

5-2021

Raj Soin College of Business Monthly Update - May 2021

Raj Soin College of Business, Wright State University

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Repository Citation

Raj Soin College of Business, Wright State University (2021). *Raj Soin College of Business Monthly Update - May 2021*. .

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RSCoB Monthly Update - May 2021



Our M.B.A. program has been ranked among the nation's best by **Fortune Education Hub**, a new online platform launched by Fortune magazine. The hub ranked our online M.B.A. program No. 50 out of the 104 programs that completed Fortune's questionnaire.

Graduation

The college graduated a total of **336** students this Spring - 205 Bachelor students, 54 business minors, 60 MBA students, and 17 students in other Master's programs. Congratulations!

Student Achievements



Congratulations to our 2021 Wright State **Student Leadership Awards** Winners!

Reilly Corbett (Marketing) - Senior Leader Award

Brooke Neal (Business Economics) - Senior Leader Award

Charline Phung (SCM) - Emerging Student Leader Award

Logan Rex (Accountancy) - Distinguished Advanced Student Leader Award

Melody Roop (Financial Services) - Emerging Student Leader Award

Brittany Zazueta (Marketing) - Advanced Student Leader Award



Anna Dunn (Marketing) is named a "Top Scholar" by WSU Friends of the Libraries. The library purchased a new book and added a bookplate with Anna's name. This book holds a permanent place in their collection - Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth.



[Tumble](#), an on-demand laundry and dry-cleaning service was the winner of the **2021 Wright Venture!** Tumble is operated by **Jeffrey Caldwell II**, an MBA student with a concentration in new venture creation. The co-owner is Charles Wheeler. Read the Newsroom [article](#) and watch the [video](#).

New Advisors



Please welcome **Paul Harding**, our new academic advisor! Bio: Paul is a native Ohioan, craft coffee enthusiast, Enneagram 5, and trivia geek. His undergraduate background in Spanish and Intercultural Studies gave him a deep love for trying to understand others. During grad school, he did an experiential learning program in Palo Alto, California where he learned community development by doing while taking classes. His recent research has been into online streaming communities, primarily on Twitch, where he streams and is active in chat. He's been married for almost five years to Elizabeth, who will probably convince him to get a cat someday.

Please welcome **Amanda Horrocks**, our new academic advisor! Bio: Amanda was originally from Canandaigua, New York. She holds a B.A. in



Psychology and an M.S. in Higher Education Administration with a concentration in Student Affairs from the University of Rochester. Previously, she spent three years as an Allied Health advisor at Texas A&M University. After moving to Ohio in 2017, she has been a preschool teacher at Evergreen Children's Center. Her husband, Greg, works at the Air Force Research Lab at Wright-Patterson Air Force Base. Their daughter, Felicity, will start kindergarten in the Fall. Amanda is excited to return to higher education as an academic advisor at Wright State University.

Faculty Recognition



Congratulations to Dr. **John Dinsmore** on his new publication! Dinsmore, J. B., Wright, S. A., & Plotkina, D. (2021). When time pressure counters the zero price effect. *Journal of Consumer Marketing*. [DOI](#).



Congratulations to Dr. **Anand Jeyaraj** on his new publication! Zhu, M., Sun, Y., Jeyaraj, A., & Hao, J. (2021). Impact of task characteristics on employee agility: the moderating effect of enterprise social media visibility. *Internet Research*. [DOI](#).



Congratulations to Dr. **Kunal Swani** on his new publication! Swani, K. (2021). To app or not to app: A business-to-business seller's decision. *Industrial Marketing Management*, 93, 389-400. [DOI](#).

Advising



Joyce Winters, Career Consultant
A summary of the Spring term. About 120 students made appointments, with 70 students requesting assistance with resume development. Over 75 students participated in virtual college Career Services events. Interest from business partners has continued to grow. About 20 employers requested assistance with posting

numerous internship and employment opportunities.
Thank you to the Chairs and faculty who support career initiatives!



Yao Wu
Assistant Director of
Academic Advising



Dan Dakin



Paul Harding



Amanda Horrocks



Monique Scott

Please see the updated caseload for the summer:

Dan Dakins - All MBA and all undergraduate international students

Paul Harding - Marketing, Entrepreneurship, MIS, SCM, and associated minors or certificates

Amanda Horrocks - HR Management, Management, IB, Business Undecided, and associated minors or certificates

Monique Scott - Accountancy, Finance, Financial Services, Business Economics, and associated minors

Calendar

May 8 - [Raider Open House](#), the Nutter Center.

May 10 - First day of Summer classes (full-term and A-term).

May 17 - MBA [virtual open house](#).

May 26 - Deadline to submit Voluntary Separation Agreements.

June 11 - [Summer orientations](#) start.

June 18 - Raider Open House.

June 21 - First day of Summer classes (B-term).



Contact Us

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