

The Crawford Connection



Ambassador Crawford
College of Business
and Entrepreneurship



2021-2022 College Report



Ambassador Crawford
College of Business
and Entrepreneurship

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Pictured at the Crawford Hall groundbreaking are Mary and Ambassador Edward F. Crawford, Dean Deborah F. Spake and Deborah and Matt Crawford.

A Year Like No Other

The College celebrated a milestone in 2021-2022 in a number of ways. First, the College became the recipient of the largest gift in Kent State history from Ambassador Edward F. Crawford. In recognition of this gift, the College was named the Ambassador Crawford College of Business and Entrepreneurship and Crawford Hall, the new home for the College, will open in 2024. The new building will support innovative instruction, leading research and student support services for thousands of business majors, minors and others taking business courses across the Kent State system.

We celebrated the official groundbreaking for Crawford Hall on March 8, 2022, with more than 400 university officials, donors, faculty, staff, alumni, students, elected officials and special guests in attendance. The College also launched the ASPIRE Entrepreneurial Workshop Series on March 8, during which Ambassador Crawford shared his entrepreneurial journey and the importance of overcoming rejection with students and guests in attendance.

In academic year 2021-22, the college announced more than \$11 million in philanthropic gifts to name 29 spaces in Crawford Hall. These spaces will include state-of-the-art laboratory spaces for entrepreneurship, sales, behavioral research, business analytics and finance.

Another noteworthy achievement was the university receiving Research 1 (R1) designation by the Carnegie Classification of Institutions of Higher Education in December, further elevating the university's status as a top-tier research institution.

The College's graduate programs continued to receive impressive rankings, with the Business Analytics program ranking #12 in *Fortune's* Best Online Master's in Business Analytics programs and the Online MBA ranking #23 in *The Princeton Review's* Top 50 Online MBA programs. The Online MBA program also achieved Quality Matters (QM)™ Program Design and Learner Success Certifications, making it the first MBA program in the U.S. to achieve these certifications.

Business faculty continued to excel, receiving national and international recognition, including Dr. Serena Loftus being recognized by *Poets and Quants* and Dr. Wendy Tietz receiving Honorable Mention for the AICPA's 2021 Bea Sanders/AICPA Innovation in Teaching Award. Faculty continued publishing in top academic journals and being sought out by national media for their expertise.

The pages that follow will serve as a look back on the 2021-2022 academic year as we continue to celebrate all that was accomplished.

Deborah F. Spake, Ph.D.

Dean, Ambassador Crawford College of Business and Entrepreneurship

Building Highlights

Crawford Hall will include approximately

150,000 square feet of space.

The building will feature **6** different state-of-the-art spaces dedicated to entrepreneurship, financial trading, behavioral research, business analytics, sales and computing.

Crawford Hall is designed to promote collaboration and will include spaces such as the Collaboration Staircase.



Crawford Hall Groundbreaking

Kent State University broke ground on Crawford Hall, the future home of the Ambassador Crawford College of Business and Entrepreneurship, on March 8, 2022.

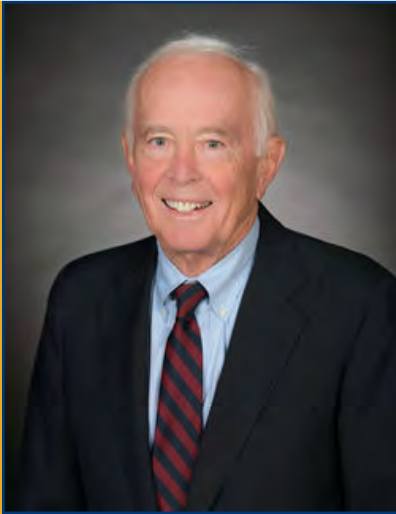
Construction on this state-of-the-art building is expected to be completed spring of 2024. Crawford Hall will support innovative instruction, leading research and student support services for thousands of business majors, minors and others taking business courses across the Kent State system.

The Ambassador Crawford College of Business and Entrepreneurship and Crawford Hall were named in honor of Ambassador Edward F. Crawford and his family, who provided the largest single philanthropic gift in Kent State history.

Crawford Hall will be one of the largest buildings on any Kent State campus to house an academic program and will provide 50% more square footage than the existing business building.



Archer Challenge



Robert M. Archer, MBA '61, Provides Challenge Gift to Complete Capital Campaign

In receiving the largest gift in Kent State history from Ambassador Edward F. Crawford to name Crawford Hall and the Ambassador Crawford College of Business and Entrepreneurship, the College also achieved the Archer Challenge by Robert M. Archer, MBA '61.

Archer, a longtime supporter of Kent State University, had already made a \$1 million gift to support the new building and made an additional challenge: complete the capital campaign by the end of 2021 and he would provide an additional \$1 million needed for the university to begin construction on the new building. In accordance with the challenge, Archer agreed to provide the final \$1 million needed for the university to begin construction on the new building.



Shown is a rendering of the future Trading Lab, one of two spaces that were funded through the Archers' donation.

Featured Spaces in Crawford Hall

Robert M. and Janet Archer Kent Water Sports Trading Lab and Robert M. and Janet Archer Kent Water Sports Business Analytics Lab

Robert M. Archer is the Board Chairman and owner of Kent Water Sports and its branded companies O'Brien International, Connelly Skis, HO Sports Company, Liquid Force, Absolute Outdoor, Barefoot International, Nash/Hydroslide, Arbor Snowboards and Aqua Sports. He serves on the Ashland YMCA Board of Trustees, the Huntington Bank Regional Advisory Board and the Ashland University Board of Trustees. He is a member of the College's National Advisory Board. He and his wife, Janet, are longtime supporters of numerous nonprofit organizations in the Ashland, Ohio area.



Robert M. and Janet Archer are pictured at the 2019 Kent State Founder's Gala. The Archers' gift will name both the Robert M. and Janet Archer Kent Water Sports Trading Lab and the Robert M. and Janet Archer Kent Water Sports Business Analytics Lab.



Pictured is a rendering of the future Business Analytics Lab.

Featured Spaces in Crawford Hall



James R. Unger Global Forum

James R. Unger is a 1967 Bachelor of Business Administration in Management Science alumnus, and Evelyn F. Unger is a 1972 elementary education alumna. Their gift will name the Global Forum, a 400-seat theater in the round that will serve as a premiere lecture hall and event space for the College's speaker series and conferences.

Unger joined Miller Transfer in 1971 where he held various positions ultimately serving as Treasurer and Executive Vice President before becoming the President in 1996. He is a member of the College's National Advisory Board.



The Global Forum can be seen on the top floor of this Crawford Hall rendering.

Featured Spaces in Crawford Hall



John S. and Marlene J. Brinzo Center for Entrepreneurship and the John S. Brinzo Entrepreneurship Laboratory

John S. Brinzo, who graduated with a Bachelor of Business Administration degree from Kent State in 1964, along with his wife, Marlene J. Brinzo, made a \$1.53 million gift to name the John S. and Marlene J. Brinzo Center for Entrepreneurship and the John S. Brinzo Entrepreneurship Laboratory.

The John S. and Marlene J. Brinzo Center for Entrepreneurship is a dynamic, highly successful academic center that hosts annual pitch competitions, the Michael D. Solomon Entrepreneurship Speaker Series and co-curricular activities and as a hub for entrepreneurship and innovation within the Ambassador Crawford College of Business and Entrepreneurship. The John S. and Marlene J. Brinzo Entrepreneurship Laboratory will be located within the John S. and Marlene J. Brinzo Center

for Entrepreneurship and will provide teaming spaces for student collaboration, idea development, pitch preparation and mentoring.

John S. Brinzo began his career at National City Bank. From there he joined Cleveland-Cliffs, Inc., the leading supplier of iron ore products in North America, as a financial analyst. John worked his way up to being named President and CEO in 1997 and Chairman of the Board in 2000, a position he held until he retired in 2006. John has served on seven corporate boards, including the Brinks Company and Delta Airlines. He is a former chair of the College's National Advisory Board.



John S. Brinzo is pictured with 2022 CEBIpitch winners Lauren Hollis, Christopher Vogt, and Angeliqne Wong.



Students pitch their businesses at a previous CEBIpitch competition.

Featured Spaces in Crawford Hall

Matthew E. and Nancy S. Likens Department of Marketing and Entrepreneurship Suite

Matthew E. and Nancy S. Likens are both graduates of Kent State University. Matt Likens graduated in 1975 with a Bachelor of Business Administration degree in Marketing, and Nancy Likens graduated the same year with a Bachelor of Arts in deaf education. In recognition of the Likens' \$1 million gift, the Marketing and Entrepreneurship Suite is being named in their honor.

Likens is President and CEO of GT Medical Technologies. He was formerly the President and Chief Executive Officer of Ulthera Division, Merz Pharma GmbH. & Co. He is a member of the College's National Advisory Board. He previously received the 2019 Kent State Distinguished Alumni Award.



Matthew E. Likens, the recipient of the 2019 Kent State Distinguished Alumni Award, provided a gift to name the Matthew E. and Nancy S. Likens Department of Marketing and Entrepreneurship Suite.



The rendering above showcases an external view of the future Marketing and Entrepreneurship Suite.

Featured Spaces in Crawford Hall



Walter G. and Judy A. Van Benthuyzen Collaboration Staircase

In recognition of a \$1 million gift provided by Walter G. Van Benthuyzen and his wife, Judy, the Collaboration Staircase will be named in their honor, a central innovation feature of the new building's atrium. The staircase will provide an open gathering space for social and collaborative experiences for students.

Walter Van Benthuyzen graduated from Kent State in 1961 with a bachelor's degree in business administration.



Shown is a rendering of the future Collaboration Staircase in the Ambassador Crawford College of Business and Entrepreneurship.

Featured Spaces in Crawford Hall

Medical Mutual Community Welcome Court

Medical Mutual is a health insurance provider with headquarters in Cleveland, Ohio. The company, which contributed a \$1 million naming gift, has maintained a strong partnership with Kent State for many years, serving as the primary health benefits provider for university employees. The Community Welcome Court, located on the side of the building facing East Main Street, will serve as the connective outdoor space for building visitors entering from the north side of the building.



The Medical Mutual Community Welcome Court can be seen in this building rendering.

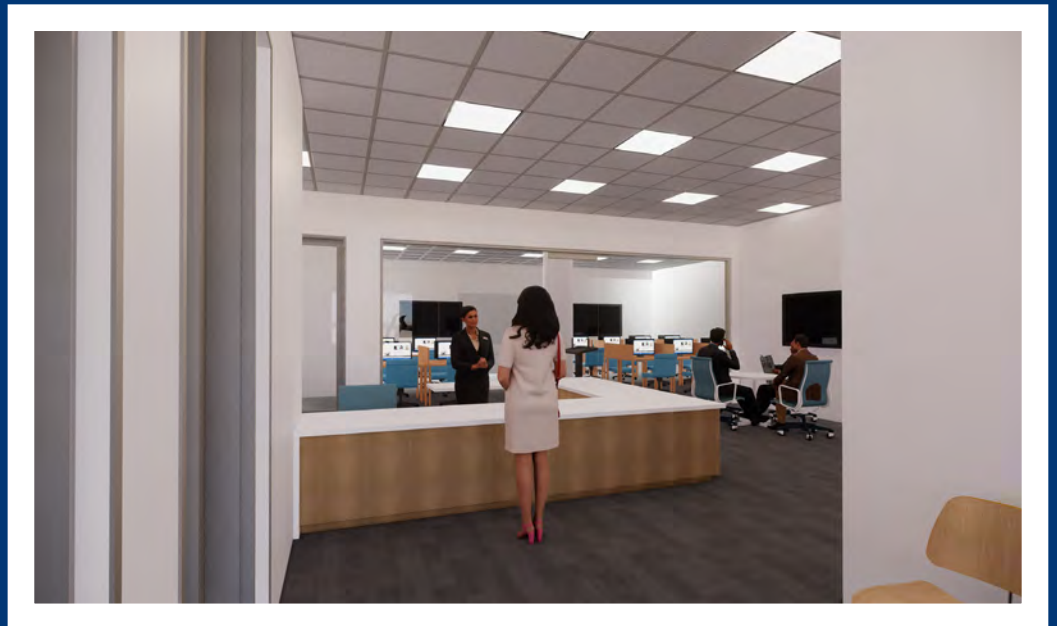
Featured Spaces in Crawford Hall



Arthur and Susan Karas Behavioral Research Hub

Arthur Karas is a 1978 accounting alumnus and a member of the College's National Advisory Board.

The Behavioral Research Hub, named for Arthur Karas and his wife, Susan, in recognition of their \$750,000 gift, will provide a space for cutting-edge research and studies in business disciplines with a focus on behavioral science.



A rendering of the future Arthur and Susan Karas Behavioral Research Hub.

Featured Spaces in Crawford Hall



Timothy D. Eippert Boardroom

Timothy D. Eippert is a 1992 marketing alumnus and has served on the Kent State University Foundation Board of Directors for more than 15 years. He is also a former chairman and a current member of the College's National Advisory Board. In recognition of his \$600,000 gift, the boardroom will be named for him and will serve as a prominent gathering space for meetings, working sessions and events with VIPs, advisory board members and internal constituents.



Shown is a rendering of the Timothy D. Eippert Boardroom in the new business building.

Featured Spaces in Crawford Hall

SEI Investments Team Area

Since 1968, SEI Investments has been a leader in the investment services industry, recognized for its history of innovation. The company also manages the invested assets of Kent State University. In recognition of SEI's \$200,000 gift, this Team Area will be named and provide space for students and faculty to collaborate and study.

Robert D. Hisrich Faculty and Staff Lounge

Robert D. Hisrich, Ph.D., is a world-renowned expert and author on entrepreneurship. Dr. Hisrich currently serves as the Bridgestone Chair of International Marketing and the director of the Global Management Center in the Ambassador Crawford College of Business and Entrepreneurship. In recognition of his \$150,000 gift, the new faculty and staff lounge will be named for him.

Donald S. Grant Donor Recognition Lounge

In recognition of his \$150,000 gift, the Donald S. Grant Donor Recognition Lounge will be named in his honor. Grant graduated from Kent State in 1970 with a bachelor's in economics.

Angelo and Joyce Kinicki Classroom

Angelo Kinicki, Ph.D., is a renowned expert and author on management who received an undergraduate degree in management science in 1977, a Master of Business Administration in 1979, and a doctoral degree in organizational science in 1982 from Kent State. Dr. Kinicki serves on the College's National Advisory Board. Joyce Kinicki is a 1980 management science alumna. In recognition of their gift of \$150,000, a classroom in Crawford Hall will be named for them.

Katy Dix Brahler Conference Room

Gary Brahler received a Bachelor of Business Administration in marketing and Katy Dix Brahler received a Bachelor of Business Administration in real estate and finance in 1989. Brahler is a past chair and current member of the Kent State University Foundation Board of Directors and is a member of the College's National Advisory Board. In recognition of his gift of \$100,000, a conference room will be named in honor of his wife.



Shown is a rendering of the Robert D. Hisrich Faculty and Staff Lounge.

Featured Spaces in Crawford Hall

Greg and Kathy Long and Ralph R. and Grace B. Jones Foundation Welcome Center and Reception Area

Gregory A. Long graduated from Kent State in 1971 with a Bachelor of Business Administration in management science. He serves on the Kent State University Foundation Board of Directors and is a member of the College's National Advisory Board and the Accounting Advisory Board. In recognition of his gift of \$100,000, the building's welcome center and reception area will be named for Long, his wife, Kathy, and the Ralph R. and Grace B. Jones Foundation. This space will be located in the atrium and will provide information and a comfortable waiting area for visitors.

R. Louis Schneeberger Student Success Reception Area

R. Louis Schneeberger received a Bachelor of Business Administration in accounting from Kent State in 1977. He is a member and former chair of the College's National Advisory Board. In recognition of his gift of \$100,000, the Student Success Reception Area at the entry to the Student Success Center will be named for him. The reception area will welcome students who need academic, education abroad and other advising.

Barry E. and Jo Ann Fetterman Stock Ticker

Barry E. Fetterman received a Bachelor of Business Administration in marketing from Kent State in 1974 and a Master of Business Administration from Kent State in 1976. He serves on the Kent State University Foundation Board of Directors and the university's Board of Trustees. In recognition of their \$100,000 gift, the stock ticker, which will surround the financial trading lab, will display stock information and serve as a communication platform for the building.

Don and Paula Brown Dean's Suite Reception Area

In recognition of their \$100,000 gift, the Don and Paula Brown Dean's Suite Reception Area will be named in their honor. Don Brown graduated from Kent State in 1977 with a bachelor's degree in accounting. He serves as the chair of the College's National Advisory Board.

Christopher and Stephanie Marinac Team Area

In recognition of their \$100,000 gift, the Christopher and Stephanie Marinac Team Area will be named in their honor. The couple graduated from Kent State in 1991, both with bachelor's degrees in accounting.



Shown is a rendering of a conference room in the new business building.



A rendering of the Robert M. and Janet Archer Kent Water Sports Trading Lab showcases what will be the Barry E. and Jo Ann Fetterman Stock Ticker.

Named Spaces in Crawford Hall

- The Jean Wolford Study Lounge by Gregg and Marjorie Vignos
- William McKean and Mary Ann Williams Dean's Office
- Stephen M. Hawley Team Area
- S. Bruce and Eleanor W. Heister Finance Chair Office
- The Polatajko Family Focus Group and Observation Rooms
- Salvatore and Carmela Volpe Collaboration Space
- Lt. Colonel Kevin W. Blanchard Office
- Ken and Kathy Haber Team Area
- Nicholas and Cathleen Square Team Area



Shown above is a rendering of a student study space in the new Ambassador Crawford College of Business and Entrepreneurship building.



Shown is a rendering of a faculty department chair office.

Scholarships, Financial Awards and Giving Tuesday

Scholarship Highlights

\$308,726

awarded in scholarships during the 2021-22 Academic Year

\$131,500	Accounting scholarships
\$73,892	Emergency scholarships
\$25,000	Graduate Student scholarships
\$15,034	Marketing scholarships
\$13,500	First-year students/freshmen scholarships
\$13,500	Center for Information Systems scholarships
\$10,500	Career Clothes Closet scholarships
\$8,200	Entrepreneurship scholarships
\$7,350	Economics scholarships
\$5,450	Finance scholarships
\$3,000	International Business scholarships
\$1,800	Business Management scholarships



The College awarded more than \$308,000 in scholarships during the 2021-22 academic year.

Giving Tuesday Highlights

\$512,755 was raised for the Ambassador Crawford College of Business and Entrepreneurship on Giving Tuesday.

\$4,290 of these business donations came through matches, challenges and participation boosts from the Kent State University Foundation and members of the Alumni Association Board of Directors, KSU Foundation Board, Campaign Executive Committee and Board of Trustees. Funds raised through Giving Tuesday will directly impact student scholarships and college academic departments.

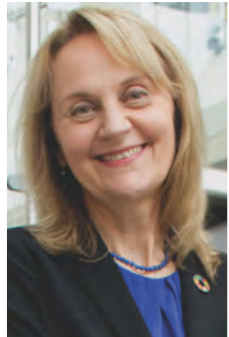


Responsible Leadership Initiative

A Focus on Tri-Sector Innovation



Jens Molbak



Cathy L.Z. DuBois, Ph.D.



David Dubois

Tri-sector innovation was a central theme within the College's Responsible Leadership Initiative during the past academic year.

Social entrepreneur Jens Molbak and adjunct faculty member David Dubois presented at the virtual 2021 AACSB Innovations in Curriculum conference. In their presentation, **“Tri-sector innovation and global consulting: Creating impact for students and organizations,”** they described the approach used in teaching a tri-sector innovation consulting course to business students.

In addition, David Dubois and Associate Dean Cathy DuBois presented at the 2021 AASHE Conference, where they described their work in teaching innovative tools for designing effective organizational collaborations for societal impact. Their presentation, **“Tri-sector consulting projects: Experiential learning for societal impact”** also elaborated on students' experience in delivering consulting projects to global organizations.

David Dubois was invited to present to the Globally Responsible Leadership Initiative (GRLI) on the unique design methods of tri-sector innovation and its application in supporting organizational efforts to achieve societal impact.

A Selection of Research Related to the Sustainable Development Goals Published by Faculty in 2021-22



Pratim Datta, Ph.D., “Cyberuse at the Cybergates: Technology, People and Processes,” published in *ISACA* (Information Systems Audit and Control Association)



Nasr Elbahnasawy, Ph.D., and Michael Ellis, Ph.D., “Inflation and the Structure of Economic and Political Systems,” published in *Structural Change and Economic Dynamics*



C. Lockwood Reynolds, Ph.D., “Gender Differences in the Quality of Life and Preferences for Location-specific Amenities across Cities,” published in *Journal of Regional Science*



C. Lockwood Reynolds, Ph.D., “Changes Over Time in the Cost of Job Loss for Young Men and Women,” published in *B.E. Journal of Economic Analysis and Policy*



C. Lockwood Reynolds, Ph.D., “Voluntary Equal Wage Policies in Discriminatory Markets: The Case of Ford Motor Company in the Early 20th Century,” *Journal of Labor Economics*



Chaojiang Wu, Ph.D., “Gender Imbalance in the Productivity of Funded Projects: A Study of the Outputs of National Institutes of Health R01 Grants,” published in *Journal of the Association for Information Science and Technology*



Catrina Johnson, Ph.D., “Pathways to Gender Equity in Leadership: More Than a Seat at The Table,” published in *Rutgers Business Review*



Kathryn Wilson, Ph.D., “Race and Socio-Economic Composition of the High Schools of National Football League (NFL) Players,” published in *Sociology of Sport Journal*

80 courses in the College integrate
Corporate Social Responsibility /
Sustainable Development Goals

Points of Distinction

R1 Designation

Kent State achieved R1 research designation by the Carnegie Classification of Institutions of Higher Education in December 2021.



Business Analytics concentration ranked #12 in the nation



The Princeton Review ranked the Online MBA #23 among Top 50 Online MBA Programs for 2022



U.S. News & World Report ranks the College among the 2021 Best Undergraduate Business Programs



Online MBA program ranked by U.S. News and World Report



Ranked by The Princeton Review as one of the nation's most outstanding business schools



- Master of Business Analytics program ranked 37TH
- Master of Arts in Economics program ranked 58TH
- Master of Arts in Accounting program ranked 86TH
- MBA program ranked 122ND

Quality Matters™ Certifications

In 2021, the Ambassador Crawford College of Business and Entrepreneurship's Online MBA program became the first MBA program in the nation to earn Quality Matters™ Program Design Certification. In 2022, the MBA program also earned Quality Matters™ Learner Success Certification.



**MBA Program Design
CBA Certificate**



MBA Learner Success

Quality Matters Certified Courses

MBA

- Managerial Accounting for Decision Making
- Global Conditions and Macroeconomic Policy Analysis
- Managerial Economics
- Law and Ethics
- Global Supply Chain Management and Sustainability Strategies
- Operations, Service, and Supply Chain Management
- Globalization and Technology Strategy
- Leadership and Managerial Assessment
- Business Strategy
- Human Resource Management
- Professional Development I
- Marketing Management
- Financial Accounting for Decision-Making
- Managerial Finance
- Analytics for Decision-Making
- International Marketing

Master of Science in Business Analytics (MSBA)

- Quantitative Management Modeling
- Business Analytics
- Fundamentals of Machine Learning

Executive MBA

- Global Conditions and Macroeconomic Policy
- Accounting Information for Executive Action

Certified Business Advisor (CBA) Certificate

- Accounting/Finance
- Human Resources
- Marketing

General Business Courses (Undergraduate)

- Financial Reporting Issues and Analysis
- Advanced Professional Development
- Principles of Macroeconomics
- Money, Credit and Banking
- Legal Environment of Business
- Individual Investment Strategies
- Principles of Management
- Operations Management
- Introduction to Financial Accounting
- Introduction to Managerial Accounting
- Individual and Group Behavior in Organizations
- Advertising and Promotion Management

Awards and Achievements



Deborah F. Spake, Ph.D., Honored with American Marketing Association Higher Ed Sig Lifetime Achievement Award

Deborah F. Spake, Ph.D., Dean of the Ambassador Crawford College of Business and Entrepreneurship, was named a 2021 recipient of the American Marketing Association (AMA), Marketing for Higher Education Special Interest Group (Higher Ed SIG) Lifetime Achievement Award.

The Higher Ed SIG Lifetime Achievement Award honors a marketing scholar who has demonstrated distinct accomplishments and dedication to the area of higher education in the marketing discipline.



Wendy M. Tietz, CPA, CMA, Ph.D., Receives Honorable Mention for the Bea Sanders/AICPA Innovation in Teaching Award

Professor of Accounting Wendy M. Tietz, CPA, CMA, Ph.D., was the recipient of an Honorable Mention for the AICPA's 2021 Bea Sanders/AICPA Innovation in Teaching Award.

Award recipients are accounting educators who play a large part in influencing and preparing future accounting professionals. Tietz, along with colleagues Tracie Miller Nobles of Austin Community College and Jennifer Cainas of the University of South Florida, were recognized for their work, "KAT Manufacturing: Interactive Dashboard Projects for Integrating Data Analytics into Introductory Accounting."

Tietz won the Bea Sanders/AICPA Innovation in Teaching Award in 2014 and 2017, and earned honorable mention in 2018 and 2019 for the award. She also previously received the Jim Bulloch Award for Innovations in Management Accounting Education, awarded by the Management Accounting section of the American Accounting Association. In 2020, she received the prestigious American Accounting Association/J. Michael and Mary Anne Cook/Deloitte Foundation Prize.



Julia Levashina, Ph.D., Research Listed Among "The 16 Best Human Resources Books to Read in 2022"

An article by Professor of Management Julia Levashina, Ph.D., was listed by VidCruiter as among "The 16 Best Human Resources Books to Read in 2022." The article is titled, "The Structured Employment Interview: Narrative and Quantitative Review of the Research Literature, 2013."



Haithem Zourrig, Ph.D., elected as American Society of Business and Behavioral Sciences Fellow

Haithem Zourrig, Ph.D., associate professor of marketing at the Stark campus, was elected as a 2022 Fellow by the American Society of Business and Behavioral Sciences in recognition of scholarly excellence and distinguished service.

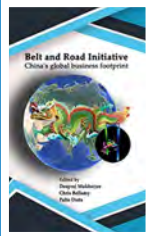
Robert D. Hisrich, Ph.D., Named Among Top 2% of Researchers Worldwide in Stanford University Study



Robert D. Hisrich, Ph.D., Bridgestone Chair of International Marketing & Director of the Global Management Center and International Programs, was among 29 Kent State faculty members named in the top 2% of scientists in the world based on a recent study published by Stanford University scholars.

The report, published in the *PLOS Biology Journal*, evaluated more than six million scientists across 22 different fields and 176 sub-fields from 1996 until 2019. The top 2% list comprises the most-cited scientists who have authored at least five scientific papers during this period.

Awards and Achievements



Deepraj Mukherjee, Ph.D., Publishes Book

Deepraj Mukherjee, Ph.D., associate professor of economics at the Stark campus, co-edited the book “The Belt and Road Initiative - China’s Global Business Footprint” with colleagues Chris Bellamy and Palto Datta. The book was published by Palgrave Macmillan.



Pratim Datta, Ph.D., Publishes Textbook

Pratim Datta, Ph.D., professor of information systems, published a textbook, “Global Technology Management 4.0: Concepts and Cases for Managing in the 4th Industrial Revolution.” The textbook was published by Palgrave Macmillan.



Greta L. Polites, Ph.D., Receives Best Associate Editor Award

Greta L. Polites, Ph.D., associate professor of information systems, received the “Best Associate Editor Award” from the *European Journal of Information Systems*, one of the top IS journals in the AIS “Basket of Six.”



Serena Loftus, Ph.D., selected as a Top 50 Best Undergraduate Business Professor by Poets & Quants



Serena Loftus, Ph.D., assistant professor of accounting, was selected as a Top 50 Best Undergraduate Business Professor by Poets & Quants.

Loftus joined the College in Fall 2021 where she teaches Intermediate Accounting II. She was the recipient of the Ambassador Crawford College of Business and Entrepreneurship’s Teaching Award in 2022. She previously taught Management Accounting at Tulane University, where she received the Dean’s Excellence in Teaching of Undergraduates Award in 2018. She is also a Certified Management Accountant (CMA). Loftus was recently featured by the Kent State Center for Teaching and Learning (CTL) as a featured faculty member for her commitment to creating a sense of belonging, active learning strategies, and her strong desire to help every student be successful in her course and in their future careers.



Economics Faculty Members Receive Grant from Ohio Department of Job and Family Services

Shawn M. Rohlin, Ph.D., professor of economics and Director of the John S. and Marlene J. Brinzo Center for Entrepreneurship; Jeremiah R. Harris, Ph.D., assistant professor of economics; and Dandan Liu, Ph.D., associate professor of economics, received a \$30,400 grant to help the Ohio Department of Job and Family Services with their Leading Indicators Modeling project.

Faculty Highlights

86,000+

Faculty Citations (lifetime)

40,000

Faculty Citations (last 5 years)

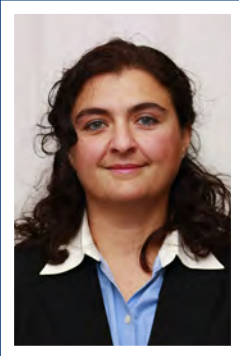
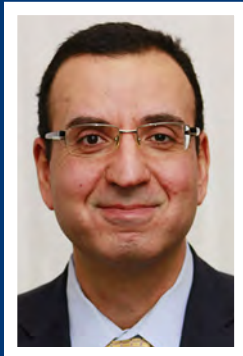
17

Articles published in premier academic journals (2021-22)

A+ Journal Publication

**Ilgaz Arikan, Ph.D., Associate Professor of Management and
Asli M. Arikan, Ph.D., Associate Professor of Management**

“Revisiting Emerging Market Multinational Enterprise Views: The Goldilocks Story Restated,” *Journal of International Business Studies*



Faculty serve on editorial boards of **24** leading academic journals

New Breaking Down Business Podcast Episodes



Organizational Culture as it Impacts Audit Quality

Featuring Ryan C. Ballesterio, Ph.D., assistant professor of accounting

The Effects of Criminal History on Acquiring Meaningful Work

Featuring Catrina Johnson, Ph.D., assistant professor of management

Data Application in the Study of Economics

Featuring C. Lockwood Reynolds, Ph.D., associate professor of economics

Media Highlights

312 Million

2021-22 Media Views for College News

267 Million

2021-22 Media Views for Faculty News

New Building Announcement Makes National Headlines

The announcement that the largest single gift in Kent State University history by Ambassador Edward F. Crawford would enable the construction of a new business building on the Kent campus drew headlines from media outlets across the country and within the region. The news appeared in outlets including *yahoo!news*, *Cleveland.com*, *Crain's Cleveland Business*, *ilirish.us*, *Chronicle of Philanthropy* and the *Akron Beacon Journal*.



Department of Economics Faculty Research Appears in National Media

C. Lockwood Reynolds, Ph.D.

Research on the Effect of Housing Wealth on College Choice cited by *Insider* (formerly *Business Insider*)

Omid Bagheri, Ph.D.

Research on Immigration Rules cited by *Forbes*

Shawn M. Rohlin, Ph.D.

Economic Impact Study on Twins Day cited by *Akron Beacon Journal*

INSIDER

Forbes

Akron Beacon Journal

ASPIRE Entrepreneurial Workshop Series™



The inaugural ASPIRE Entrepreneurial Workshop Series at Kent State took place on March 8, 2022, following the groundbreaking of the Ambassador Crawford College of Business and Entrepreneurship. During the event, Ambassador Crawford, former U.S. Ambassador to the Republic of Ireland, shared his experience as an entrepreneur and discussed the importance of being able to overcome rejection.

Radio personality Tom Kelly, an award-winning journalist, best-selling author, screenwriter and talk-show host, interviewed Ambassador Crawford during the event. Following the event, Ambassador Crawford answered questions from the audience.

Ambassador Crawford also shared his entrepreneurial story with Kent State entrepreneurship classes this spring.



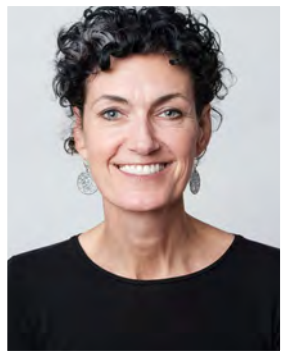
Ambassador Edward F. Crawford delivered the inaugural ASPIRE Entrepreneurial Workshop Series at Kent State on March 8, 2022.



Ambassador Crawford and radio personality Tom Kelly are pictured during the ASPIRE Entrepreneurial Workshop Series event held March 8, 2022.

2022 Spirit of Women in Business Conference

SPIRIT OF **WOMEN *in* BUSINESS** CONFERENCE



Nancy Giordano



Geraldine Nelson



Amalia Munteanu



Rosanne Potter

The 2022 Spirit of Women in Business Conference, held in March to commemorate Women's History Month, featured weekly speakers who discussed relevant business topics. The keynote speaker was **Nancy Giordano**, author, futurist and founder/CEO of Play Big, Inc. Giordano presented "The Future of Work and Working."

Other weekly speakers included **Geraldine Nelson**, a recognized leader across academic, community, and non-profit organizations, who discussed "The Authentic Me: A Seat at the

Table"; **Amalia Munteanu**, vice president creative partnerships - Advertising Sales for NBC Universal, who discussed "The Balancing Act: Navigating the Changing Nature of Work, and Finding Success in a Hybrid Work Environment"; and **Rosanne Potter**, senior vice president and chief financial officer for the Cleveland Foundation, who discussed "Advancing Diversity and Social Impact Through Endowment Management."

During the event, **Veronica Cook-Euell**, M.A., M.B.A, M.Ed., president, CEO and executive consultant of Euell Construction and Consulting Group LLC, was recognized as the 2022 Spirit of Women in Business Award winner.

Cook-Euell has been a featured presenter on the topic of supplier diversity including an invitation by the U.S. Consulate to speak in Brazil on the topic of "Value Chain-Supplier Diversity as Mechanism to Advance Equality and Promote Economic Prosperity." She has also published numerous articles on supplier diversity including "Why We Need to Develop Schemas in Supplier Diversity" for E & I Cooperative Services and "10 Steps to Advocacy in Supplier Diversity" in the National Association in the Educational Procurement journal.



Veronica Cook-Euell

John S. and Marlene J. Brinzo Center for Entrepreneurship Highlights



2022 CEBIpitch Competition Awards \$20,000 in Cash Prizes

Seven finalists competed in Kent State's John S. and Marlene J. Brinzo Center for Entrepreneurship's annual CEBIpitch competition for \$20,000 in cash prizes in April. Winners included:

First place - Lauren Hollis (Pineapple Loop); \$10,000

Second place - Christopher Vogt (LinkApp); \$5,000

Third place - Angelique Wong (Artuza); \$3,000

The remaining finalists each received \$500.



Pictured are 2022 CEBIpitch winners Lauren Hollis, Christopher Vogt and Angelique Wong with John S. Brinzo, who named the College's John S. and Marlene J. Brinzo Center for Entrepreneurship.



Ohio Innovation Fund
Silicon Valley expertise here in Ohio

Fall 2021 CEBI Idea Pitch Competition Awards \$2,500 in Cash Prizes

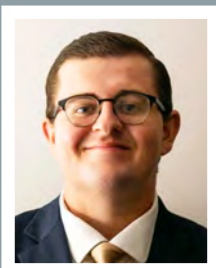
The Fall 2021 CEBI Idea Pitch Competition, presented by the Ohio Innovation Fund, allowed student finalists to pitch their business ideas virtually to a panel of judges for a chance to win \$2,500 in cash prizes. Winners included:

First place (\$1,000) - Jordan Hunt (Main Street Microgreens)

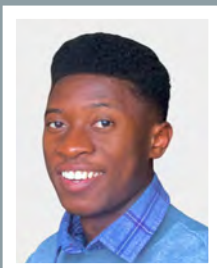
Second place (\$700) - Terrelle Tettey (GenZbuzz)

Third place (\$500) - Amrth Shenava (Electrify)

The remaining finalists each received \$100.



Jordan Hunt



Terrelle Tettey



Amrth Shenava

John S. and Marlene J. Brinzo Center for Entrepreneurship Highlights

Entrepreneurship Students Attend Rice Business Plan Competition

Thanks to a generous donation from a Kent State business alumnus, nine entrepreneurship students traveled to Austin and Houston, Texas in April to learn from tech start-ups. Students learned from early-stage entrepreneurs what it takes to succeed and compete in the Rice Business Plan competition.



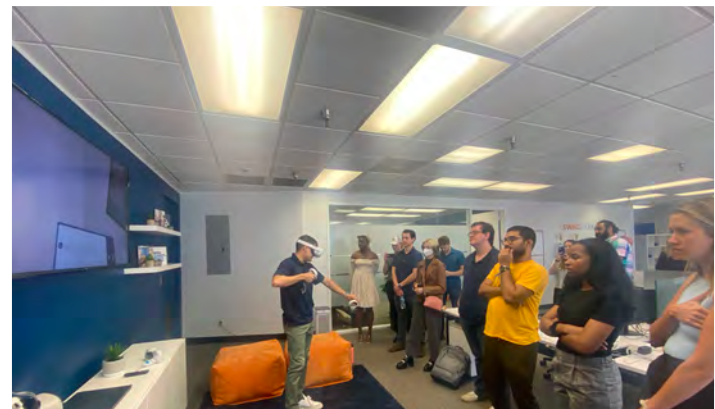
Entrepreneurship students are pictured at the Rice Business Plan Competition at Rice University in Houston, Texas.



Students are pictured on-site during a visit with tech startup Accelerate 3D.



Students visited the Capital Factory, the most active, early-stage investor in Texas since 2010, during their trip to Austin, Texas.



Entrepreneurship students paid a visit to Interplay Learning, the leading global provider of VR training for essential skilled trades, while in Austin, Texas.

Student Highlights

Golden Flash Asset Management Team Brings Home Awards from G.A.M.E. Forum

The Kent State Golden Flash Asset Management (GFAM) team brought home three awards in this year's Global Asset Management Education (G.A.M.E.) Forum hosted virtually by Quinnipiac University in March. The G.A.M.E. Forum is the largest international competition for student-managed funds, hosting 1500+ participants from around the world. The Kent State team's awards included:

Second place, Undergraduate Growth Category

Third place, Undergraduate Fixed Income Category

Third place, Undergraduate Small Fund Category

The Golden Flash Asset Management Team was established in 2017 and provides student participants the opportunity to manage more than \$1 million in Kent State University assets through four separate funds. The purpose of the group, the first of its kind at Kent State, is to give students real-world experience and advance career opportunities in finance.



Pictured are the 2021-22 undergraduate officers for the Golden Flash Asset Management Team.



Shown are the awards the Golden Flash Asset Management Team earned at the G.A.M.E. Forum this spring.

Student Highlights

Sales Team Earns Awards

The Kent State Sales Team had another successful year, placing at numerous regional and national competitions. The team competed in the **National Collegiate Sales Competition (NCSC)**, with several team members placing. The team also competed in the **University of Toledo Invitational Sales Competition** during which Jana Stone placed 8th overall and Courtney Weidow and Rachel Spayd won the social media marketing competition. The team placed fourth overall and was recognized for Five Years of Sustained Excellence and achieving Gold Level status in the **PSE National Pro/Am Competition**. In addition, Courtney Weidow was a finalist in the Pro/Am category which included 110 competitors; Olivia Stark won the prestigious Whan Scholarship for leadership and was a finalist for the Whan Award and Olivia Webb received a \$1,500 scholarship for scholastic achievement. The team also participated in the Keystone Challenge Sales Competition at Bloomsburg University in Pennsylvania where Mackenzi Popovich placed third overall.



The Kent State PSE Chapter placed fourth overall and was recognized for Five Years of Sustained Excellence and achieving Gold Level status at the PSE National Pro/AM Competition.

Delta Sigma Pi Wins Outstanding Professional Activities Award

Kent State's Chapter of Delta Sigma Pi Professional Business Fraternity won a regional "Outstanding Professional Activities" award this fall. This award is presented annually to the alumni chapter of Delta Sigma Pi that plans and implements the most effective and comprehensive program of professional development focused on practical experience as well as business ethics and integrity.



Beta Alpha Psi Earns Superior Status

Kent State's Chapter of Beta Alpha Psi Fraternity earned Superior Status for the 2021-22 Academic Year.



Academic Program Highlights

New Business Analytics Major

To help meet the growing demand for analytics professionals in the workforce, the College began offering an undergraduate major in business analytics in Fall 2021. The focus of the major is to develop students who will understand and be able to apply business analytics to real-world problems.

Graduate Certificates Launched

Graduate certificates are now being offered to provide students with added business skills, competency and knowledge to succeed in the next phase of their careers. Students may choose to complete one certificate or more toward earning an MBA or they can select the Stackable Certificate option in which several certificates are earned on the way to earning an MBA. Certificates are now offered in **Business Analytics**, **Financial Management** and **Leadership and Management**. Beginning in Fall 2022, a **Human Resources Management Certificate** option will also be available.

Master of Science in Accounting Now Delivered Online

The College began delivering the Master of Science in Accounting program fully online in Fall 2021. The degree is geared toward students interested in a career in public accounting or auditing, as well as higher-level positions in banking, taxation, insurance or any company with a financial division. The program promotes critical thinking, hands-on application of technology, effective communication skills, and ethical decision-making.

MBA Guaranteed Admission

Last fall, the College began offering direct admission to its Master of Business Administration (MBA) program to qualifying, incoming freshmen and students transferring into business programs. Kent State is the first university in Ohio to initiate this program offering students a direct path from their undergraduate studies to the university's nationally recognized MBA program.



A number of graduate certificates are now being offered by the Ambassador Crawford College of Business and Entrepreneurship.



The MBA Guaranteed Admissions program allows qualifying, incoming freshmen to have a direct path from their undergraduate studies to the university's nationally recognized MBA program.

College Enrollment

3,196

Total Undergraduate Students

Fall 2021

Undergraduate Majors

Accounting	431
Business Analytics	9
Business Management	820
Computer Information Systems	124
Economics	68
Entrepreneurship	108
Finance	421
General Business	557
Human Resource Management	107
Managerial Marketing	94
Marketing	451
International Exchange Student	3
Non-degree seeking	3

323

Total Graduate Students

Fall 2021

M.A. in Economics	11
Executive MBA	23
Full-time MBA	46
Online MBA	106
M.S. in Business Analytics (MSBA)	44
Online MSBA	10
M.S. in Accounting	50
Graduate Non-Degree	16
Ph.D.	33



The College has seen a steady increase in graduate program enrollment over the past five years.



**Ambassador Crawford
College of Business
and Entrepreneurship**