

PhD PROGRAM IN BUSINESS

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NY
THE GRADUATE CENTER
Baruch COLLEGE

CITY UNIVERSITY
OF NEW YORK

ZICKLIN SCHOOL OF BUSINESS

Fall 2018

Getting Started

By Karl Lang, Executive Officer of the PhD Program

We begin the fall 2018 semester with a few changes in the administrative roles of the PhD Program in Business that will take effect with the AY 2018/2019. We are pleased to announce that Professor Ana Valenzuela will serve as the new area coordinator in the Marketing, Professor Radhika Jain will serve as the new area coordinator in Information Systems, and that Professor Tolga Aydinliyim will serve as the interim area coordinator in Management (for AY 2018/19).

Professor Edward Li will continue to serve as the area coordinator in the accounting program and Professor Lin Peng who has returned as the area coordinator in Finance after being away on fellowship leave in AY 2017/18.

I also want to take this opportunity to thank Professors Stephen Gould (Marketing), Naomi Gardberg (Management), and Kannan Mohan (Information System) for their outstanding service and dedication to the PhD program. Likewise, I would like to thank Professor Jonathan Wang for his service as the interim area coordinator in Finance during the AY 2017/18.

After serving as the Acting EO for the past two years I am happy to announce that I have agreed to serve as the Executive Officer of the PhD program in Business as of July 1, 2018 through June 30, 2021.

Karl A. Lang

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John Elliott Teaching Awards 2018

By Leslie De Jesus, Assistant program Officer

The John A. Elliott Teaching Award is intended to recognize individual graduate students for teaching that rises above and beyond to a sustained performance of excellence. The award represents our commitment to teaching and scholarship as exemplified by former Dean John A. Elliott.

Recipients of the John A. Elliott Teaching Award receive a cash award from the Zicklin School of Business and are honored in a ceremony at the annual spring student meeting.

The 2018 Recipients of the John A. Elliott Teaching Award were Berna Basar (Marketing), Sunqian “Violet” Ren (Accounting), Teodora Szabo-Douat (Marketing), Ying Liang (Accounting), Yuxiao Luo (Information Systems).

Pictured below (L to R)
Sunqian “Violet” Ren, Berna
Basar, Karl Lang (EO),
Teodora Szabo-Douat and
Yuxiao Luo.



2018 Baruch College Research Symposium



“I had a wonderful experience serving as a chair and a discussant for some of the sessions. I was able to meet with PhD students across the disciplines in the business area from across the U.S.”
—Katerina Gonzalez



The PhD Project and the Baruch College invited doctoral students who are members of the PhD Project to apply to participate in the inaugural annual *PhD Project - Baruch College Research Symposium* in New York City.

The symposium was held April 27 - 28, 2018. 15 research papers were selected from doctoral scholars from top research universities including Harvard Business School, Northwestern, University of Pennsylvania and the University of Missouri just to name a few.

The discussants included faculty like: Kalin Kolev, Monica Neamtiu, Jonathan Wang, Joseph Weintrop, Karl Lang and PhD students Katerina Gonzalez, Berna Basar and Michael Ekema-Agbaw.

Our New Students

Out of hundreds of applicants we were able to recruit an amazing cohort of 12 outstanding students from varying disciplines.

Yang Xu is a PhD student in the Bert W. Wasserman Department of Economics and Finance at Zicklin School of Business, Baruch College. Her research interests include investment, risk and asset pricing. Prior to joining the doctoral program in Finance, she had worked at a hedge fund in New York for three years. Yang holds a M.S. in Financial Mathematics degree from the University of Chicago, and a Bachelor of Economics in Financial Engineering from Renmin University of China.

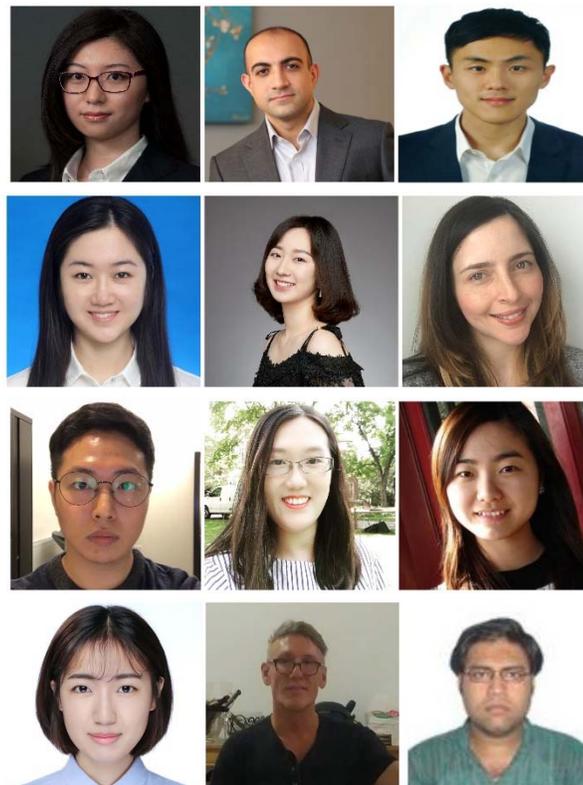
Saghar Samimy is an accounting doctoral student. His previous professional experience consists of several years at JPMorgan Chase, covering areas such as corporate accounting and taxation, structured income products, resolution and recovery, and employee compensation. His current research interests include regulation of financial institutions as well as market information derived from non-traditional media sources. He has a BBA from the City University of New York and is licensed as a Certified Public Accountant.

Junghoon “Martino” Park is a new doctoral student in the Narendra P. Loomba Department of Management. He received a MS in International Business and a BS in International Business and Trade from Kyung Hee University in South Korea. His areas of interest are corporate sustainability strategies and environmental management. Specifically, he is interested in shedding light on the conditions under which a firm’s environmental partnership portfolio is positively associated with firm performance in terms of environmental and financial performance.

Yunqing Yang is a doctoral student in the Bert W. Wasserman Department of Economics and Finance at Zicklin School of Business, Baruch College. After she graduated from Sichuan University with a degree in Finance, she went to Southwestern University of Finance and Economics for further finance study. She passed CFA level III and current research interest is in asset pricing.

Lu “Lydia” Tong is a new doctoral student in Accountancy. Prior to joining the program, she graduated from Southwestern University of Finance and Economics with a Bachelor of Management in accounting degree. Her current research interests revolve around auditing, mergers and acquisitions, valuation, financial reporting and information dissemination in capital market.

Andrea Peláez Martínez is a Ph.D. student at the Department of Marketing and international Business. Andrea holds a bachelor’s degree in industrial engineering, and a master’s degree in marketing at the Adam Smith Business School of the University of Glasgow (Scotland). Prior to joining Baruch, Andrea worked for several Colombian Universities (EIA, EAFIT, and the National University of Colombia) where she taught courses in strategic marketing, consumer behavior, digital marketing, and market research for undergraduate and executive programs. Her areas of expertise include qualitative research, ethical consumption and branding in business-to-business contexts.



Pictured above from (L to R): Yang Xu, Saghar Samimy, Junghoon Park, Yunqing Yang, Lu Tong, Andrea Peláez Martínez, Joonsung Won, Mingwei Li, Rui “Jessie” Du, Linmei Huang, Jeffrey Augugliaro and Arka Prava Bandyopadhyay

Joonsung “Francis” Won is a Ph.D. student in the finance department and is originally from Seoul, South Korea. Before joining Baruch, he attended Yonsei University in Seoul, South Korea, finishing his undergraduate and master’s degree in Business Administration and concentration in Finance. His current research interests are theoretical developments and the corresponding empirical tests on topics related to capital structure, default probability, internal capital market of corporations, and corporate governance.

Mingwei Li is a PhD student in the Narendra P. Loomba Department of Management. Her research interests are very broad, including leadership, teams, innovation entrepreneurship, and start-up firms.

Rui “Jessie” Du is a PhD student in the Department of Marketing and international Business. Her research interests lie in social hierarchical and competition studies in a high-tech environment. Her most recent publication studies online conspicuous consumption. She acquired her master’s degree from the University of Pennsylvania.

Our New Students (cont.)

Linmei Huang is a PhD student in the Paul H. Chook Department of Information systems & Statistics. Her research interests includes focusing on the blockchain's application in financial areas. Prior to joining the PhD program she obtained an MA in International Business at the Berlin School of Economics and Law, an MA in Business Administration from the southwestern University of Finance and Economics as well as her BA in Finance and Economics from the southwestern University of Finance and Economics.

Jeffrey Augugliaro is a first year PhD student in the Narendra P. Loomba Department of Management. He spent 15 years as an entrepreneur launching companies in many different industries. He received a BA from Stony Brook University in Sociology and Philosophy and obtained his Master's from Columbia University in Public Policy.

Arka Prava Bandyopadhyay is a PhD student in The William Newman Department of Real Estate. He received a B.Math in Pure Mathematics from Indian Statistical Institute. He came to USA in 2010 and worked on Quantum Computation/Information as his research thesis in Louisiana State University where he received an MS in Computer Science. He hopes to enhance his career in Real Estate Finance building on his professional work in Mortgages and Structured Products.

The R workshop



For the second consecutive year Prof. Markus Löcher of the Berlin School for Economics and Law conducted an R workshop that included a 5-day program on data preparation and data transformation, programming in R language and environment among other computing and data management processes. Participants of the workshop raved and stated that they'd be interested in participating again next year.

Recent Graduates and Placements

Our new placements include tenure-track assistant professorships and non-academic positions.

Saeed Ghasseminejad took a position as a Senior Research Fellow at the Foundation for Defense of Democracies in Washington, DC.

Yang Liu, Zhaojun Huang, Qijian Wang and Yuan Feng returned as assistant professors to the Southwestern University of Finance and Economics, the prestigious national university in Chengdu, China.

Three tenure-track assistant professorship placements that began this fall included **Lama Lteif** at the University of New Mexico. **Sara Baskentli** at Western Washington University and **Emily Goldsmith** who is now teaching at Marymount Manhattan College. **Jing Dai** in Accounting accepted a visiting assistant professorship at NYU-Shanghai.

Bin Ma placed in IE University in Madrid, Spain and **Yang Meng** is in her second year of teaching at the University of Grenoble, France.

Non-Academic Positions include **Boram Nam** in marketing who is the VP of Business Development at Dramafever Corp. Which was recently acquired by Time Warner.

Also in Management **Louis Lipani** is providing private business consulting at his own firm.

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