

PhD PROGRAM IN BUSINESS

CUNY
THE GRADUATE CENTER
CITY UNIVERSITY OF NEW YORK

Baruch COLLEGE

Spring 2020

ZICKLIN SCHOOL OF BUSINESS

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Program updates

The PhD Program in Business is recruiting its Fall 2020 cohort. The application deadline has been extended from January 1st of each year to January 15th. Application inquiries have been high across our five specializations (accounting, finance, information systems, management, and marketing).

During the fall 2019 semester we experienced a few changes in administrative roles at the CUNY Graduate Center. Former President of Queens College, James L. Muyskens is now the Interim President of the Graduate Center.

We will also have an interim IS area coordinator for the Spring 2020 semester, Dr. Yuanfeng Cai.

The teaching awards have been renamed after our current Zicklin School of Business Dean Fenwick Huss. The purpose of the award is to recognize outstanding teaching by a Doctoral student. The 1st recipients of the Dean Huss Teaching awards were: Amanda Sanseverino (ACC), Oden Groth (MKT) and Xiaoyu Zhu (FIN).



The PhD Project – Baruch College Research Symposium will help participating students advance their research projects. Baruch / CUNY faculty members who are leading research scholars in their respective fields will be paired with student presenters and discuss their papers and offer feedback and suggestions with the goal of bringing the manuscripts closer to possible publication in a quality academic research journal. Baruch research scholars will be available throughout the event to talk to participants about their research and ideas and to facilitate initiating new projects among student fellows and faculty mentors with shared interests.

Our second annual Baruch College – PhD Project Research Symposium was successfully held on May 16 and 17th, 2019, at the CUNY Graduate Center. The collaborative academic initiative between the PhD Project and the Zicklin School aims to increase the diversity of business school faculty. The selected 15 minority PhD student from doctoral programs around the country presented their research. Participants from Penn State, University of Missouri, Rutgers, University of Arkansas, The University of Texas at San Antonio, University of Louisville, and Virginia Tech among others were in attendance.

The purpose of the symposium is to complement the PhD Project's efforts to enhance diversity and inclusion in business education by striving to reduce the significant underrepresentation of African Americans, Hispanic Americans and Native Americans on the faculties of business schools in the US and around the world. Participating in this conference provides PhD students with an excellent opportunity to further develop your research scholarship, which will help with positioning them in their job market for a faculty position at research-oriented business schools when you complete your doctoral studies. Participants will begin to build life-long relationships with other students and faculty mentors who will help them become leaders within the business disciplines and research communities.

Our third annual PhD Symposium will be held from April 30-May 1st 2020.

For questions, please contact the PhD Project – Baruch College Research Symposium Co-Chairs:

Paquita Davis-Friday (Paquita.DavisFriday@baruch.cuny.edu)
Karl Lang (karl.lang@baruch.cuny.edu)

Promoting Diversity within Doctoral Programs to recruit minority scholars who can potentially diversify the faculty population in higher education.

In addition, we partnered with the PhD Project and hosted a PhD information session on September 17, 2019 to recruit minority candidates from the undergraduate Baruch student population, who may be considering pursuing a doctoral degree. 38 prospective students signed up for the event.

Business schools need diverse faculty

Zicklin School of Business will host a panel discussion and networking reception with Dr. Paquita Davis Friday. Learn about careers in business academia and the support available through The PhD Project.

The PhD Project is a diversity initiative that encourages Black/ African American, LatinX/Hispanic-American and Native American individuals to learn about business doctoral programs.

Become a role model and mentor for future generations of business professionals.

**When: Tuesday, September 17
12:30 pm - 2:00pm**

WHERE: 14-285, Newman Vertical Campus
One Bernard Baruch Way
(55 Lexington Ave. at 24th St)
New York, NY 10010

Presenter
Dr. Paquita Davis Friday

Panelists:

Dr. Justice Tillman
Assistant Professor of
Management at
CUNY - Baruch

Michael Ekoma-Agbaw
Management Doctoral
Student at
CUNY - Baruch

Hosted by:
Baruch COLLEGE | **ZICKLIN SCHOOL OF BUSINESS** | **CUNY**

THE PhD PROJECT SM
Increasing Diversity in Business through Academia

Our New Students

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

Huy Do (ACCT) has a Bachelor in Accounting from the University of the Ozarks and an MBA from The University of Tulsa. He earned his CPA license in Oklahoma.

Yanran Li (FIN) has joined us from the Southern University of Finance and Economics and his undergraduate major is bilingual financial management.

Dana Nugent (ACCT) received both her Bachelor's and Master's degrees from Montclair State University. Her master's concentration was forensic accounting and valuation.

Mingyuan Kong (FIN) graduated from Stevens Institute of Technology with an M.S. degree in Financial Engineering. Prior to joining the doctoral program in Finance, he worked at Hanlon Financial Systems Lab and School of Business at Stevens as a lab assistant and a research associate.

Jingdan Liu (FIN) received her BS in Mathematics and Statistics from Purdue University, MA in Statistics from Columbia University and MS in Finance from Baruch College.

Li Ma (FIN) studied Finance for two years in Southwestern University of Finance and Economics in China. She holds a BA in Economics from Shandong University in China.

Yuqian Liu (IS) received a Master of Science in Quantitative Methods & Modeling from Baruch College. Has worked as a data warehouse intern at NYC Department of Citywide Administrative Services since December 2017.

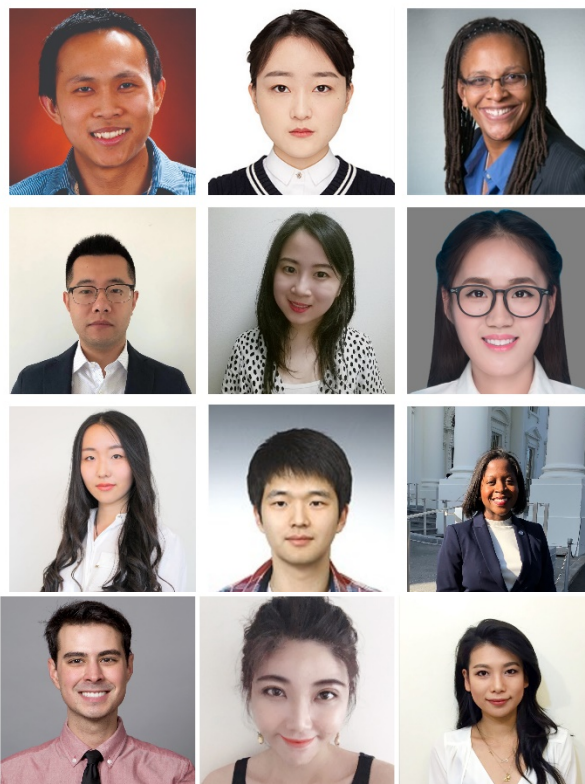
Sanghyun Park (IS) Studied Applied Organic Materials Engineering and received a bachelor degree in Inha University in Korea. He then studied Big data management and earned the master degree in Kyung Hee University. His research interests include; machine learning, data mining, recommendation system and user-generated contents such as text review and images.

Nikisha Alcindor (MGT) she served at Columbia University as the Academic Director for Wealth Management, a Master's Degree. In this role she created the curriculum, strategy and recruited the faculty for the program. Prior to Columbia University, Mrs. Alcindor was a Private Wealth Advisor at Goldman Sachs where she managed the assets of high-net worth individuals and institutions.

Diogo Koch Alves (MKT) holds a BA in Psychology and Economics from NYU, an MS in Integrated Marketing Communications from Northwestern University, and an MA in Social and Consumer Psychology from NYU. He has also worked in Account Management at J. Walter Thompson New York. Diogo has experience working with both qualitative and quantitative research methods and his current research interests include consumer motivation, self-control, impression management, self-perception, and judgment and decision-making.

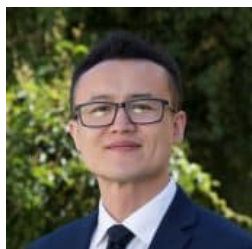
Mu Li (MKT) received an MBA in Entrepreneurship from Brandeis University and received an undergraduate degree from the University of Illinois at Urbana-Champaign.

Yuanyuan Zhang (MKT) received her bachelor's degree from Mie University, Japan and a master's degree from Ball State University. Prior to joining Baruch, she worked as a market researcher at an international company in New York City.



Pictured above from (L to R): Huy Do, Yanran Li, Dana Nugent, Mingyuan Kong, Jingdan Liu, Li Ma, Yuqian Liu, Sanghyun Park, Nikisha Alcindor, Diogo Koch Alves, Mu Li, & Yuanyuan Zhang.

Alumni News



Bin Ma (2018) who graduated from our Management program who joined the faculty of IE University (Spain) was promoted to Academic Director of newly launched IE China Center.

Doctoral Faculty Appointments

We also welcomed the following professors to the Doctoral Faculty:

- Associate Professor of Economics and Finance, Dr. Sonali Hazarika
- Assistant Professor of Marketing, Dr. Diogo Hildebrand
- Professor of Economics and Finance, Dr. Theodore Joyce

Doctoral Faculty News



This past summer Dr. Naomi Gardberg co-authored the book, "Global Aspects of Reputation and Strategic Management" with David L. Deephouse, & William Newburry
ISBN: 978-1-78754-314-0

Recent Graduates and Placements



From L to R: Yu Shan, Farindokht Vaghefi, Dr. C. Justice Tillman, Katerina Gonzalez and Shu Yang

Our new placements include tenure-track assistant professorships and non-academic positions. The Fifty-Fifth Annual Commencement of the CUNY Graduate Center was held on Friday, May 31, 2019 at the David Geffen Hall at Lincoln Center. The ceremony celebrated the achievements of our doctoral students.

The Business program graduates include: Berna Basar (May 2019), Saeed Ghasseminejad (September 2018), Katerina Gonzalez (May 2019), Wei He (May 2019), Zhaojun Huang (September 2018), Yang Liu (September 2018), Lama Lteif (September 2018), Bin Ma (September 2018), Yu Shan (May 2019), Farindokht Vaghefi (May 2019) and Shu Yang (May 2019). Fall 2019 graduates are: Zhiyuan Tu (September 2019), Jing Liu (September 2019), and Yang Liu (September 2019).

Our Area Coordinators

Accounting

Edward Li (Area Coordinator)

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Finance

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(Spring 2020)

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Ana Valenzuela (Area Coordinator)

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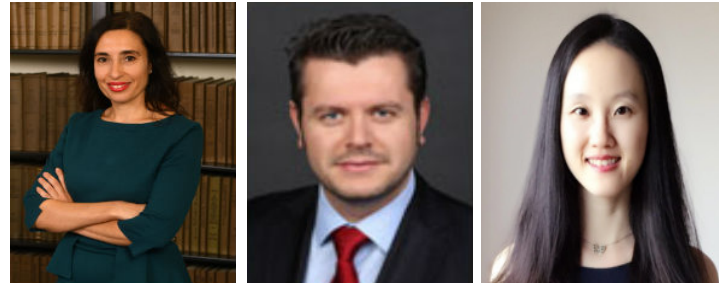
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Management

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From L to R: Dr. Edward Li, Dr. Lin Peng, Dr. Radhika Jain, Dr. Ana Valenzuela, Dr. Tolga Aydinliyim and Dr. Yuanfeng Cai

Zicklin School Centennial Celebration



On October 17th 2019 the Zicklin School of Business celebrated the Zicklin School of Business' 100th year with the unveiling of a historical display of the Zicklin's Business school. "Throughout Zicklin's history, there are two fundamental elements that haven't changed: the school's commitment to providing superior business education that is both accessible and impactful; and our students' drive to fulfill their professional hopes and dreams."

—Dean H. Fenwick Huss

Baruch COLLEGE

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PhD Program in Business

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<https://zicklin.baruch.cuny.edu/academic-programs/doctoral/>