) Macias Joanne is our online IMBA student.

#### Evren Eryilmaz

- Published *Agile Transformation of Agile Technology*. *Conference Paper Acceptance Notification: International Conference on Engineering, Science and Technology*.
- Published *Classifying Vaccine Misinformation in Online Social Media Videos using Natural Language Processing and Machine Learning*. *Conference Paper Acceptance Notification: Proceedings of Hawaii International Conference on System Sciences (HICSS-56)*.
- Published Eryilmaz, E., Thoms, B., & Ahmed, Z. (2024). Theory-Guided Multiclass Text Classification in Online Academic Discussions. *Journal of Computer Information Systems*, DOI: 10.1080/08874417.2024.2371435. (A Level Journal on the ABDC Journal List) (Acceptance Rate 8%) <http://dx.doi.org/10.1080/08874417.2024.2371435>

#### Zahra Aivazpour

- Received Certificate in Cybersecurity credential February 2024 from ISC2.
- Presented: Aivazpour, Z. (2024). Exploring User Perceptions and Adoption Changes in Electric Vehicle Technology. *Industry Studies Association, Sacramento, CA, USA*.

#### Heng "John" Xie

- Received 2024 WDSI Junior Faculty Award.
- Presented - Xie, H., Prybutok, G., & Prybutok, V., "Investigating the Role of The Baldrige Framework in Post-Pandemic Healthcare: Insights from Text Mining" at the WDSI Annual Conference, Santa Rosa, CA, Apr 2-5, 2024.
- Presented at the POMS Annual Conference, Minneapolis, MN, April 25-29, 2024 - Xie, H., Wei, X., Peng X., & Prybutok, V., "Emerging Technology Adoption as a Driver of Hospital Operations Performance".
- Published - Xie, H., Wei, X., Peng, X., & Prybutok, V. (2024). *Relationship between quality management and organizational performance in the healthcare industry*. *International Journal of Production Research*, 1-19.

#### Beom-Jin "BJ" Choi

- Presented on AI and career opportunities in business at Chonnam National University in Gwangju, South Korea on June 18.
- Accepted: *Journal of Retailing and Consumer Services* on 10-8-2024 (Co-authors: Qiuying Chen and the NFT Market Lee, Title: Tailoring customer segmentation strategies for luxury brands in the NFT market-The case of SUPERGUCCI). <https://doi.org/10.1080/08874417.2024.2371435>

## Faculty Accomplishments

### ACCOUNTANCY

#### Roslyn Roberts

- Received SASB Fundamentals of Sustainability Accounting (FSA) Credential. The FSA credential equips professionals with the knowledge and skills to understand the link between sustainability and a company's ability to drive financial performance.
- Publication: 9/5/2024 Castillo, E and Roberts R., (2024), Sustainability and impact reporting in US higher education anchor institutions, *Journal of Accounting Literature* <https://doi.org/10.1108/JAL-01-2024-0003>

#### Tota Panggabean

- Published "Have We Taught Them Well? Assessing Student Understanding of Accounting: A Qualitative Study", accepted for presentation at American Accounting Association Annual Meeting in Denver in August 2023.

#### Grace Mubako

- Presented "Getting a Handle on Internal Controls," at the American Accounting Association CTLA Annual Meeting in Denver in August 2023.

## Faculty Accomplishments

### STRATEGY & ENTREPRENEURSHIP

#### Jungyoon Jang

- Presented at the *Academy of Management Conference (AoM)* on August 8th, 2023. *Ecosystem Bottlenecks and Value Dynamics in the Lifecycle of the Online Video Ecosystem*. <https://journals.aom.org/doi/abs/10.5465/AMPROC.2023.12568abstract>

#### Darcy Fudge

- Presented paper on "How alliances emerge as Mini societies" at the *Academy of Management Annual Conference* in the STR division.
- Presented at the *Academy of Management* annual meeting in Boston on behalf of dissertation advisor, Aks Zaher, at the *Irwin Outstanding Educator Award* ceremony for outstanding doctoral advising. <https://str.aom.org/str/awards/irwin-outstanding-educator-award>

## Faculty Accomplishments

### FINANCE, INSURANCE & REAL ESTATE

#### Chang Liu

- Received the Data Science for Investment Professionals Certificate from the CFA Institute. <https://credentials.cfainstitute.org/e5deb7fb-4fbc-408c-bc20-18f19613d853#gs.91lgrs>
- Published Research paper "Institutional monitoring on corporate earnings: Evidence from U.S. cross-listed firms" was published in the January 2024 issue of *The North American Journal of Economics and Finance*.

#### Sudhir Thakur

- Selected through a competitive process to attend the Economic Fitness and Complexity School, United Nations University-Maastricht Economic and Social Research Institute on Innovation and Technology (UNU-MERIT), at Maastricht University, Netherlands (July 8-12, 2024).

## Staff Accomplishments

### DEAN'S OFFICE

#### Mylah Nurse

- Recognized as best-in-class executive assistant, consistently proactive in anticipating and addressing issues with competence and poise. Has worked tirelessly to support Dean Coget and is currently applying to law school to pursue a JD. Actively seizing professional development opportunities, including the Principles of Supervision program, Bridging and Belonging workshop, and a Conflict Management workshop.
- Implemented EmailMerge software to streamline complex mail merge messaging.
- Developed a standardized training and onboarding system for student assistants using Microsoft Teams.
- Launched a college-wide engagement committee, which successfully hosted four events from January to October 2024.
- Earned an Associate's Degree in Legal Studies from American River College in Fall 2024.

#### Jeff Bingel

- Completed Zammo.ai training in October 2024.
- Completed the EDUCAUSE Learning Lab: Leveraging Generative AI in Higher Education Practical Applications.
- Deployed and migrated new MSSQL and MySQL servers to the campus core firewall from May to June 2024.

## Staff Accomplishments

### FSO/ASSOCIATE DEAN FOR FACULTY SUPPORT

#### Jordan Smith

- Developed Qualtrics surveys.
- Developed Entitlement report in Excel of all part-time faculty members by department.
- Created a trial Travel Guidelines and Expenditures policy chat bot.
- Supported committee processes by providing documents to support Committee Chairs, improving committee meeting scheduling.
- Created and organized a centralized OneDrive folder for all faculty, streamlining processes like distributing student evaluation results and FQ reports while reducing reliance on individual email communications.

## Staff Accomplishments

### GRADUATE PROGRAMS OFFICE

#### Jeanie Williams

- Contributed to two subcommittees since April 2024, developing operating principles, vision themes, and taglines based on prior meeting outcomes.
- Served as Committee Chair for the Executive Director of Graduate Programs recruitment, leading the process from March through its conclusion in early May 2023.
- Joined the staff team collaborating with the Dean on the college's cultural transformation process.
- Served on the COB Process Design Team in partnership with The Grove.
- Co-hosted the MBA Summer Luau Mixer at Gollfand SunSplash in August 2023.
- Assisted with the MBA Mixer at The Barn in 2023, which welcomed 65+ alumni, current students, staff, and faculty.
- Volunteered to support graduating students during the Spring 2023 Commencement Ceremony.
- Facilitated LinkedIn workshop for the Financial Planning Student Association.
- Chaired the recruitment committee for the Executive Director of Graduate Programs.
- Success a brief hiatus due to COVID and involvement in hiring committee work, successfully met with or scheduled mandatory academic advising sessions for 58 of the 62 incoming Spring 2023 students. Prepared to begin sessions with the 68 newly admitted Fall 2023 students.
- Collaborated with student assistant Dinhe and Mandy to manage the mailing process for all graduating students from Fall 2022, Spring 2023, and Summer 2023, sending personalized congratulatory letters along with an MBA stole and MBA alumni license plate frame.

## Staff Accomplishments

### OFFICE OF STUDENT ENGAGEMENT

The OSE submitted a successful funding request for one-time funding (\$44k) from the Provost to launch the COB Outreach Ambassador Program, aimed at enhancing outreach, recruitment, and retention efforts. The grant ran from July 2023 to June 2024.

The OSE submitted a funding proposal to the Phi Kappa Phi Board and successfully secured a \$2k program grant to host the Fall 2023 Crash the OSE event.

#### Bonnie Beever

- Recognized as an enthusiastic leader, innovative and committed to building her team, with a remarkable focus on students. Always striving for excellence and looking for new ways to lead and inspire.
- Received an award in recognition of outstanding service in 2023, leadership, and dedication to first-generation students at Sacramento State, through the efforts with the OSE and the BizGen1 Program for First Generation Business students.
- Bonnie Beever and the BizGen1 Peer Mentors were recognized for their exceptional work in supporting first-generation students in the College of Business.
- Received the Regional Chapter Advisor of the Year award for Delta Sigma Pi, the Business Fraternity. The award was presented during the 2023 Grand Chapter Congress in recognition of her exceptional leadership and contributions.

#### Maria Lindstrom

- Selected as the Faculty and Staff Member of the game at the Sac State football game on September 30, 2023. Selected for exemplifying Hornet Pride, Maria was recognized for her dedication, advocacy, and support of Sac State and Hornet Athletics.

