

Business Dialog

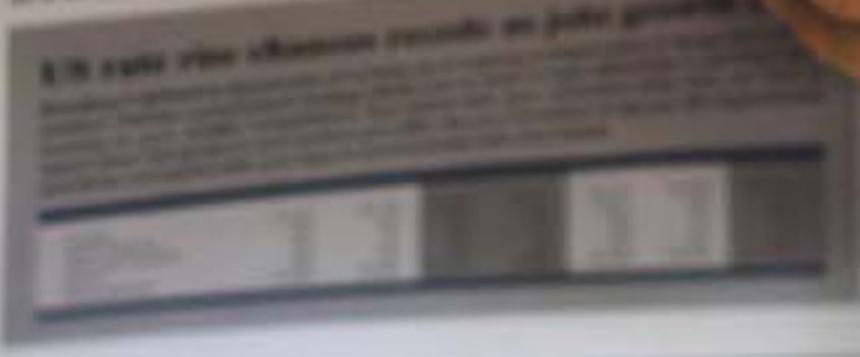
THE WORLD IS CHANGING



World Bank's stock at all-time high

The World Bank's stock price reached an all-time high of \$100.00 per share on Tuesday, October 15, 2021. This milestone was reached after a series of strong earnings reports and a positive outlook for the global economy. The bank's stock has been on a steady upward trend since the beginning of the year, reflecting investor confidence in the institution's financial health and its commitment to global development.

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Letter from the Dean



The end of each year brings with it time for reflection of all that has passed. As spring approaches, and with it a new semester, we can look back with pride and a sense of accomplishment at all that has been achieved by our students, faculty, and staff. Not only did we make it through our first post-COVID-19 year with an in-person, fully face-to-face format, we've managed to make great strides while doing so.

As the world has been changing, so too has TU's campus, with an increasing commitment to diversity and inclusion and a focus on ensuring an environment of acceptance. In addition to aligning ourselves with that mission, the College of Business and Economics has also acknowledged its obligation to making a real, vital difference in the lives of our students, our community and the greater world at large. To that end, CBE has initiated, built upon or continued many practices that provide positive societal impact.

This issue of Business Dialogue will feature just a few examples of the College's contribution to positive societal impact. Additionally, since we can't share all of our great accomplishments in one issue, we'd like to share some additional highlights:

Curriculum:

- Faculty created a new course on DEI in the Workplace.
- Faculty earned TU DEI Fellowship and Grants to develop pedagogy and research on impact of justice perceptions of faculty of color on retention and performance.

Faculty Research:

- Faculty published 14 articles focusing on reducing inequalities with respect to age, disability, gender, and race. Their work has appeared in top journals such as Enterprise Development & Microfinance, and the AMLE.
- 59 articles were published promoting quality education with focus on experiential learning, cultural differences, and entrepreneurship and universal design for learning applications.

Fundraising:

- CBE raised over \$259,000 in 2021-2022, which will provide scholarships, competitions and programming for our students.
- Three new scholarships were created; Mr. Patrick Collins established the Greenspring Advisors Financial Planning Scholarship, Ms. Edna Primrose founded the Primrose-Better Scholarship Endowment for the College of Business and Economics, and Mr. John Eubank set up the John Eubank IV Scholarship for Excellence in Business and Information Technology.

I cannot express how proud I am to be the dean of such a fundamentally caring and supportive college as CBE. I look forward to what the future holds for our students, just as we all look forward to sunshine and warmer days ahead. Be well and I hope everyone has some much-deserved relaxation planned for the summer months.

Sincerely,

Shohreh Kaynama, Ph.D.
Dean, College of Business and Economics

Faculty Perspectives

The Current Supply Chain Crisis – Stimulated Demand Outstrips Constrained Supply



By: Dr. Chaodong Han*

First, hand sanitizer. Then, face masks. And now, rapid test kits. We have become accustomed to the shortage of personal protective products throughout the pandemic. However, are we ready for the continued shortage of paper towels, toilet paper, table wine, and breakfast cereal? Amazon Prime members are annoyed by a two-week or longer delivery despite a free two-day shipping promise. It is disturbing that prices have skyrocketed for almost everything, including gas, groceries, used cars, toys, clothing, appliances, and furniture.

What has happened? What start-

ed as a supply shock caused by production lockdowns in China due to the COVID-19 pandemic spread rapidly to the entire world and triggered a global supply chain breakdown: plant closures, port crises, warehouse idling, and delayed last-mile delivery.

The COVID-19 pandemic has exposed the longstanding structural weaknesses of the U.S. supply chain: a shortage of truck drivers due to high turnovers and early retirement, deteriorating roads and bridges, rising labor and fuel costs, inefficient port operations due to unionized workers and aging infrastructure, frequent disputes with major trade partners, and dependence on global supply

of critical materials and products due to outsourcing. The pandemic has only worsened America's vulnerabilities to supply chain disruptions.

Notably, the American Trucking Association estimates that the U.S. was about 80,000 drivers short of the workforce needed to keep goods moving freely in 2021. Regulations including vaccine mandates only make it more difficult to retain the logistics workforce and recruit new truckers and warehouse workers.

U.S. oil firms produced 12.29 million barrels of crude oil per day in 2019 but had to slash production in 2020 when faced with no demand due to lockdowns. With speedy economic recovery, U.S. demand for oil rebounded to 20.6 million barrels per day in 2022. However, the U.S. oil production barely reached 11.85 million barrels per day as of November 2021, much lower than the pre-pandemic level. Cancellations of the Keystone XL pipeline and drilling leases in the Arctic National Wildlife Refuge combined with geopolitical conflicts only put upward pressure on oil prices. The U.S. has lost its briefly-held status as a net exporter of petroleum. Skyrocketing energy prices add unexpected costs to the supply chain and make frequent deliveries even harder and less desirable.

While supply remains severely

constrained by the pandemic and government policies, demand for physical goods has significantly surged due to unavailability of services, historically low interest rates and the U.S. government's stimulus and relief packages.

The U.S. government responded to the pandemic with expansionary monetary policies and a series of stimulus and relief packages. As President Trump allocated a total of nearly a trillion dollars for direct cash payments, expansion of unemployment benefits, grants to small businesses through the Paycheck Protection Program, educational relief funds, and agriculture relief funds through The Coronavirus Preparedness and Response Supplemental Appropriations Act, The Families First Coronavirus Response Act, and the CARES Act. President Biden signed the American Rescue Plan Act with a \$1.9 trillion price tag, including increased direct cash payments, increased child tax credit, expanded unemployment insurance and benefits, and continuing funding for education, public transit, and rental assistance. The recently signed Infrastructure Investment and Jobs Act budgeted another \$1.2 trillion including \$550 billion for infrastructure.

Unsurprisingly, the stark mismatch between stimulated demand and constrained supply has resulted in the current supply chain crisis.

In the transportation sector, the

unemployment rate was 4.7% in January 2022, a drop of 4.3 percentage points from 9% a year ago. However, the unemployment rate remains above the pre-pandemic level of 3.4% as reported in January 2020. Millions of jobs are unfilled due to drops in labor-force participation. The U.S. labor force participation rate declined to 60.2% in April 2020, 61.7% in July 2021 and 61.9% in December 2021 from 63% in the pre-pandemic period.

To seek long-term solutions to the U.S. supply chain vulnerabilities, the U.S. federal, state and local governments may ease policies and lift regulations which may have hindered the supply of labor and fuels, keep inflation at bay and speed up modernization of waning infrastructure in partnership with the private sector. U.S. companies may consider transformation of their global supply chains in the aftermath of the pandemic, including diversifying supply bases, shortening supply chains through nearshoring or onshoring, and building a resilient logistics network.

Understandably, pay raises alone may no longer be an easy fix to the labor shortage problem facing the logistics industry. Logistics companies may adopt automation, build a work and cultural environment attractive to new generations, and leverage people analytics to identify potential demographics for truckers and warehouse workers.



**This article represents the research and perspective of Chaodong Han, Professor and Chair of the Department of Business Analytics and Technology Management.*

Student Spotlight

ENDING HUNGER IS OUR BUSINESS

By: Emily Flinchum

According to the USDA and Feeding America, more than 38 million people in the United States can be described as food insecure. During the COVID-19 pandemic food insecurity, especially among families and in communities of color, has seen an increase. Many who experience food insecurity do not qualify for federal food assistance and rely on food banks and other programs for their meals.

Food insecurity, unfortunately, is not a new issue. However, it has become a more prominent and pervasive issue in large part due to the pandemic. In response to the growing need on campus and in the community, the Student Leadership Council (SLC) — a collection of business-oriented student organizations — decided to make it their mission to develop a college-wide cohesive strategy to tackle this challenge head-on. With this decision came the Food Insecurity Initiative.

Hanna Cogar, SLC vice president and Food Insecurity intern, explains the importance of the program to Towson University and the surrounding community, sharing that “Since starting this initiative here at CBE, I have come to realize that a portion of our student body struggles to find food throughout the semester.”

A fall 2020 survey by Temple University’s Hope Center for College, Community, and Justice found that nearly 29% of their na-



tionwide student participants from four-year universities had faced food insecurity in the previous 30 days. Students who had COVID-19 were 1.7 times more likely to face food insecurity than those who did not contract the virus.

“Knowing this, I wanted to help students not only in the public school system, but also within our university’s community not to have anxiety of when and where their next meal will come from,” Cogar continues. While sounding similar, food insecurity and hunger are defined differently. Cogar clarifies that food insecurity is “the lack of sufficient financial resources for food” while “hunger is the discomfort caused by having a lack of food, as well as a strong urge to eat.”

St. Vincent de Paul of Baltimore claims that one in eight people in Maryland and one in four in Baltimore City are food insecure. Cogar shares that in the Baltimore region, there are 91,410 people faced with food insecurity. Food insecurity can also lead to other

health issues. Cogar lists some of these issues as including anemia, cognitive development issues, aggression and anxiety.

The SLC Food Insecurity Initiative began to address the issue by developing partnerships within the Towson University campus as well as the broader Towson community. In the fall 2021 semester, the SLC partnered with the Baltimore Hunger Project, Student Support Network and the Maryland Food Bank in order to enact this initiative. “We chose these organizations to kick off our initiative because they are well organized. We wanted to partner with organizations who are very familiar with and would help us have a better understanding about food insecurity,” Cogar said.

During the autumn 2021 semester, the SLC held a trip to the Maryland food bank in order to pack and organize food. The SLC also held

a canned food drive among student organizations in order to donate to the Student Support Network and the Baltimore Hunger Project, both of which fight food insecurity in the Baltimore area.

“I am so proud of the effort students in the college have put into the Food Insecurities Initiative that launched this year. Within the first year, the group has volunteered their time with three different area nonprofits including the Maryland Food Bank, Baltimore Hunger Project and Student Support Network. Through their efforts, they already donated over 400 pounds of canned food! It is inspiring to see young professionals making such a positive impact on TU’s campus and branching out into the community to help those in need,” says Lisa Michocki, director of Student Academic and Career Services.

Cogar shares that the SLC will soon have a meeting to plan for the program’s spring 2022 semester. She hopes that more members of the SLC will become involved in the planning and execution process of the Food Insecurity initiative. Cogar believes that this will “not only help the community in the fight against hunger, but also develop leadership and management skills that they will use in their careers.” Cogar ends by sharing that the SLC is excited to continue to help Towson University students and the surrounding community fight hunger and food insecurity through this initiative.



A Night at the Federal Armored Museum: The Dunbar Scholarship's 25th Anniversary Celebration

By: Cassandra McCarthy



In memory of her mother, Kathy instituted a new scholarship, the Gwen H. Dunbar Memorial scholarship which echoes those put in place by her parents to commemorate her late brother, the James L. Dunbar, Jr. Memorial Scholarship and the James L. Dunbar, Jr. Memorial Music Scholarship. James L. Dunbar, Jr. was a non-traditional student and graduate from the TU College of Business and Economics, who passed in 1994 at the age of 39 of pancreatic cancer.

"The level of generosity and giving from the Dunbars and Mrs. Ramsdell is exceptional. Commemorating a loved one by creating and endowing scholarships secures the legacy and is a wonderful way to honor their memory," notes Towson University Development Officer Frank Sneeringer.

As major supporters of TU, honorees Mr. and Mrs. Dunbar have contributed immeasurably to the College of Business and Economics and enhanced the lives of the Dunbar students in untold ways, not only with their financial generosity but with their generosity of spirit. For these students, knowing there is a benefactor backing them, genuinely rooting for their success and encouraging them to be the best version of themselves can help them achieve their goals and realize their potential beyond what any financial contribution can provide.

The students who attended, a group comprised of both current scholarship recipients and alumni, expressed their sincerest appreciation for the support and care of the Dunbar family, and Mrs. Dunbar was remembered particularly fondly. Until her health no longer made it possible, Mrs. Dunbar attended a luncheon with the recipients of the James L. Dunbar Memorial Scholarships every year, learning about and championing the successes of her beneficiaries. It is to that end that the Scholarship Celebration was planned, bringing together faculty, students and family to celebrate and rejoice in the love and spirit of giving so strong that it will surely endure for generations to come.

For 25 years, Mrs. Gwen Dunbar and her husband, armored vehicle industry titan Mr. James L. Dunbar, Sr., have shown their support for TU students, endowing over \$550,000 in funds that have provided 140 scholarships to deserving students. In a great loss to the community, their family, and TU, Mrs. Dunbar passed away in 2018, followed by Mr. Dunbar in 2020.

On October 21, past scholarship recipients, faculty, staff and family had the opportunity to honor and express their gratitude to this remarkable couple at the Dunbar Scholarship Celebration. The special evening took place in Hunt Valley at the Armored Federal Museum, a museum and event space that serves as Mr. Dunbar's personal tribute to the armored car industry heritage and its people, replete with a collection procured and conserved by Mr. Dunbar himself.

Hosting the event, and also being honored that evening was Mrs. Kathy Ramsdell, daughter of Mr. and Mrs. Dunbar and former schoolteacher, who has picked up the mantle of philanthropy and continues to show the same passion and commitment to Towson University students as her parents.

Counting on the Future Raises \$40,000 for Student Awards



By: Sabrina Viscomi

On November 11, accounting professionals from some of Maryland's most prominent firms gathered in the South Campus Pavilion for their first in-person fundraiser in three years. The evening was a wonderful opportunity for members of the accounting community to connect with one another, as well as the College's accounting faculty, students, and alumni.

CBE is especially grateful to Counting on the Future's corporate sponsors, as well as the accounting advisory board members for coordinating the event and donating items to the silent auction.

In total, the evening raised \$40,000 in scholarship funds for accounting students.

Patrick Donelan, a senior in the accounting program and scholarship recipient who spoke at the event, says, "A scholarship for many students like myself lessens the financial burden of attending school. These contributions let us focus on school rather than the finances behind it. They open up more time and opportunities to pour into the campus community. This can look different for everyone. In the past year, I have been able to explore and start The Towson Consulting Group which is a student-run organization that will provide pro-bo-

no consulting services to engage with small businesses in the Baltimore area. The group also brings in different consulting firms such as Oracle, a Fortune 100 company, to chat with students about their consulting services, the industry, and life as a consultant. This scholarship has continued to push me to want to give more to my community and further create a cycle of giving and growth within TU's CBE!"

THANK YOU TO OUR SPONSORS!

SILVER



BRONZE



Mentoring to Advance Professional Development

A COMPLEX ROAD, SIMPLIFIED

By: Emmeline Klesfsaas

CBE's Mentoring to Advance Professional Development (MAPD) program focuses on the college to career transition. Mentors typically tend to focus on career planning, networking skills, interviewing skills and professional development. Mentoring is really about the match and good matches lead to good mentorship.

One successful mentorship relationship is between Zubair Karim & Michael Emmet. Karim shared the progress he has made since joining MAPD.

"Before I was fixated on doing one specific thing and if I didn't get that one specific thing I would be mad," he says. "I was pursuing a career in one category."

Karim credits Emmet with teaching him that with the skills he currently possesses, he could broaden his career search to more areas. He believes his mentorship has helped guide him in new situations that he may not have been prepared for otherwise. "I feel lucky that I even have a mentor."

Karim continues, "I am a first-generation college student and while people might say it's impressive that I have made it this far, I have no idea what I was doing in the later stages of my school years. I have a better idea of what I want to do and what my professional goals are ever since I have been in MAPD."



"I would love the opportunity to do it again," shares Emmet.

He adds that many of the skills learned through mentorship may not be formally taught in the classroom-setting, but are equally as important in helping students launch and sustain their professional careers.

For those interested in participating in the program as a student or mentor, Emmet says, "The earlier, the better in my opinion."

Having changed his own major three times as an undergraduate student, Emmet can appreciate the value of having a mentor to help along the way.

"I think a lot of students do change majors, and something even as simple as that, a mentor could help provide support. In regards to young professionals," he continues, "there's a lot they don't know about the world."

Emmet explains, "As a mentor you can help guide students on how to show up appropriately to an interview, send a thank you letter, and all the little things that I didn't think were a big deal as a student, but as an employee, I know are [important]."

If you are interested in participating in the MAPD program you can visit: <https://www.towson.edu/cbe/resources/programs/mentoring.html>

Additionally, for more information contact Lauren Tighe Meredith, Professional Development Partner with CBE Student Academic and Career Services, at ltigue@towson.edu.

#AllMAPDOut

Alumni in Action: Mark Fahmy '19

By: Emmeline Klesfsaas

For alumnus Mark Fahmy, Towson University was the first step in his pursuit of higher education. After graduating from TU. in the spring of 2019, Fahmy pursued the next step, his master's from Georgetown University. However, Mark Fahmy did not stop there, currently he is a Ph.D. candidate for law and public policy at Northeastern University in Boston.



Q: Tell us about your time at TU.

A: I really have a lot of appreciation and gratitude toward Towson University for pushing me to challenge myself to graduate in three years. I have no idea what I'd be doing right now if I had graduated in spring of 2020, as the coronavirus pandemic began to emerge and disrupt the course of everyone's lives.

Q: What impacted you the most during your time at Towson University?

A: During my time at Towson, I started off in the business administration program and was looking to specifically concentrate in either finance or economics. It was my freshman year when I was taking a microeconomics class that I was able to get connected with one of my professors, Raquel Frye, who was a technical advisor at a company that at the time was called the Regional Economic Studies Institute (RESI), under Towson University. She was working there and jointly teaching at Towson. I decided to ask her if she could put me in touch with any of the internship or recruitment specialists at RESI, and I was fortunate enough to interview with them and work with them in the spring of 2017, just after my first semester at TU.

That experience was really one of the biggest hallmark moments for me, something very memorable. I had an opportunity to contribute to the regional economic research that TU was supporting and providing more broadly throughout the greater Baltimore area. That experience actually helped to jumpstart a lot of my career choices and professional trajectory. After I interned at RESI, I worked at Morgan Stanley. I also had another internship with the Securities and Exchange Commission (SEC) which was my overture into the federal service. I was really fortunate to get all of those opportunities from the TU network at a pretty young age. Towson did a very good job of encouraging students, challenging them and providing them with good resources and opportunities to build a solid network.

Q: Which class in CBE most influenced your academic and career trajectory?

A: Environment of Business (LEGL 225)

I took Professor Gergana Iotina's class my freshman year. It was just before I started my first internship, and it really gave a very informative scope into the legal environment in the business world. We had opportunities to go to circuit courts, monitor cases and do very engaging and experiential work outside of the classroom, but we also got to learn a lot more about the legal frameworks that are used and applied in the business world. That was something that was really enticing to me, mainly because it's a very critical component when you do work at an institution. [It's important] to be cognizant of what you are legally bound to, and I've always kind of aspired to go into legal reform. Iontina's class, specifically, was one of the benchmarks in my undergraduate studies that gave me that impetus to pursue it further.

Q: What advice would you give current students?

A: The advice I would provide future students is to be intentional about fostering a rapport with your professors, particularly those that are teaching in disciplines you are either interested in exploring further, conducting research in, and/or eventually working in. That was certainly the most formative-enriching aspect of my college experience, and was able to seamlessly balance it with active social and academic dynamics.

Q: What pros and cons have you seen going straight through your degrees?

A: Personally, I received a lot of guidance that if you intend to go into graduate school, you ought to do it while you can. I definitely do like to plan ahead and as I started working in the federal service, I saw my career accelerating very quickly. I realized that the higher up I move within the company, the more challenging it will be for me to create an opportunity to go back to school. Also, I noticed in the Agency [Department of Homeland Security] that they put in a lot of effort and investment into young and entry level personnel, so it was a good opportunity to commingle my academic pursuits with my professional pursuits. I know that the two do supplement each other because when I'm in class, I'm able to speak on the institutional experience, and when I'm at work, I'm able to apply a lot of theoretical and applicable concepts from the coursework in my day to day job. I think it was better for me to go straight through my education and matriculate right out of undergrad and masters.

Q: What are your future goals?

A: I definitely want to stick around in the federal service. I do really like working for the government. It's definitely one of the institutions where you can have a very meaningful and visible impact in the area of responsibility in which you're working. I definitely intend on staying for maybe 10, 15, 20 years. We'll see how that career progression and trajectory goes, but beyond that, I would really like to go into teaching. Specifically, some policy courses, or even some legal courses at the undergraduate or graduate level, but I have plans for that much later down the road once I have some experience.

College News

TU ranks among top 30 public business schools for undergrads

Towson University placed No. 27 among public institutions nationwide in a recent ranking of the best undergraduate business schools by online business education publication “Poets & Quants.”

TU ranked No. 17 among public institutions in the career outcomes measure, which looks at student internships, employment and salary data. College of Business & Economics (CBE) graduates scored high marks in career outcomes—85% had a business-specific internship prior to graduation while 96% of graduates seeking employment found full-time jobs.

TU also ranked No. 4 in business schools with the highest percentage of minority and international students, with 49% of the fall 2021 class identifying as underrepresented minorities.

“As a former business school dean, I can say this is a well-deserved and most prestigious national recognition of our College of Business & Economics and its outstanding faculty and staff,” says TU President Kim Schatzel. “CBE graduates are career-ready and prepared to be leaders in a competitive global economy.”

The only Maryland university represented, TU placed higher than Carnegie Mellon University, the College of William & Mary, and the University of Texas, Austin on the “Poets & Quants” list, which ranked universities in three equally weighted categories—admissions standards, alumni experience and career outcomes—using data provided in institution and alumni surveys.

With 10 concentrations from entrepreneurship to project management and business analytics, the highly customizable business administration major is also ranked among the best undergraduate programs by “U.S. News & World Report.”

“I am thrilled to see that TU College of Business & Economics once again was recognized for its high-quality programs,” says CBE Dean Shohreh Kaynama. “It also is an honor to see our name among some of the best undergraduate programs in the nation. This distinction speaks highly of the quality of our faculty, staff, students and programs.”

Students in the program complete the one-of-a-kind Professional Experience course, which bridges the path from classroom to career with a required 120-hour internship. They also have access to resources throughout the university fostering entrepreneurship, from the Venture Club to the StarTUp at the Armory, a one-of-a-kind, 26,000-square-foot building in the heart of Towson fostering greater Baltimore’s entrepreneurs and their ventures.

The College of Business & Economics is one of less than 1% of business schools worldwide with Association to Advance Collegiate Schools of Business (AACSB) accreditation for its the business and accounting programs.

By: Rebecca Kirkman

TU TOWSON UNIVERSITY™ | **COLLEGE OF BUSINESS & ECONOMICS**

2022 BEST UNDERGRADUATE BUSINESS SCHOOLS RANKINGS

17TH FOR CAREER OUTCOMES AMONG PUBLIC INSTITUTIONS

27TH AMONG PUBLIC INSTITUTIONS NATIONWIDE

#4 IN THE PERCENTAGE OF UNDERREPRESENTED MINORITY STUDENT

POETS & QUANTS

College News

CBE Hits a Home Run with UA Sponsored Case Competition



By: Sabrina Viscomi

Since becoming part of the business curriculum in 2015, the Live Strategy Case Competition has partnered with some impressive corporations to bring real life issues into the classroom. The fall 2021 competition, sponsored by Under Armour (UA), is certainly no exception.

This semester's case featured a unique challenge. UA leaders asked students to propose strategies to support the company's position in the digital fitness market.

In what was the ultimate team project, nearly 300 seniors across 10 sections worked together to develop solutions for UA. The top 10 teams from each section advanced to the final round where they presented their recommendations to UA leaders.

Impressed with all of the day's presentations, UA leaders deliberated at length before selecting their top three teams. In first place were The Focused Performers, including Cari Elliott, Allison Gigliotti, Zackary Gottzandt, Ava Havrilko, and Allison Jacoby, from Dr. Dutta's section.

Second and third place went to teams mentored by Dr. Obedkova. They were the Focus Innovators (Amy Asare, Anna Borisova, Garshet Hatcher, and Briana Scott) and the Metaheads (Sant Chana, Konark Chopra, Mark Sanino, Adil Vahora, and Yuqi Wan).

Adam Flake, Director of Corporate Strategy at Under Armour says, "The live case competition at Towson was a great opportunity for Under Armour and Towson University to further strengthen our partnership as Maryland neighbors. We challenged the students with a real business problem that we face today, and we were extremely impressed with the rigor and creativity of their analysis and recommendations. It's exciting for us to hear a fresh set of diverse ideas to better shape how Under Armour competes in the market. We hope the students learned valuable lessons of real business skillsets and teamwork, both of which are critical to success in the business world. We're looking forward to continuing our partnership in the spring with a new case and another round of teams."



"The live case competition at Towson was a great opportunity for Under Armour and Towson University to further strengthen our partnership as Maryland neighbors. We challenged the students with a real business problem that we face today, and we were extremely impressed with the rigor and creativity of their analysis and recommendations. It's exciting for us to hear a fresh set of diverse ideas to better shape how Under Armour competes in the market. We hope the students learned valuable lessons of real business skillsets and teamwork, both of which are critical to success in the business world. We're looking forward to continuing our partnership in the spring with a new case and another round of teams."

- Adam Flake, corporate director of strategy,
Under Armour

What do Perdue Farms and TU have in common? A passion for using data analytics to solve real world business problems



By: Sabrina Viscomi

On December 3, 2021, CBE's Business Analytics and Technology Management (BATM) department hosted the final round of the second campus-wide Data Analytics Competition sponsored by Perdue Farms. Nearly 60 students, representing five colleges (CBE, COFAC, CLA, CSM, and CHP) across campus participated in the competition. CBE and graphic design majors tend to have higher participation rates than other programs thanks in part to faculty like Kimberly Hopkins, Ph.D., assistant professor of graphic design (COFAC), who encourage students to step out of their comfort zones.

Chaodong Han, Ph.D., chair of BATM explains, "Data visualization and analytics is a cross-functional and cross-disciplinary undertaking. This year, many teams are in fact composed of students from different majors across campus, including CIS and graphic design, etc."

The first round of the competition kicked off on October 5 when Perdue executives presented the case to students. Their challenge was to help Perdue Farms understand which customers would benefit most from the different logistic options offered by the company, utilizing existing delivery and transportation data.

Participants were given until October 31 to analyze the data, answer the company's questions, and visualize their findings. Nine finalist teams were then selected and advanced to the next round where they had 5 minutes to present their findings and data visualizations to Perdue executives.

The judges evaluated each presentation on the depth and accuracy of their analysis, as well as the clarity, creativity, and utility of their visualization. Ultimately, three winning teams were selected.

TU Vice President of the Division of Strategic Partnerships and Applied Research (SPAR), Darius Irani, PhD., shares, "The winning teams were able to take the massive trove of data and convey visually the underlying story and supporting elements to a lay audience, a crucial skill in a 21st century economy."

As the title sponsor for the 2nd Annual Data Analytics Competition, Perdue Farms provided \$5,000 in scholarships for the winning teams and an additional \$5,000 to support experiential learning in data analytics.

"Working with Perdue Farms this year was amazing. The judges were excited to help students in the competition as well as network with the students to talk about internships," says Stella Tomasi, PhD., professor and organizer of the competition. "Every year, we have teams with graphic designers win one of the prizes. It seems that winning teams are able to tell a story through data analysis."

"It was truly a rewarding experience," shares Morley Daehn, Jr., Perdue's network operations transportation manager, "I was extremely impressed with the level of engagement of all of the participants."

Kyle Benning, director of data strategy, adds, "As Perdue continues to grow our analytic capabilities it is essential to recruit new associates and ideas. Analytics is a team sport; this case competition gives us visibility to a diverse cross section of Towson's talent and creates a way for us to see them in action."



Analytics is a team sport; this case competition gives us visibility to a diverse cross section of Towson's talent and creates a way for us to see them in action.

- Kyle Benning, director of data strategy, Purdue Farms



First Place (left): \$2,500.00

Thea Nolan (COFAC: Graphic Design), Ju Un Park (CBE: BSAP), and Connie Yee (COFAC: Graphic Design)



Second Place (right): \$1,500.00

Deaira Carrington (FCSM: CIS)



Third Place: \$1,000.00

Haja Sannoh (CBE and Honors College: Economics and Political Science) and Leah Sine (CBE: Economics)



Sales Competition Winners Earn \$5,000 in Scholarships and Advance to Nationals

By: Sabrina Viscomi

On October 22, 40 students and 37 business professionals returned to campus for the 7th Annual Strategic Sales Competition.

Representatives from Stanley Black and Decker (SBD), Northwestern Mutual, Sherwin Williams, Graybar, Enterprise Holdings, Lower, United Electric Supply, ADP, United Rentals, Pella Mid-Atlantic, Stryker Endoscopy, WMAR – Channel 2, UNUM, Concentra, Triumvirate Environmental, and Memory-Blue served as buyers or judges for the competition.

Among them were several alumni, including Joe Richardson '98 (SBD), Grayson Osborn '19 (SBD), Chris Wohlfort '16 (Lower), Vlad Shevchenko '17 (Stryker), Patrick Hoover '13 (Pella), Alicia Jones, '18 (Gauge Media), Hailey Hardesty '19 (Enterprise), and Jenny Fitzsimmons '15 (Enterprise).

This unique competition puts theory into practice by simulating a real-life sales scenario whereby students are challenged to sell an actual product to industry professionals who serve as buyers. As platinum partner, Stanley Black and Decker provided the product (DeWalt FlexVolt), for this semester's competition.

To add authenticity, one-on-one sales pitches take place in real-time and are simultaneously live-streamed to another room where judges evaluate the students' performance, such as their delivery, tactics, and ability to address the buyers' concerns.

Five winners were ultimately selected by the judges:

1. Sydney Greenspan, Business Administration – Marketing
2. Brian Stanley, Business Administration – International Business
3. Massimo Artista, Mass Communication – Advertising
4. Amaya Blanding, Acting
5. Michael Caulfield, Business Administration – Marketing

The winning students, representing various majors across CBE and TU, received a total of \$5,000 in scholarships. First place winner, Sydney Greenspan, will go on to represent TU at the Shore Sales Challenge – a nationwide competition at Salisbury University in March.

Plamen Peev, associate professor of marketing and organizer of the competition extends "Special thanks to Sarah Halvorsen (SBD) for working tirelessly on organizing the Stanley team and training the students on the product. A shout out to all the buyers for the day: Brad Palmatary, Grayson Osborn, Ryan Filyo, Cole Ostendarp, and Jake Jennings (all from SBD)."

