

BUSINESS MATTERS



Summer 2018

IDEAS Club Launches DSU Shark Tank Competition

by Dr. Thomas D. Craig

On April 14, 2018, the DeSales IDEAS (Inventing and Developing the Entrepreneurial Association of Student) Club hosted DSU Shark Tank, a competition for aspiring entrepreneurs. The club plans to make this an annual competition.

Modeled after the popular ABC network TV show, the competition was open to all DeSales students with original ideas for products or services, with finalists selected from submitted entries by current IDEAS Club members.

Three former presidents of the IDEAS Club—Dana Yurgosky '14, Paul Vizza '16, and Vincent Daily '13—served as judges, and Dr. David Gilfoil served as the master of cere-

monies. IDEAS Club president Nick Law '18 opened the event and introduced the seven individuals and teams competing in the final round. The finalists were allowed up to 7.5 minutes to present their ideas, followed by up to 10 minutes of questions and comments from the judges.

The concepts for new products and services covered a broad spectrum of categories, from household appliances and hand-held tools to talent locating apps and synthetic rocks. The judges scored the finalists' concepts on their originality, usefulness, and viability, as well as the overall quality of the presentation. The judges also considered their likelihood to invest in a startup business to commercialize each contestant's product or service.



The winners, from left: Brianna Annunziata (3rd place), Ashley Pizek (1st place), and Matt Hower (2nd place).

The winning pitch (for the top prize of \$500 cash) was presented by Ashley Pizek '19, who is pursuing a dual major

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DSU Business Students Help with the Special Olympics

by Dr. Sue McGorry

DSU business seniors helped in the development and hosting of the Special Olympics 2018 Bowling Sectional. The project was part of the seniors' capstone experience.

More than 320 athletes, 110 coaches, and 200 volunteers participated in the event in which athletes competed in singles and

doubles, with traditional and Unified Sports® teams. DeSales student volunteers helped in a variety of ways, including serving as officials, athlete escorts, and award presenters. Bowling Sectional competitions are hosted by Special Olympics Pennsylvania in each of the three sections of the state (west, central, and east).

Zach Kratz '19 especially enjoyed his time working with the Special Olympics team, saying: "this is something I can see myself doing far into the future!"

This fall, DSU will host the Fall Sectional on our campus, and business students will again be involved in the planning and implementation of this



significant event. DSU will host more than 1,000 athletes and their families from across the region on our campus.

Helping non-profits and participating in community events is not new to DeSales business students. Each semester, Dr. Michael Gallagher and Dr. Sue McGorry work with Jaime Gerhart, director of the Center for Service and Social Justice at DeSales, to develop meaningful service projects that allow students to apply their business skills to civic and non-profit projects in the local community. Please e-mail sue.mcgorry@desales.edu if you have questions or a project of interest.



Keep up with the latest division news at DESALES.EDU/BUSINESS

NOTES FROM THE DIVISION HEAD

by Christopher R Coccozza, CPA, JD, LL.M

I hope you are enjoying your summer! As always we have had a very busy academic year. This newsletter highlights the accomplishments of our faculty, staff, students, and alumni.



The highlight of my year was the student trip that Dr. Amy Scott led to Hong Kong and Tokyo. It was a dream come true as I have always wanted to visit Tokyo. The University's international trips are a great experience for the students involved—for most of them it is their first international travel experience.

The Division of Business is also extremely fortunate that the Simon Gegg Scholarship for International Travel has been established by Simon Gegg and several of his friends to aid a financially needy accounting or finance student interested in international travel to England or Ireland. This type of scholarship will allow many more DeSales students to experience an international learning experience. If you're interested in donating to the Simon Gegg Scholarship or any other Division of Business scholarship, please contact me directly.

Please also feel free to contact me if you ever want to reconnect with the University. I hope you enjoy this edition of *Business Matters* and I hope you and your family have a great finish to 2018!

Shark Tank *continued*

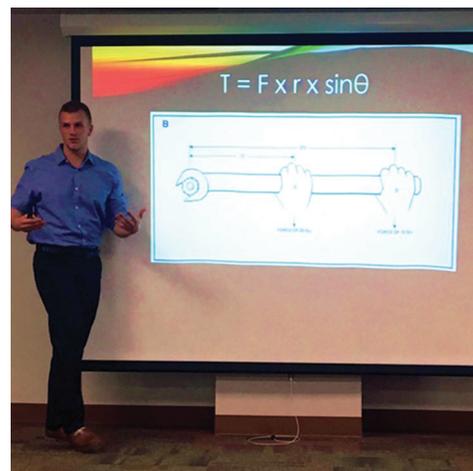
in accounting and marketing. Her invention—for which she already has a patent and registered trademark—and working prototype of the “Miss Swiss,” a folding cosmetic carrying case modeled after a Swiss Army knife, amazed the judges. “This is fantastic,” exclaimed Yurgosky, “may I keep the sample?”

Ashley is still working on refining her sales pitch and revenue projections as she continues to develop her business model and is discussing her idea with some major firms in the cosmetics industry. Interestingly, innovation and entrepreneurship have deep roots in Ashley's family: her late grandfather, Edward J. Piszek, founded the Mrs. Paul's Frozen Foods Company in 1946.

The second place winner (for a \$300 cash prize), Matt Hower '18, presented a compelling model for a wheelchair lift mechanism that enhances its users' vertical mobility. Brianna Annunziata '20 was selected as the third place winner (for a \$200 cash prize) for her novel design of an app that consolidates DSU administrative information systems on a social media-style platform.

As rewarding as the first annual Shark Tank competition was for the participants and the audience, it was particularly inspiring to the judges, who as the former presidents of the IDEAS Club were able to see the growth and advancement of their once-fledgling organization.

“It was inspiring to see so many DeSales students with such great ideas. But it was an even greater pleasure to see a club that start-



Joseph Viviano '19 describes the concept of torque to explain his socket wrench innovation.

ed as a new venture in itself grow to have such a vibrant presence on campus,” said Yurgosky, the founder and first president of the club, “I'm very excited to see where these students take their next steps and to see what brilliant minds come forward to compete in the future.”

For the graduating president, Nick Law '18, the event marked yet another milestone in the evolution of the club. “The inaugural DSU Shark Tank was a great first step, and while I won't be there to work on next year's competition, our club is in great hands with the new leaders and its members. I'm excited to see how they shape this first step into a legacy.”

For more information about the IDEAS Club and the DSU Shark Tank competition, please contact club president Andrew Peterson (ap8965@desales.edu) or faculty advisor Dr. Thomas Craig (thomas.craig@desales.edu).

Hispanic Chamber of Commerce Future Entrepreneur Program

by Karla Quintanilla and Dr. Michael J. Gallagher

The Hispanic Chamber of Commerce sponsored the Future Entrepreneur program at DeSales University from June 18 to June 22, 2018. The Chamber launched this program in 2009 and has partnered with DeSales to teach business skills to students in the Allentown School District.

This year, 26 students were selected for the program. Dr. Michael J. Gallagher and James

Rommens provided the business and life skills presentations and Victoria Gaffney and Erin O'Neill organized the residential part of the one-week program.

This 5-week program selects 10th and 11th grade students and provides an opportunity to reside at DeSales for one week and intern for a local business or corporation for one month.

At DeSales, students get an introduction to various business functions, including

marketing, finance, management, accounting, and entrepreneurship, as well as a range of life and professional skills.

The students are then assigned as interns to local businesses including PPL Corporation, Olympus, Air Products, and other organizations in the Lehigh Valley. During the internship phase, the students immerse themselves in the business world, gain insight into a possible career path, and network with many professionals.

Catching Up with Sport Management Society Activities

by Dr. Martin Brett

As we have documented on our social media, Spring 2018 was another exciting semester for the Sport Management program. The most important change was the update to the curriculum, which was highlighted in the spring edition of the *DeSales University Magazine* along with the Division of Business website. The addition of the new courses (Data-Driven Decision-Making and Sport Sales) and professional tracks (Athletic Administration, Athletic Communications, and Coaching) will ensure that our students remain competitive on the job market.

Our students also benefited from two professional development opportunities this semester. Due to excellent planning by the

Sport Management Society's (SMS) officers, the group coordinated a second facility tour this year.

As we like to support our alumni, the group first chose to go to the PPL Center in Allentown, courtesy of Vinny Cuvo '18. Along with offering insights into the workings of a Phantoms game and their preparation for the playoffs, Vinny also gave our students a firsthand account of transitioning from the classroom to a career.

The second professional development opportunity was a trip to the Pennsylvania Sport Business Conference at Indiana University of Pennsylvania. The conference included a case study competition the following day. DeSales' case study team—Megan D'Adamo '18, Jolene Stearns '19, David Bast '20, and Bobby McLean '20, impressed the judges, and the students



Bobby McLean '20, Megan D'Adamo '18, David Bast '20, and Jolene Stearns '19 participated in a case study competition at the Pennsylvania Sport Business Conference.

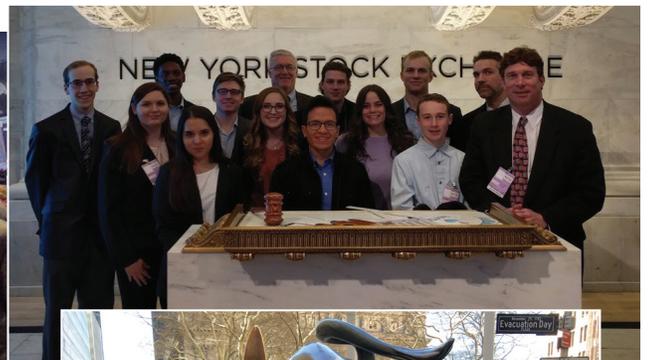
leveraged that impression into valuable networking at the conference.

With the year ending on a strong note, our student leaders have kept the momentum going by working with Matt Julian '14 to plan next year's facility tour at the Wells Fargo Center in Philadelphia. Both the planning and fundraising are underway for this and several other ventures for the 2018-19 academic year.

As always, please follow our Twitter (@DSUSportMgmt) and Facebook (facebook.com/DesalesSportManagement) accounts for the latest updates.



SMS students at the Phantoms facility tour the PPL Center in Allentown, Pa.



On April 20, a group of DeSales students along with Dr. Christopher Coccozza, Dr. Michael Gallagher, and Bradley Barnhorst had a great day in New York City. After their tour of the Stock Exchange and the Metropolitan Museum of Art, they were treated to a Yankees game. This trip was sponsored by the Accounting and Finance Club.

DeSales Team Takes Fourth Place in Annual Ethics Bowl

by Janelle Hill

Students from DeSales University took home a trophy and \$500 in the 2018 Fleming Institute for Business Ethics competition.

This year's Ethics Bowl was a battle between 11 teams from various local colleges and universities. Students played the role of a researcher developing a non-invasive detection test for Chronic Traumatic Encephalopathy (CTE), a progressive degenerative brain disease found in athletes with a history of repetitive brain trauma.

Students had to choose between taking a funding cut and delaying their cutting-edge research for two years, or accepting funding from a leading manufacturer of sports-related safety equipment that could delay any findings that hurt its bottom line.

"This is a great opportunity for our personal development, particularly in regards to our potential future business careers," says Ben Cunningham '18, an accounting and supply chain management major at DeSales.

"Having an ethical dilemma where two options are at hand and you don't really know which way to go is something that I'm going to have to deal with in my career," Cunningham says. "And I think having that exposure during my college career, both in classes but also in this competition, is a really great opportunity for me to learn."

All 11 teams presented their plans before a



DeSales students took home 4th place in the Fleming Ethics Bowl Competition. The team comprised (left to right) Robert McLean '20, Ben Cunningham '18, Patrick Boyle '21, and David Bast '20.

panel of business executives serving as judges. The judges then deliberated and chose four finalists. Those remaining teams were then given a twist related to the case and had a limited

amount of time to come up with a response. I from Penn State Berks came in third; and Team C—Robert McLean '20, Ben Cunningham '18, Patrick Boyle '21, and David Bast '20—from DeSales came in fourth.

"This is a great opportunity for our personal development, particularly in regards to our potential future business careers."

amount of time to come up with a response.

Team D from Lafayette College came in first place; Team G from Northampton Community College came in second place; Team

Richard Fleming and his family foundation established The Fleming Institute for Business Ethics in 2009 with a goal to promote a culture of ethical awareness and action in business professions through the collaborative efforts of corporate and educational groups. The work of the institute is administered by the DeSales University Division of Business, in collaboration with the Salesian Center for Faith & Culture.

Former CEO of Air Products Delivers Keynote at the 5th Annual Executive Forum

On February 13, DeSales hosted its 5th annual Executive Forum. Ben Cunningham '18, supply chain management and accounting major, introduced Dr. David Gilfoil, who led the evening that featured John McGlade as the keynote speaker.



John McGlade, former chairman, CEO, and president of Air Products, Inc.

McGlade was chairman, chief executive officer, and president of Air Products, Inc., from 2008 to 2014. He joined Air Products in 1976 and held various positions of responsibility.

McGlade serves on the board of directors of The Goodyear Tire & Rubber Co. and on the executive committee of the Council on Competitiveness. He is a trustee of The Rider-Pool Foundation, and a member of the SteelStacks Foundation.

McGlade earned a bachelor's degree in industrial engineering and an MBA from Lehigh University and is a former Lehigh University Board of Trustee member.

During the Executive Forum, McGlade shared his views on leadership and real life examples of some of the extensive management challenges he faced during his tenure at Air Products.

College Athletics Case Study will Lead off the New High School Ethics Bowl

The first annual Fleming Institute for Business Ethics—High School Ethics Bowl will be held on November 7, 2018. High school students from Eastern Pennsylvania will participate in a business ethics case study. This Ethics Bowl mirrors the Collegiate Ethics Bowl at DeSales. One-time scholarships will be awarded to winning team members.

Registrations will be accepted beginning August 1 on a first-come, first-serve basis. After September 15, registration will open to a second team from participating schools if spots are available.

This year's case will focus on college athletics. Teams will have access to the case starting on August 1 or once the team registers online.

For questions or to register, contact: Dr. Amy Scott at amy.scott@desales.edu or 610.282.1100, ext. 1894, or Verdi Quinn at verdiana.quinn@desales.edu or 610.282.1100, ext. 1377



Accounting Students Attend Association of Certified Fraud Examiners Event at DeSales University



DeSales accounting students were invited to attend an organizational ethics training event organized by the Lehigh Valley Chapter of the Association of Certified Fraud Examiners and hosted on the DeSales University Campus.

challenges she encountered while fostering organizational ethics. She shared situations she witnessed throughout her career. During her presentation, she also encouraged her audience to wrestle with the challenging concept of what she calls the “sustainable balance act,” the difficult problem of balancing short-term and long-term organizational objectives.

At the end of the night, the Lehigh Valley ACFE recognized two students from four local universities for outstanding academic performance and future professional promise. DeSales accounting professors Elizabeth Rosa and Dr. Michael Gallagher presented awards to seniors Lauren Runkle '18, an accounting major, and Ben Cunningham '18, a dual supply chain management and accounting major.

by Hannah Popp '18

On March 1, the Lehigh Valley Chapter of the Association of Certified Fraud Examiners (ACFE) held an organizational ethics training event at DeSales University. Along with Lehigh Valley ACFE chapter members, DeSales accounting seniors were invited to attend the event. The guest speaker, Jian Xiao, shared her rich and diverse experience as a Chinese immigrant, a hedge fund advi-

sor, a professor of economics, and a consultant to CFOs.

Xiao is a highly credentialed professional and business owner, holding her MBA, CPA, CMA, and CGMA. Her business, Turning Point Solutions, mainly serves the advising needs of CFOs.

Over the course of the night, Xiao engaged the audience in an interesting and informative dialogue on the modern day



ECONOMICS STUDENTS TOUR HONG KONG & TOKYO

On May 31, Dr. Amy Scott, Dr. Christopher Cocozza, and seven DeSales students embarked on a nine day trip to Hong Kong and Tokyo. The adventure started in Hong Kong with a tram to Victoria Peak and also included a harbor boat tour, a visit to the Temple Street Night Market, and a ferry trip to Macau.

In Tokyo, in addition to experiencing the local cuisine and customs, the group had tea in the Shinjuku Gyoen National Garden, viewed the city from the top of the Tokyo Metropolitan Government Offices, visited the Meiji Jingu Shrine and Tokyo Tower, and traveled to Mt. Fuji.





Delta Mu Delta

INTERNATIONAL HONOR SOCIETY IN BUSINESS

The Division of Business congratulates and recognizes the following outstanding business students on their induction into Delta Mu Delta, the international honor society in business. The Kappa Xi Chapter induction ceremony, which also included the September 1, 2017, inductees, was held on March 3 in the Gambet Center. Learn more about Delta Mu Delta at <http://deltamudelta.org>.

KAPPA XI INDUCTEES

Undergraduate

Megan N. D'Amato
Julia N. DePuyt
Jorey D. Ferraro
Thomas A. Harrison
Stephen V. Manzo, Jr.
Jacob A. Rapp
Daniel C. Rumpf
Lauren R. Runkle
Timothy D. Stephens, Jr.

ACCESS

Christopher J. Cortright
Jeannine A. Gallagher
Kimberly S. Long
Christopher M. Maenza
Alexandra K. Overholt

MBA

David R. Achenbach
Matthew J. Clay
Steven Miller
Lori Nardone
Raymon L. Williams



Kappa Xi Officers

President: Zachary T. Kratz '18
Vice President: Megan A. Slabicki '18
Secretary: Hannah R. Popp '18
Treasurer: Angela R. Quaglio '19
Advisors: Bradley Barnhorst and Dr. Amy Scott

DSU ALUMNA VISITS MARKETING STRATEGY COURSE VIA BLACKBOARD

Payton Sherry Lynch '15, a product analyst for Walt Disney Parks and Resorts Digital in Florida, visited Dr. Sue McGorry's undergraduate Marketing Strategy course via Blackboard to speak to students about career planning and development.

During her presentation, Lynch stressed that students needed to be confident, informed, and persistent in their job searches. She also discussed how DeSales prepared her for her career and how she applied the knowledge acquired in the classroom at her job. She emphasized the importance of internships, which equipped her with skill sets required to excel in her work environment.



Lynch graduated from DeSales with a marketing degree and was a member of the DSU Management and Marketing Association.

She was presented with the DSU Management and Marketing Association Award for a Distinguished Marketing Alumnae last spring.

Accounting Students Provide Free Tax Preparation Assistance



Junior and senior accounting students from DeSales University once again provided tax preparation assistance free of charge to

senior citizens and those with lower incomes through the Volunteer Income Tax Assistance (VITA) program.

This marked the 18th consecutive year that DeSales students have participated in VITA. The program is sponsored by the IRS and supervised by Dr. Christopher R. Coccozza. Bradley Barnhorst helped with the program as well.

This year, 23 students helped prepare tax returns for 185 individuals.



Seniors Celebrated at Annual Business Awards

by Dr. Sue McGorry

On April 23, Sal DeSpirito '99, vice president of marketing and channel development for Encyclopedia Britannica, was the guest speaker for the 2018 senior business awards celebration. DeSpirito studied marketing at DeSales.

DeSpirito has served as chief marketing officer of Progressive Business Publications, as well as director of online marketing at Rodale Press.

In his speech, DeSpirito highlighted his personal and career accomplishments and discussed challenges that he has experienced in both arenas. He emphasized the importance of the Salesian education and perspective he gained as a student at DeSales that helps him manage those challenges. DeSpirito reminded students to embrace the values and perseverance they experienced at DeSales in navigating both professional and life challenges and joys. He also mentioned the rigorous business academic program that prepared him well to think critically and analytically in his various



Sal DeSpirito '99 speaking to students at the senior business awards celebration.

positions. DeSpirito reiterated his appreciation to the faculty and administration at DeSales and encouraged students to remain engaged and connected to their alma mater.

The Division of Business faculty, staff, and students spent the evening looking back with fond memories and looking forward wishing our seniors the best the future can hold while reminding them to check back to let us know how they are doing. The Division thanks Maggie Riggins, director of campus ministry, for giving the Invocation at the awards dinner.

2018 SENIOR BUSINESS AWARDS

The Business Faculty Award for Excellence in Business Administration.....	Carmen Peralta Martinez
The Business Faculty Award for Excellence in Finance	Megan A. Slabicki
The Business Faculty Award for Excellence in Human Resource Management	Holly M. Palan
The Business Faculty Award for Excellence in International Business	James T. Evans
The Business Faculty Award for Excellence in Marketing	Stephen V. Manzo
The Business Faculty Award for Excellence in Pharmaceutical Marketing	Tabitha A. Pitten
The Business Faculty Award for Excellence in Supply Chain Management	Melanie F. Sulla
The Sport Management Achievement Award for Academic Excellence	Megan N. D'Adamo

PROFESSIONAL ORGANIZATION AWARDS

The Pennsylvania Institute of Certified Public Accountants (PICPA)	Hannah R. Popp
Award for Excellence in Accounting	
Institute of Internal Auditors (IIA) for Excellence in Auditing Studies	Benjamin S. Cunningham
Association of Certified Fraud Examiners	Lauren R. Runkle



Students and Faculty "Beat the Bulldog" in Simulated Portfolio Competition

by Bradley Barnhorst

Each academic year, the DeSales Division of Business sponsors the "Beat the Bulldog" competition, which pits students and faculty against each other and a "Bulldog" portfolio of randomly chosen S&P 500 stocks.

Participants enter trades in a simulated \$1 million portfolio that uses the actual "live" prices of the securities to price each trade. Students therefore learn through the experience of watching their portfolios rise and fall as the market swings throughout the year.

Bragging rights change weekly, as the leaders are posted on the ticker in the DeSales Trading Room, but the overall top student (provided he or she beats the "Bulldog") receives a cash prize at the conclusion of the contest in April.

This year's Beat the Bulldog 2017 18 Final Results: The Bulldog had an overall gain of 8.5%. Congratulations to Michael White '21, who finished with a gain of 27.8%, followed by Dr. Martin Brett with 24.7%, and Zach Kratz '19 with 23.6%!

Join the Division of Business for a
Friday Night Alumni Reception at
**HOMECOMING &
REUNION WEEKEND**
Sept. 28 & 29, 2018



Plus

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KIDS
ACTIVITIES

ATHLETIC
GAMES

ALUMNI
AWARDS

GOLF
OUTING

HALL
OF FAME

FOOD
TRUCKS

And so much more! For more information or to register, visit desales.edu/homecoming.

Elisabeth Felten Joins the Business Faculty

Elisabeth “Libby” Felten’s academic career started at the University of Iowa–Tippie College of Business when she was completing her MBA. She taught undergraduate Managerial Accounting and was subsequently promoted to course coordinator, managing 1,200 students and 5 teaching assistants. Felten then moved to a full-time adjunct role in the Department of Accounting at the University of Minnesota–Carlson School of Business. Most recently she has taught in the DSU ACCESS program.



Elisabeth Felten

Felten’s professional experience includes time as an auditor for CohnReznick, roles in corporate finance and supply chain finance for the Pillsbury Company (now General Mills), and experience as an interim director of finance for Vanguard Charitable, as well as

running her own consulting company since 2002.

While pursuing her undergraduate degree in accounting from The American University, she completed an international internship in foreign asset management for a Swiss fiduciary. Felten’s passion for international business continues today through her membership in NAFSA, the Association of International Educators.

Felten holds CPA licenses in Maryland, New Jersey, and Pennsylvania and has earned the Chartered Global Management Accountant (CGMA) designation. She is licensed nationally and in Pennsylvania as a non-profit consultant for the Standards for Excellence® program. Her professional affiliations include the AICPA, New Jersey Society of CPAs, and the Pennsylvania Society of Tax and Accounting Professionals.

In her free time, Felten is the head of the largest special needs Little League program in Bucks and Montgomery counties, providing

adapted baseball to players of all abilities ages 5 through adult. She also coaches special needs soccer.

Since 2001, Felten has been a clinical herbalist and is known—and has taught—internationally for her work with children and adults with autism and developmental disorders. During that time, she has also worked as a lobbyist securing legislation that protects access to natural, traditional, and indigenous healthcare.

Felten is a fervent autism activist and serves on a panel that trains family and juvenile court judges on the needs of families and individuals with autism. She has recently completed a training session for the Visiting Nurse Association on managing challenging behavior. A book she wrote about autism is used in the curriculum for a nursing program in South Carolina.

Felten has loved her time with DeSales thus far and is excited to be joining the faculty full-time.

Division of Business Faculty Activities

Dr. Lauren Brown

attended the North American Society for Sport Management (NASSM) conference from June 6 - June 9. She presented her research on the racial activism of multiracial athletes to her fellow academics in Halifax, Nova Scotia. While at the conference Dr. Brown attended both research and teaching presentations and looks forward to bringing that knowledge back to the classroom.



Dr. Lauren Brown

Dr. Thomas Craig

co-authored a paper entitled “Time to Learn? Assignment Duration in Global Value Chain Organization,” which has been accepted for publication in the *Journal of Business Research*. The paper challenges the status quo in international business research



Dr. Thomas Craig

and proposes a new framework for examining outsourcing and offshoring decisions by multinational corporations. For this project, Dr. Craig collaborated with and integrated value chain theories developed by Peter J. Buckley (University of Leeds) and Ram Mudambi (Temple University), two of the world’s leading scholars in the IB field.

Dr. Michael J. Gallagher and Chip D. Baumgardner, Ed.D., (Pennsylvania College of Technology) wrote a paper providing a five-year analysis of attendance for the minor league baseball team The State College Spikes.

This paper was presented at the Baseball Hall of Fame in Cooperstown, N.Y., and has been quoted in articles about minor league baseball attendance, including a recent article in the April 2018 *Georgia Magazine*. The paper’s major conclusion is that there is a relationship between the promotional activities and



Dr. Michael Gallagher

attendance at minor league baseball games, whereas major league attendance relies on the competitive nature of the sport.

Dr. Tahereh Hojjat

co-authored a paper with Monir Uddin Ahmed entitled: “Obesity, Poverty And Income Inequality in USA: Evidence from Panel Cointegration And Mixed Model Methodology” that was published in *The Journal of Applied Business and Economic Research* (JABE) 20(4), 2018, North American Business Press, Inc. On March 22, 2018, Dr. Alberto Lamadrid and Dr. Hojjat presented their works from a grant at the Teagle Symposium Sharing Conference at Moravian College. At the Pennsylvania Economic Association on May 31-June 2, Dr. Hojjat presented her paper on “Sustainability Education on Campus-A Case Study of Three Academic Institutions,” where she was also the chair of a session and discussant of a paper.



Dr. Tahereh Hojjat

Student Presents Paper at Highly Competitive Media Research and Social Justice Conference

by Dr. Tahereh Hojjat

As part of the Global Economic Issues course, students wrote research papers on global, social, and economics issues, which were submitted to the “Media Research and Social Justice Conference,” a highly competitive undergraduate conference at Muhlenberg College.

On April 20, 2018, Kari Condel '19, a double major in international business and Spanish, presented her paper at the Conference. Her research paper was titled, “Lack of Internet Access and Social Justice.” This is a timeless subject, revealing its

importance in 2018 with the repeal of net neutrality at the forefront of both the social and political platforms.

Kari's research delved into data surrounding access for individuals and households, both domestic and international. It examined broadband's relationship with social justice pertaining to different groups of individuals and society. The presentation closed by offering data trends toward the future with personal predictions and recommendations of how to improve the access to and use of broadband within society as a whole.

President and CEO of a Leading Credit Union Speaks to Investments & Portfolio Management Class

On February 13, Donna M. LoStocco, president and CEO of First Commonwealth Federal Credit Union, spoke with students in Bradley Barnhorst's FN361: Investments and Portfolio Management course. During her presentation, she covered topics including risk management, regulations in banking, and the future of careers in finance.



Donna LoStocco

LoStocco became president and CEO of First Commonwealth in 2016 after 18 years with Affinity Federal Credit Union in New Jersey.

First Commonwealth, a member-owned, not-for-profit financial cooperative has 170 employees and \$700 million in assets.

Economics Students Present Their Research at a Campus Sustainability Conference

A new module was included in Macroeconomics course (EC209) allowing students to explore campus sustainability projects. The purpose of this project was to strive for reducing ecological foot prints to minimize damage inflicted on campus.

Students were asked to concentrate on products/activities beneficial to our health, environment, and economic terms. The emphasis was on certain criteria on material health and reutilization, renewable energy, water stewardship, and social fairness.

For their projects, students looked around and identified sustainable and non-sustainable objects or design features on campus (doors, windows, lights, transportation, water usage, food preparation, and more). It was a very unique experience for the students to gather raw data, analyze it, and make a recommendation for changes to make our campus more sustainable.



DeSales President Rev. James Greenfield, OSFS (center) with the DeSales economics students who presented their research paper at the Campus Sustainability Conference last winter.

Daniel O'Neill '20, David Metz '20, and Alexander Vreeland '20 presented their research paper at the Campus Sustainability Conference at Lafayette College on February 17. The event was sponsored by the Lehigh Valley Association of Independent Colleges (LVAIC). The project was part of the grant that Dr. Tahereh Hojjat co-directed and received from LVAIC, Teagle Foundation on “Education for Sustainable Development on Campus.”

BUSINESS MATTERS

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DESALES UNIVERSITY

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