It is my distinct pleasure to introduce you to the Lehigh University College of Business and Economics faculty. Faculty are at the heart of our success in developing the next generation of global business leaders. Since 2007, almost 50 new members of varying ranks and backgrounds have joined the College of Business and Economics faculty. This historic investment confirms Lehigh’s steadfast commitment to providing a world-class business education that prepares students to enter the job market outpacing the competition.

The College of Business and Economics is a community of research-active individuals who are also dedicated to teaching, fully engaged with undergrad and graduate students, and connected to the world of business through alumni and many organizational affiliations. Research and teaching interests are jointly critical components to achieving excellence in business education as we face the challenge of developing leaders for global impact.

I proudly present the distinguished faculty of Lehigh’s College of Business and Economics.

Georgette Chapman Phillips  
Kevin L. and Lisa A. Clayton Dean
A faculty that comprises top-notch researchers and teachers is an important component of our continued success. A historic investment in our college faculty confirms our unwavering commitment to providing a first-class business education.

### FULL-TIME FACULTY GROWTH

--- | --- | --- | --- | --- | --- | --- | ---
Pre-tenured | 90 | 74 | 73 | 77 | 80 | 79 | 80 | 78
Tenured, tenured professors of practice, lecturers | 70 | 9 | 3 | 7 | 7 | 4 | 5 | 3
Total faculty | 79 | 80 | 78 | 80 | 80 | 78 | 80 | 78

*Pre-tenured, tenured, professors of practice, lecturers

### DEPARTMENT OF ACCOUNTING
- **Belkin, Liuba**: 5
- **Ehrig, Joshua**: 9
- **Falcinelli, Dale**: 10
- **Forster, William**: 10
- **Kuchta, Robert**: 14
- **Mahony, Douglas**: 18
- **Myerson, Paul**: 21
- **Nayar, Chitra**: 22
- **Post, Corinne**: 25
- **Ridings, Catherine**: 26
- **Santoro, Michael**: 28
- **Stevens, Charles**: 30
- **Trent, Robert**: 30
- **Ward, Andrew**: 33
- **Yao, Oliver**: 34
- **Zacharia, Zach**: 34

**Zhang, Dawei (David)**: 34

### DEPARTMENT OF ECONOMICS
- **Choi, Shmily**: 6
- **Das, Wajid (Wajid)**: 9
- **Dearden, James**: 9
- **Dolgy, Mary**: 9
- **Foster, Thomas**: 10
- **Liu, Guotao**: 11
- **Lusztig, Michael**: 17
- **McDonald, John**: 17
- **Myers, Douglas**: 21
- **Nikolsko-Rzhevskyy, Alex**: 22
- **Panovska, Irina**: 22
- **Phillips, Georgette**: 25
- **Price, S. McKay**: 25
- **Salas, Jesus**: 26
- **Thode, Stephen**: 30
- **Wheeler, Samuel**: 33
- **Yang, Ke**: 33

**Richards-Shubik, Seth**: 34

### PEBBELA DEPARTMENT OF FINANCE
- **Anderson, Anne-Marie**: 5
- **Brodbeck, Paul**: 5
- **Buell, Stephen**: 10
- **Butler, Robert**: 14
- **Kuchta, Robert**: 14
- **Lambert, Tamara**: 17
- **Lipson, Michael**: 19
- **Myers, Daniel**: 22
- **Peytcheva, Marietta**: 22
- **Sami, Heibatollah**: 26
- **Sinclair, Kenneth**: 29
- **Snow, Neal**: 29
- **Thode, Stephen**: 30

### DEPARTMENT OF MANAGEMENT
- **Asante-Appiah, Bright**: 6
- **Brockman, Paul**: 6
- **Cloyd, C. Bryan**: 6
- **Folsom, David**: 10
- **Gupta, Parveen**: 13
- **Hall, James**: 13
- **Hanley, Kathleen Weiss**: 13
- **Hinrichs, David**: 13
- **Kish, Richard**: 14
- **Ma, Yung-Yu**: 17
- **Melone, Matthew**: 18
- **Meyhoefer, Chad**: 21
- **Phillips, Georgette**: 25
- **Price, S. McKay**: 25
- **Roth, Daniel**: 26
- **Sinclair, Kenneth**: 29
- **Thode, Stephen**: 30
- **Wheeler, Samuel**: 33
- **Yang, Ke**: 33

### DEPARTMENT OF MARKETING
- **Bates, Keith**: 5
- **Cabrera, Michael**: 6
- **Chapman, Dan**: 9
- **Dong, Bailey**: 9
- **Griffin, Daniel**: 10
- **Kim, Tae-Hee**: 14
- **Koukova, Nevena**: 14
- **Lee, Aron**: 17
- **Munley, Vincent**: 18
- **Nikolsko-Rzhevskyy, Alex**: 22
- **Panovska, Irina**: 22
- **Richards-Shubik, Seth**: 25
- **Taylor, Larry**: 30
- **Thornton, Robert**: 30
- **Watkins, Todd**: 33
- **Yang, Muzhe**: 33

**Yang, Ke**: 33

### PROFILES

**2008–2016**, **LEHIGH UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS**

**FULL-TIME FACULTY**

*Pre-tenured, tenured, professors of practice, lecturers
LEHIGH UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS

ANNE-MARIE ANDERSON
ASSOCIATE PROFESSOR, DEPARTMENT OF ACCOUNTING

BUFFALO, NY: PELLELA AND AMY M. PERELLA CHAIR

INTERESTS:
- Moral Reasoning
- Negotiation and Decision Making
- Ethical and Societal Impact

JOURNALS:
- Journal of Financial and Economic Psychology
- Journal of Business Ethics
- Journal of Business and Psychology
- Journal of Business Research

RESEARCH STATEMENT:
My scholarly work is focused on a number of areas related to audit quality and financial reporting quality. Specifically, I am interested in how corporate governance and the power balance between the board of directors and senior management is related to audit quality. My research interests also include self-regulated ethics, focusing on the practice question of how individual ethics and moral judgment are influenced by the situation of the day. I have examined the impact of work groups on ethical decision making, and I am currently working on the role of information technology on ethical behavior and ethical decision making. My research findings have important implications for practitioners and regulators, and I have written extensively on ethical decision making in a global workplace. My research focuses on Marketing and Consumer Behavior, with a particular emphasis on external validity.

PAUL BROCKMAN
ASSOCIATE PROFESSOR, DEPARTMENT OF FINANCE

BRIGHT ASANTE-APPIAH
ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTING

LIUBA BELKIN
ASSOCIATE PROFESSOR, DEPARTMENT OF ACCOUNTING

KEITH BOTNER
ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT

LIUBA BELKIN
Ph.D., Rutgers University

INTERESTS:
- Corporate Finance
- Capital Markets
- Market Microstructure
- Derivative Securities
- International Finance

RESEARCH STATEMENT:
My research interests lie in gaining an understanding of how management decisions regarding information and other factors are made. The board of directors and senior management are related to audit quality and financial reporting quality. Specifically, I am interested in how corporate governance and the power balance between the board of directors and senior management is related to audit quality. My research interests also include self-regulated ethics, focusing on the practice question of how individual ethics and moral judgment are influenced by the situation of the day. I have examined the impact of work groups on ethical decision making, and I am currently working on the role of information technology on ethical behavior and ethical decision making. My research findings have important implications for practitioners and regulators, and I have written extensively on ethical decision making in a global workplace. My research focuses on Marketing and Consumer Behavior, with a particular emphasis on external validity.

PAUL BROCKMAN
Ph.D., Louisiana State University

INTERESTS:
- Corporate Finance
- Corporate Governance
- Capital Markets
- Mergers and Acquisitions

RESEARCH STATEMENT:
Most of my research is focused on market microstructure, in corporate finance, and in corporate governance. I am also interested in liquidity provision, and in the role of information technology on ethical behavior and ethical decision making. My research findings have important implications for practitioners and regulators, and I have written extensively on ethical decision making in a global workplace.
INTRO COURSE.

fun and easy to incorporate into an
market and the behavior of iBanks are
they've just learned in lecture. The IPO
Journal
enjoy it when they can read,
leading news story in recent years.
accuracy of its pricing) was a
The IPO of Facebook (and the
Journal of Fixed Income,

RESEARCH STATEMENT:
My research focuses on the econom-
ics that would be of interest to my
students, such as high-risk bonds and
ics that are relevant.

I focus my research efforts on top

RESEARCH STATEMENT:
I have 20 years
spanned strategy, marketing, sales,
and business development.

The Wilkerson Group, later part of
companies, Merck and Procter &
leadership positions at Fortune 100

EXPERIENCE:

Research in Finance,

I try to focus on research questions
that are relevant to both current tax
policy debates and the courses I

SOCIETAL IMPACT

They learn to connect
design, emotion and branding, and
derived a Gucci bag. They learn to connect
are happily willing to pay $700 for

For peak learning to occur, it is

effectively and have “soft skills”
in ambiguous environments, lead
compétent but also be able to excel
increasingly important for business

My research examines the effects of
tax policy on business and investment
decisions. For example, several of my
projects investigate how tax policy
affects share prices, capital structure
and charitable giving. I am also
interested in relations between firms’
tax, capital structure and market
valuation. I am also interested in relations between firms’
tax, capital structure and market
valuation.

JOURNALS:
- Journal of Accounting Research,
- Journal of Accounting & Public Policy,
- Accounting & Public Policy

My primary research interests are the
and validating theoretical models
The Accounting Review,

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- Accounting & Public Policy

My primary research interests are the
and validating theoretical models
The Accounting Review,
JAMES A. DEARDEN
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

**INTERESTS:**
- Strategy of Health Care, Steel Firm
- New Venture Creation, Emerging Strategy
- Health Economics
- Organization, Marketing

**RESEARCH RELEVANCE:**
- My research is primarily in services marketing and international marketing organization, and I am particularly interested in marketing to emerging markets and innovation and multinationals to tailor their own distinctive value propositions. I leverage "learned" from my own personal experiences and draw upon the subject-matter expertise of our frequent guest speakers.

**BUSINESS/EXPERIENCE:**
- Proven serial entrepreneur and board member to venture capital.
- Particularly important when custom examples from business (e.g., wikis, software engineering, marketing and business development capabilities). I frequently lecture upon start-up and turnaround topics from entrepre

**SOCIETAL IMPACT:**
- My research and professional experiences in management, finance, software engineering, marketing and business development capabilities. I frequently lecture upon start-up and turnaround topics from entrepre

**TEACHING PHILOSOPHY:**
- My philosophy of teaching is to "flip" classroom approach. Students engage and interact with lecture material and self-study for the in-class discussions, which I believe is essential to student learning.

**BEIBEI DONG
ASSISTANT PROFESSOR, DEPARTMENT OF MARKETING

**INTERESTS:**
- Market Competition and Strategy
- The Design of Economic Mechanisms
- Applied Game Theory

**RESEARCH RELEVANCE:**
- My research focuses on the intersection of Industrial Organization, Information Systems.
- My research is in applied game theory, with current projects in the college admissions process. Students engage and interact with lecture material and self-study for the in-class discussions, which I believe is essential to student learning.

**BUSINESS/EXPERIENCE:**
- I leverage "learned" from my own personal experiences and draw upon the subject-matter expertise of our frequent guest speakers.

**SOCIETAL IMPACT:**
- My research and professional experiences in management, finance, software engineering, marketing and business development capabilities. I frequently lecture upon start-up and turnaround topics from entrepre

**TEACHING PHILOSOPHY:**
- My philosophy of teaching is to "flip" classroom approach. Students engage and interact with lecture material and self-study for the in-class discussions, which I believe is essential to student learning.
IACOCCA CHAIR

DALE FALCINELLI

Ph.D., Lehigh University

**TEACHING PHILOSOPHY:**

I believe the best teaching occurs when students are immersed in a rich learning environment. My courses are designed to engage students in active learning, critical thinking, and practical application of knowledge. I strive to create a dynamic classroom where students are challenged to think deeply about complex issues and develop a passion for learning.

**INTERESTS:**

Entrepreneurship Education, Business Startups, and Social Entrepreneurship.

**PROFESSIONAL EXPERIENCE:**

I have held positions at top-tier universities and have taught a wide range of courses in entrepreneurship, innovation, and management. My research is focused on fostering innovation in emerging economies and has been published in leading academic journals.

**RESEARCH STATEMENT:**

My research examines the impact of entrepreneurship education on student outcomes, economic development, and societal impact. I am particularly interested in understanding how entrepreneurial thinking can be fostered in a variety of contexts, including emerging economies.

**RESEARCH ABSTRACT:**

Entrepreneurship education has gained increasing attention as a means to promote economic development and social change. This paper explores the role of entrepreneurship education in emerging economies, highlighting successful initiatives and discussing the challenges and opportunities.

**SOCIETAL IMPACT:**

My work has implications for policymakers, educators, and practitioners, as it provides insights into effective strategies for fostering entrepreneurship in contexts with limited resources.

**Cookbook for Emerging Economies**

FEDERICO J. FOLKERT

Ph.D., University of Illinois

**TEACHING PHILOSOPHY:**

I believe in fostering an environment where students are encouraged to question, debate, and develop their own ideas. My teaching style is interactive and student-centered, focusing on critical thinking and problem-solving skills.

**INTERESTS:**

Entrepreneurship, Innovation, and Social Change.

**PROFESSIONAL EXPERIENCE:**

I have taught at several universities and have experience in both academia and industry. My current role involves developing and implementing entrepreneurship programs and courses.

**RESEARCH STATEMENT:**

My research focuses on understanding the role of entrepreneurship in driving economic development and social change. I am particularly interested in how entrepreneurship education can be used as a tool for social impact.

**RESEARCH ABSTRACT:**

Entrepreneurship education is crucial for fostering economic growth and social change in emerging economies. This paper explores the role of entrepreneurship education in promoting innovation and social impact.

**SOCIETAL IMPACT:**

My work has implications for policymakers, educators, and practitioners, as it provides insights into effective strategies for fostering entrepreneurship and promoting social change.

**Promoting Entrepreneurship Education in Emerging Economies**

FRANK R. GUNTER

Ph.D., Johns Hopkins University

**TEACHING PHILOSOPHY:**

I believe in empowering students to become active contributors to their communities. My teaching style is student-centered and focuses on developing critical thinking, problem-solving, and communication skills.

**INTERESTS:**

Political Economy of Iraq, Chinese Capital Flight, and Conflict.

**PROFESSIONAL EXPERIENCE:**

I have taught at several universities and have experience in both academia and industry. My current role involves developing and implementing entrepreneurship programs and courses.

**RESEARCH STATEMENT:**

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**Promoting Entrepreneurship Education in Emerging Economies**

DAVID A. GRIFFITH

Ph.D., Kent State University

**TEACHING PHILOSOPHY:**

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**INTERESTS:**

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**Promoting Entrepreneurship Education in Emerging Economies**

DAVID F. GREENE

Ph.D., Boston University

**TEACHING PHILOSOPHY:**

I believe in fostering an environment where students are encouraged to question, debate, and develop their own ideas. My teaching style is interactive and student-centered, focusing on critical thinking and problem-solving skills.

**INTERESTS:**

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**Promoting Entrepreneurship Education in Emerging Economies**

DALE FALCINELLI

Ph.D., Lehigh University

**TEACHING PHILOSOPHY:**

I believe in fostering an environment where students are encouraged to question, debate, and develop their own ideas. My teaching style is interactive and student-centered, focusing on critical thinking and problem-solving skills.

**INTERESTS:**

Entrepreneurship, Innovation, and Social Change.

**PROFESSIONAL EXPERIENCE:**

I have taught at several universities and have experience in both academia and industry. My current role involves developing and implementing entrepreneurship programs and courses.

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Entrepreneurship education is crucial for fostering economic growth and social change in emerging economies. This paper explores the role of entrepreneurship education in promoting innovation and social impact.

**SOCIETAL IMPACT:**

My work has implications for policymakers, educators, and practitioners, as it provides insights into effective strategies for fostering entrepreneurship and promoting social change.

**Promoting Entrepreneurship Education in Emerging Economies**
securitized products, which is currently under research. This area of study is focused on residential mortgage-backed securities and how they can be used to obtain more accurate insights into potential future distress. The research has drawn the interest of the Federal Reserve and Securities and Exchange Commission, suggesting that market transparency in this area is of significant policy implications.

My research on back capital, which I am currently engaged in, is expected to provide valuable insights to academic researchers, industry professionals, and policymakers.

I use mathematical models to examine the relationship between credit risk and liquidity risk. The interaction between different types of risk represents a challenging problem that is of interest to me. My research helps in developing strategies to manage these risks effectively.

In my research, I explore methods to evaluate new product success before actual launch. This research is important as it can help managers make informed decisions. My findings illustrate how marketers can use bundling and persuasion strategies to influence consumer choices. I have contributed to the understanding of business philosophy through my research, focusing on the role of advertising and promotion in achieving desired outcomes.

I study persuasion and marketing techniques to influence consumer choices, and how consumers can use bundling and persuasion strategies to improve their decision-making process. My research suggests that there are as many ways to learn as there are learners. There is nothing more important than information; everyone must know—albeit, there are learners. There is nothing more important than information; everyone must know—all you must do is accept the consequence of your actions.

In my classroom activities, I strive to teach the teacher. I believe that every student has something important to contribute to the learning process, and I focus on teaching values and principles. My research has covered a wide range of topics, including business philosophy, ethics, and principles. Understanding of business philosophy, ethics, and principles is an integral part of actual practice. Weekly readings on moral and ethical issues are an integral part of the classroom experience. Student discussions are focused on these topics to enhance understanding of business philosophy and principles.
ALBERTO LAMADRID
PH.D., COREN UNIVERSITY

- RESEARCH STATEMENT: My work focuses on the regulation of financial services. My research explores how regulation affects incentives, performance and the way in which they can be improved. I use both theoretical and empirical tools to understand these phenomena.

JU-YEON LEE
ASSISTANT PROFESSOR, PERELLA DEPARTMENT OF FINANCE

- INTERESTS: Behavioral Economics, Experimental Economics.

JU-YEON LEE
ASSISTANT PROFESSOR, PERELLA DEPARTMENT OF FINANCE

- INTERESTS: Behavioral Economics, Experimental Economics.

ERNEST LAI
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

- RESEARCH STATEMENT: My research is on the regulation of financial services. My work examines the effects of a firm's use of its organizational structure on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

YUNG-YU MA
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

- RESEARCH STATEMENT: My research is on the regulation of financial services. I examine the impact of regulation on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

TAMARA LAMBERT
CHARLOTTE AND ROBERT L. BROWN III '78 RESEARCH FELLOWSHIP

- INTERESTS: Behavioral Economics, Experimental Economics.

YUNG-YU MA
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

- RESEARCH STATEMENT: My research is on the regulation of financial services. I examine the impact of regulation on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

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- INTERESTS: Behavioral Economics, Experimental Economics.

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- INTERESTS: Behavioral Economics, Experimental Economics.

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- RESEARCH STATEMENT: My research is on the regulation of financial services. I examine the impact of regulation on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

TAMARA LAMBERT
CHARLOTTE AND ROBERT L. BROWN III '78 RESEARCH FELLOWSHIP

- INTERESTS: Behavioral Economics, Experimental Economics.

ERNEST LAI
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

- RESEARCH STATEMENT: My research is on the regulation of financial services. My work examines the effects of a firm's use of its organizational structure on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

YUNG-YU MA
ASSISTANT PROFESSOR, DEPARTMENT OF ECONOMICS

- RESEARCH STATEMENT: My research is on the regulation of financial services. I examine the impact of regulation on strategic behavior. I use both theoretical and empirical tools to understand these phenomena.

TAMARA LAMBERT
CHARLOTTE AND ROBERT L. BROWN III '78 RESEARCH FELLOWSHIP

- INTERESTS: Behavioral Economics, Experimental Economics.
DOUGLAS MAHONY
Ph.D., Rutgers University

- RESEARCH STATEMENT: My primary research interests include economic and financial market crises, corporate governance and the macroeconomic implications of financial market swings that businesses need to take into consideration. I study the impact of high performance work practices on productivity and performance and test theories on firm-level employment arbitration.

JOURNAL: Journal of Management, Industrial Relations, Industrial & Labor Relations Review

- RESEARCH RELEVANCE: My work on alternative dispute resolution highlights the benefits (lower costs, greater efficiency) and risks (when bad actors dominate) of mechanisms such as mandatory mediation and employment arbitration.

- SOCIOECONOMIC IMPACT: My research has focused on team conflict and its impact on firm-level performance. Most recently my work has shown that conflict can create a distinct advantage for students pursuing any major in the CBE.

- PROFESSIONAL/BUSINESS ENGAGEMENTS: From 2004 to 2018, I was a partner at Booz Allen Hamilton. Manufacturing, electronics, and high tech clients were my focus. The firm has been known for its focus on improving manufacturing efficiency and decreasing costs. (Ph.D., Rutgers University)

JAMES M. MASUKULA
G.B.A., Kent State University

- RESEARCH STATEMENT: My research is devoted toward understanding how firm-level factors such as size, organizational structure, compensation systems, and human-resource practices can be used to drive employee performance and the resulting financial outcomes. Most significant challenges confront both employers and employees as they navigate this new employment landscape.


- RESEARCH RELATIONSHIP: Through social media, the consumer experience directly impacts the market. Our research helps organizations from all over the globe leverage this insight into their marketing programs.

- SOCIETAL IMPACT: In my marketing and communication classes, students create an integrated mix of social media strategies, podcasts, designing social media campaigns, etc. They understand that a good marketing campaign is more than a set of words and it must be rationalized for the company as well. They also understand how consumers interact and develop a plan to introduce their ideas to developed markets.

JUDITH M. R. MCDONALD
Ph.D., Princeton University

- RESEARCH STATEMENT: My research is devoted to understanding how a number of factors, including increased consumer engagement in everyday activities, and the role of rationalizing the employment of firm resources impact human-resource management.


- RESEARCH RELATIONSHIP: We live in a time where, with the rise of social media, there is a demand for increased consumer engagement in everyday activities. My research explores how firms can maximize their social media efforts and influence consumer behavior.

- SOCIETAL IMPACT: In my marketing and communication classes, students create an integrated mix of social media strategies, podcasts, designing social media campaigns, etc. They understand that a good marketing campaign is more than a set of words and it must be rationalized for the company as well. They also understand how consumers interact and develop a plan to introduce their ideas to developed markets.

MATTHEW A. MELONE
Ph.D., University of Pennsylvania

- RESEARCH STATEMENT: My research focuses on federal political and economic issues, corporate governance and the macroeconomic implications of financial market swings that businesses need to take into consideration. I study the impact of high performance work practices on productivity and performance and test theories on firm-level employment arbitration.


- RESEARCH RELATIONSHIP: Issues of corporate governance have gained much attention in recent years, but have taken on increased notoriety in the aftermath of the financial crisis. Executive compensation design has been at the center of debate over whether it has been too large and is one of the drivers of current market instability.

- SOCIETAL IMPACT: The health care reform legislation has been a great teaching tool. It has introduced students to a prominent real-world issue that has been at the center of the debates over health care policy for decades. It has also introduced students to the complexities of the federal income tax code and corporate political activity.

- INTERESTS: Financial Accounting, Managerial Accounting, Data Analytic Skills for Accountants

JAMES M. MASUKULA
ASSOCIATE PROFESSOR, DEPARTMENT OF MARKETING

- INTERESTS: Corporate Governance, Federal Income Taxation, Executive Compensation, Constitutional Law

JUDITH M. R. MCDONALD
PROFESSOR, DEPARTMENT OF ECONOMICS

- INTERESTS: Capital Flows to Developing Countries, U.S.-Canada Trade Relations During the 1920s, Pay Equity in Ontario, Gender槿Pensions in Starting Salaries for New College Graduates, “Safe Havens” During the Great Recession

MATTHEW A. MELONE
PROFESSOR, PERELLA DEPARTMENT OF FINANCE

- INTERESTS: Alternative Dispute Resolution, Work Systems, Social Networks

DOUGLAS MAHONY
ASCOOL OF BUSINESS AND ECONOMICS - RESEARCH REVIEW
CHAD D. MEYERHOEFER
PH.D., Cornell University

- **Research Statement:** My focus is on understanding the relationship between food insecurity and the health of children. In particular, I study the price responsiveness of consumer demand for food items and the impact of food insecurity on child health outcomes.

**Societal Impact:** My research has implications for public policy, specifically in the areas of food assistance programs and food security interventions.

**Teaching Philosophy:** I believe that effective teaching requires active engagement and a supportive learning environment. I strive to create a classroom atmosphere where students are encouraged to question and challenge conventional wisdom.

**Professional/Business Experience:** I have taught courses in health economics and policy at several universities, and I have conducted research on the economic burden of chronic diseases.

**Research Relevance:** My research on the economic impact of chronic diseases has implications for public health policy and the allocation of healthcare resources.


VINCENT G. MUNLEY
PH.D., State University of New York, Albany

- **Research Statement:** My research focuses on the impact that health policy and the policy environment have on the well-being of individuals.

**Societal Impact:** My research has implications for public policy, specifically in the areas of healthcare access and affordability.

**Teaching Philosophy:** I believe that effective teaching requires active engagement and a supportive learning environment. I strive to create a classroom atmosphere where students are encouraged to question and challenge conventional wisdom.

**Professional/Business Experience:** I have taught courses in health economics and policy at several universities, and I have conducted research on the economic burden of chronic diseases.

**Research Relevance:** My research on the economic impact of chronic diseases has implications for public health policy and the allocation of healthcare resources.

CHITRA NAYAR
Ph.D., University of Iowa

**TEACHING PHILOSOPHY:**

I study the effects of new technologies at our disposal. I believe that today’s students, who are contrasted in their roles through real-world experience, have to be able to relate to the changes in the corporate governance and structuring of the world. Business students need to be aware of the ethical dilemmas faced by organizations today. I provide students exposure to how business and the world function, both in consulting, in addition to teaching.

**SOCIETAL IMPACT:**

The roles of business schools are to train future financial crisis such as the one being experienced recently. I try to understand the conduct of monetary policy, its causes and effects. My research helps policymakers, central banks and others interested in monetary policy analysis to better understand the conduct of monetary policy and its effects and attributes of disclosure that are useful to investors.

**RESEARCH STATEMENT:**

My research focuses on the relationship between financial reporting and decisions that improve the quality of financial reporting. It is important that the quality of financial reporting is useful to investors.

**WORK EXPERIENCE:**

I have worked in business and monetary policy, its causes and effects. My research helps policymakers, central banks and others interested in monetary policy analysis to better understand the conduct of monetary policy and its effects and attributes of disclosure that are useful to investors.

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GEORGETTE C. PHILLIPS

**INTERESTS:**
- Diversity Management, Performance and Innovation, Gender, Racial and Ethnic Differences in Individual Work Experiences, Career Trajectories, Work-Family Conflict

**PROFESSOR, PERELLA DEPARTMENT OF FINANCE AND AFIRCA STUDIES PROGRAM**

**INTERESTS: Commercial Real Estate, Urban Planning, Local Government Law, Housing**

**PUBLICATIONS:**
- *Applied Econometrics, Network Interests: Work-Family Conflict, Individual Work Experiences, Career Trajectories, Innovation, Gender, Racial and Ethnic Differences in Interests*

**GEORGETTE C. PHILLIPS**

**INTERESTS:**
- Brand Positioning Strategies/Brand Anthropomorphization, Brand Performance, International Branding

**INTERESTS:**
- Applied Econometrics, Network Interests: Work-Family Conflict, Individual Work Experiences, Career Trajectories, Innovation, Gender, Racial and Ethnic Differences in Interests

**ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT**

**MARINA PUZAKOVA**

**ASSISTANT PROFESSOR, DEPARTMENT OF FINANCE**

**ASSISTANT PROFESSOR, DEPARTMENT OF MARKETING**

**RESEARCH STATEMENT:**
- My research focuses on understanding the roles social networks play in economic decisions, such as the persistence of gender and racial inequality in career trajectories and job opportunities for women and minorities.

**RESEARCH STATEMENT:**
- My research challenges conventional views of how gender shapes the development of female leaders in business. By examining the conditions under which women leverage diversity in groups, my research provides insights into how diversity on group performance.

**SOCIETAL IMPACT:**
- The research on gender in leadership positions has shown that women leaders are often more effective at navigating diversity and leading in groups, which can help to reduce negative consequences of diversity.

**INTERESTS:**
- Board Positioning Strategies/Brand Anthropomorphization, Brand Performance, International Branding

**RESEARCH STATEMENT:**
- My research explores how consumer perceptions of negative brand associations influence consumer behavior, with a focus on work on brand anthropomorphization, which addresses the challenges that companies face in protecting their brand equity.

**RESEARCH STATEMENT:**
- My research provides a framework for understanding how workplace diversity issues such as the persistence of gender and race/ethnic inequality in career trajectories and job opportunities for women and minorities.

**SOCIETAL IMPACT:**
- My research on brand anthropomorphization can help us understand the ways in which workers make the future of our communities.

**INTERESTS:**
- Real Estate, Finance

**PHD, University of Pennsylvania**

**PHD, Florida State University**

**PHD, Rutgers University**

**PHD, Drexel University**

**ASSOCIATE PROFESSOR, DEPARTMENT OF MARKETING**

**ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT**

**S. MCKAY PRICE**

**ASSOCIATE PROFESSOR, PERELLA DEPARTMENT OF FINANCE**

**S. RICHARDS-SHUBIK**

**LEHIGH UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS**
RESEARCH STATEMENT: I study how social influence can lead to unintended consequences for individuals, organizations, and society, focusing on the social consequences of attaining, exercising, or experiencing power. My research examines the unexpected ways that people (e.g., leaders, managers, negotiators) influence one another.


RESEARCH RELEVANCE: My research aims to advance an understanding of how social computing and information systems can be leveraged to facilitate creativity in groups and to help teams make better decisions. In MGT 243 we study principles of management, how to help teams make better decisions, and the role of strategic alliances in achieving competitive advantage.

SOCIETAL IMPACT: I frequently install boards of directors that will bring my research into the classroom, and I work with corporate executives on these issues, and how this data is shared and processed. In my business management course.

MICHAEL D. SATORO
Ph.D., Rutgers University

RESEARCH STATEMENT: I study the social networks formed by CEOs and corporate governance. My research shows that firm size is a barrier to the mechanisms through which CEO influence actually works. The strength and durability of CEO networks matter, as the social consequences of attaining, exercising, and experiencing power are both positive and negative. These mechanisms are associated with positive firm outcomes.


RESEARCH RELEVANCE: My research informs policymakers and standard setters about the implications of accounting standards, regulations and new laws for users of financial statements in the capital markets.

SOCIETAL IMPACT: I conduct research to optimize corporate risk management.

SOCIETAL IMPACT: I frequently install boards of directors that will bring my research into the classroom, and I work with corporate executives on these issues, and how this data is shared and processed. In my business management course.

HEIBATOLLAH SAMI
Ph.D., Louisiana State University

RESEARCH STATEMENT: My research informs policymakers and standard setters about the implications of accounting standards, regulations and new laws for users of financial statements in the capital markets. I am also conducting research on the improvement in the region’s economic conditions, and the role of strategic alliances in achieving competitive advantage.
Accounting and Business Education Issues and Governance Committee Responsibilities, in Manufacturing Firms, Audit Committee INTERESTS

- Managing Products and Services
- Brand Management, Marketing

INTERESTS:

- Cost Management Approaches
- Content Analysis
- Channels, Crowdfunding

INTERESTS

- Supply Chains
- Innovation, Pricing, Services,

STEFAN H. SHERER
PROFESSOR, DEPARTMENT OF MANAGEMENT

SUSAN A. SHERER
Ph.D., University of Pennsylvania

- RESEARCH STATEMENT: My research has been focused on the measurement of the impact of information systems on corporate performance, including both benefit-side and risk-side measures.

- JOURNALS: Communications of AIS, Strategic Finance, Journal of Accounting, Auditing & Finance.

- RESEARCH RELEVANCE: My teaching approach reflects my research interests such as delivering useful, current material that connects theory with practice and engages students in an active, experiential learning environment.

- RESEARCH STATEMENT: My strategy has been to focus on student learning both in and out of the classroom. The focal point of my research is understanding the role of technology in a virtual, online accounting environment. I examine the social and technical challenges of e-learning and student performance in this environment.


- RESEARCH RELEVANCE: My research papers take an interdisciplinary approach to address substantive issues of contemporary relevance such as delivering experiential learning and successful e-learning designs for the assessment of knowledge-based skills. I believe in and diligently implement experimental learning as a means for real-world application and delivery of learning design and teaching shifts for the classroom.


- RESEARCH STATEMENT: My research is focused on the impact of technology on education, particularly in the context of virtual learning environments. I have specialized in developing and implementing online courses and have extensive experience in e-learning and distance learning technologies.


- RESEARCH RELEVANCE: My primary focus is on the impact of technology on education. I have published extensively in the area of online learning, particularly in the context of distance education. My research explores the effectiveness of online learning and strategies for improving students’ learning outcomes.


- RESEARCH STATEMENT: My research focuses on the impact of technology on education. I have explored the role of technology in enhancing learning outcomes and have published extensively in this area.


- RESEARCH RELEVANCE: My research has been focused on the impact of technology on education, particularly in the context of online learning and distance education. I have explored the effectiveness of online courses and the role of technology in enhancing learning outcomes.


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The image contains a page from a document with different sections and content. Here is the plain text representation:

**ANDREW WARD**
Ph.D., Wharton School, University of Pennsylvania

**TEACHING PHILOSOPHY:** My teaching philosophy revolves around one simple idea: “Tell me and I forget; show me and I might remember; involve me and I will understand.” I integrate solid corporate finance and financial theory with numerous practical applications, such as a three-step company analysis, financial projection and valuation model.

**RESEARCH STATEMENT:** My research focuses on corporate financial decision making, trading, which generates important policy implications.


**RESEARCH STATEMENT:** My research is related to some of the newest and most globally influential issues in public policy.

**INTERESTS:** corporate behavior, impacts of public policy on healthcare and the economy, and transportation policy.

**EXPERIENCE:** Chairman and CEO, McGraw Hill; Associate Editor for four journals; Associate Editor of the CMA Exam; Board of Trustees –– CMA Exam; –– ABMA; –– NACD; –– Industrial Relations

**M.S.U. COLENI**
Ph.D., Indiana University

**TEACHING PHILOSOPHY:** My teaching philosophy revolves around the idea that students learn best by doing. I believe in using real-world examples and activities to make the concepts stick.

**RESEARCH STATEMENT:** My research focuses on the impact of social networks on business decisions.

**INTERESTS:** Corporate Finance, Performance Metrics, Supply Chain Finance

**SHELBY A. WATKINS**
Ph.D., University of Pennsylvania

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**KE YANG**
Ph.D., Lehigh University

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**TODD A. WATKINS**
Ph.D., Howard University

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**SAMUEL C. WEAVER**
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**INTERESTS:** Corporate Finance, Performance Metrics, Supply Chain Finance
OLIVER YAO
Ph.D., University of Maryland

- RESEARCH STATEMENT: My research interests focus on the interaction of information systems and supply chain management. I examine how information technology is supply chain and quantifies the business value of information technology at the supply chain level.


- RESEARCH RELEVANCE: Rapid development of information systems has brought about tremendous competitive pressure to today’s business world. To achieve competitive advantages, firms must reshape traditional supply chains into cutting-edge electronic supply chains. My research provides valuable managerial implications that can improve management practice.

- SOCIetal IMPACT: My research is related to many current business issues such as taming the bullwhip effect in supply chains, using technology, evidence pricing for “Black Wednesday,” and the commodity and designing successful information-enabled supply chain programs.

ZACH G. ZACHARIA
Ph.D., University of Tennessee

- RESEARCH STATEMENT: My general research interests are the economics of information technology (IT) and information systems (IS). The main thrust of my research is to understand the impact of IT on supply chain and across firms (inter-firm relationships and firm hierarchies).


- RESEARCH RELEVANCE: Supply chain management has become more critical to the success of businesses that are more dynamic, changeable and complex. My research seeks to better understand how the factors that affect the relationships among firms have become increasingly important to supply chain executive and academia. My research is intended to provide insights into the complex and inter-related nature of supply chain management.

- SOCIetal IMPACT: Supply chain disruptions, supplier issues, and stockouts are all examples of supply chain problems that are frequently discussed in the business press. Discussing these types of issues in class allows me to bring some of the research I’ve published into class discussion.

OLIVER YAO
George H. Beckett ’32 Professorship Professor, Department of Management

ZACH G. ZACHARIA
Class of ’33 Professorship Professor, Department of Management

ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT

DAWEE (DAVID) ZHANG
Ph.D., University of Tennessee

- RESEARCH STATEMENT: My research examines the need to understand and manage multiple types of relationships found both within firms and across firms (inter-firm relationships and multi-firm relationships).


- RESEARCH RELEVANCE: Critical to our society, economy, and research in information systems is to look at the growing importance of IT on production, jobs and other factors. My research is intended to provide insights into the complex and inter-related nature of IT.

- SOCIetal IMPACT: My research is related to many current business issues such as taming the bullwhip effect in supply chains, using technology, evidence pricing for “Black Wednesday,” and the commodity and designing successful information-enabled supply chain programs.

DAWEE (DAVID) ZHANG
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