Creating Great Places to Work

Building a happy and productive workplace

Motivating and managing millennials

PROFIT AND PLANET

Advances in business analytics and cyber security

ALSO INSIDE:
The approach to a global business education

Damian Bazadona ’98, founder and president of Situation Interactive, winner of 5 workplace awards
FROM THE DEAN

A global business education has a much broader and deeper meaning than the simple words imply. It is not confined to time or space. It is an attitude, a constant search for learning founded on an insatiable intellectual curiosity.

An “educated” person is not only someone who knows a great deal, but one who wishes to learn more, one who poses questions, one who challenges conventional wisdom, one who reflects and assimilates in order to gain both knowledge and wisdom.

The relevance of globalization to education and business in the 21st century was influenced by two key forces. The first is that the world is undergoing the most profound technological changes in half a millennium. The second is that until recently, European and U.S. business executives did not need to be educated beyond basic business skills such as marketing and finance, and also because social expectations of business were far lower. In today’s highly complex and interconnected world, where everything is connected, a great deal more in-depth knowledge and wisdom are and will increasingly be required.

While it is understandable that in the experience of some American workers, globalization is not exactly a synonym for progress, it is also true that in today’s world, globalization does not simply mean outsourcing. During the 1980s and ’90s, business looked to emerging markets as a source of cheap labor. Chasing the lowest labor costs is an old model whose time has passed. The new version of inclusive globalization requires large businesses to go where growth and opportunity exist. Smaller firms, through the shared economy, can participate in a form of artisanal globalization, rekindling cottage industries.

Global markets are vibrant, and emerging economies are still growing more than twice as fast as developed countries. The reality is that the new order is more difficult than before, and competing for these opportunities in developing countries requires flexibility and creativity. Digital and advanced manufacturing technologies make the factories of today more productive. Countries are demanding investment in local presence and operations in exchange for market access. These investments in manufacturing and innovation are critical to success.
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Business analytics and cyber security: Where we’ve come from and where we’re going.

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Their generation spans nearly 20 years. What could its members possibly have in common?

The new University at Albany President Dr. Havidán Rodríguez (center) with School of Business Dean Hany Shawky (left) and UAlbany Provost James Stellar at the annual Massry Lecture.

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BUILDING a Better Workplace

Finding, motivating and retaining talent is an ongoing challenge for business. Damian Bazadona ’98, founder and president of Situation Interactive, inspires his employees through a successful strategy that has garnered five “best workplace” awards (see page 4). It is worth taking advice from Bazadona not because of the awards, but because of the results: the success that comes from highly productive and creative employees who are excited to go to work and give the job their best.

Situation Interactive has grown from a one-person shop promoting Broadway shows, to 80 employees providing digital marketing for Wicked on Broadway, HBO, Bravo, A+E Networks, the Metropolitan Opera, and the experience National Geographic recently opened in Times Square, among others.

It is all about culture and walking the talk
Situation Interactive’s philosophy builds trust. “A thriving workplace is driven by the honesty and authenticity of its people,” says Bazadona who founded Situation Interactive in 2001. “You can’t fake honesty or authenticity. You either have it – or you don’t. And the proof always becomes abundantly clear in time.”

Everyone at Situation Interactive feels important because they are important. Shared goals and values: passion, innovation, collaboration and commitment, are spelled out in employee-focused policies. They form the basis for everything the company does, from working with clients to hiring people who share these values. Jordan Person, executive director of business development and communication, says, “Employees believe in the
WHAT DOES SITUATION INTERACTIVE OFFER THAT MANY WORKPLACES DO NOT?

- Fully paid health care after three months
- Unlimited sick days
- Unlimited “work from home” days
- A “Life Happens” policy for those days when pipes freeze, the car breaks down or the dog is sick
- Museum admission reimbursement
- Free tickets to events and Broadway shows
- Open office plan encouraging “knowledge in motion”
- A 360° annual review emphasizing personal growth
- An anonymous electronic HR form routing directly to the president’s inbox
- Dunkin Donuts card available for work group coffee runs
- Kitchen stocked with breakfast supplies and snacks
- Office closing at 2:00 p.m. Friday afternoons from May to September

Staff make themselves available as they are able. Policies are utilized as appropriate. “Unlimited Working from Home” might be easier for some than others. For instance, a web developer may have fewer distractions at the kitchen table, while an account person may need to be face-to-face with clients.

greater purpose of the company and have a passion for their role and the organization as a whole.”

The culture is based on flexibility, respect and trust. It starts at the top. For Bazadona, business is personal. He believes in people and a greater purpose. (For more on Bazadona’s philosophy, read his essay on the first 16 years of Situation Interactive: medium.com/@dbazadona/.)

Don’t people take advantage?
With policies such as unlimited sick days, there is opportunity for abuse. But employees don’t exploit them. It’s a culture of two-way respect. According to Person, “We set policies for the highest common denominator.”

Codifying policies like “Life Happens” makes employees more comfortable with taking time when they need it, whether or not the need fits in a neat human resource category.

OFFICE PARTY AT DYLAN’S CANDY BAR
One trendy perk missing from the list: unlimited vacation. Other companies found that the policy results in employees taking less time off. Bazadona has avoided it so far for that reason. He doesn’t do trendy. He does what is good for his firm and his staff.

**Human resources at a best place to work**

Though the firm is relatively small, fewer than 100 employees, it maintains a three-person human resources department. A fulltime recruiter not only looks for employees who match the personality and skill set for jobs at Situation Interactive, she considers personnel to meet their clients’ needs. Situation Connects was created when Bazadona found that his company was attracting talent that he could not immediately hire.

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**The concept is simple. Any candidate who impresses the recruiter, but for whom a corresponding position is not available, is introduced to one of their clients or partners who have a relevant open role. Match-making, not vetting.**

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According to Bazadona, “Our agency is a place where we hope to attract top talent and provide them a home where they can thrive. Nurturing these relationships pays out enormous dividends over time. We keep them in our orbit,” noting that many clients are former employees and many employees are former clients.

Situation Connects goes beyond recruiting to maintaining connections. This group of likely candidates is invited back to the office for open houses that feature professional speakers. As Person put it, “We need to keep them in our world. We are building a community of people who share our values and our passion.”

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**AN AWARD-WINNING BEST PLACE TO WORK**

- **BEST PLACES TO WORK IN NEW YORK STATE**

- **BEST PLACES TO WORK IN NEW YORK CITY**
  - BY CRAIN’S NEW YORK BUSINESS (2010, 2011 AND 2012)

- **SMALL AGENCY MOST COMMITTED TO SOCIAL GOOD**
  - BY DIGIDAY
COMMERCIALIZATION OF INNOVATION

Kick-starting Impactful Science

Scientists and engineers often arrive at ideas with a potential to have significant positive impact. Yet, the path to commercialization can be long, arduous, uncertain and demanding. Pat Caldwell ’75 is determined to change that. She is supporting the School of Business’s development of a sustainable model to kick-start the commercialization of science. Her focus “allows researchers to get their businesses off the ground.”

Dean Hany Shawky envisions this initiative will have an impact on the curriculum, as well. He sees the program as a way to pair student teams with scientists. “We have the responsibility of using the grant wisely to commercialize great innovations. At the same time, we have a responsibility to our students to offer real-world work.”

The University at Albany MBA program has nearly 50 years of experience providing field project teams to businesses to solve actual business problems. It made sense to ask the students to bring their expertise to start-ups that would not otherwise have access to such breadth and depth. Dr. Giri Tayi, one of the professors consulting on the field projects, says, “Besides the experience looking good on a resume, it’s a great learning experience. The students are getting tools and knowledge and seeing firsthand what it takes to develop a start-up, and how managers must pull together all aspects of a business.”

Multiple start-ups vied for the opportunity to be the test cases for this initiative. One of them is EcoLong – the brainchild of Nancy Min and her father, Qilong Min, senior research associate and professor at the University at Albany Atmospheric Sciences Research Center. Professor Min invented a weather-forecasting technology currently used in 125 weather monitoring stations across the New York State Mesonet. Nancy Min is working on commercializing the weather-focused research to create a product to be used in the solar industry.

Though Nancy Min is well-versed in business – she works as a technology consultant for Deloitte – her venture needed help with industry research, data analytics, and pilot testing on a solar farm before seeking out public and private funding. That is where the kick-start to commercialization initiative pioneered by Pat Caldwell stepped in. A team of business analytics students are developing a platform so the forecasting technology can be used to identify optimum locations for solar panels, solar panel choice and effective operations. Based on what she has seen so far, Min expects to have a well-developed beta version of EcoLong by May. ◆

Entrepreneur Nancy Min (center) with her MBA team: (l. to r.) Yadesh Haripaul ’18, Billy Chan ’18, Kannitha Than ’18 and Sam Kiamamesh ’18.
Going Green Globally was born 10 years ago, before sustainability was a business expectation. Teams of MBA students embarked on a journey to solve business problems with sustainable solutions.

Working as consultants to real companies, students are tasked with the goal of $100,000 in savings or revenue enhancements per project. The catch? They have less than two weeks to research the firm, identify solutions and present to their clients.

The projects must benefit the bottom line and the environment.

G3 cuts across curriculum. Students take it at the end of their first year of the MBA program, after classes in organizational behavior, finance, economics, marketing, operations, accounting, business analytics, and human resources. The teams bring this interdisciplinary focus to their work.

The intensity of the tight two-week timeframe has a bigger impact than longer projects, as everyone in the company is inspired by the energy. They listen and implement. Clients often see a long-term culture change.

STUDENTS’ SUSTAINABLE SOLUTIONS

- Alternative packaging
- Fleet routing software
- Water reclamation
- Truck skirting and fairing
- Insulation and lighting
- Solar panels
- LED street lights
- Window film insulation
- Refrigeration economizers
- Centralized utilities shared by neighboring businesses
- Block heater timers
- Retrofit fluorescent lights
- Incentivizing green behavior
- Variable speed pumps
- Toilet tank diverter
- Conversion from diesel fuel to compressed natural gas
## ORGANIZATIONS THAT HAVE BENEFITED FROM G3

- Adirondack Beverages
- Albany Medical Center
- Albany Pump Station
- AngioDynamics
- ARC of Rensselaer County
- Atlas Copco
- Automated Dynamics
- Baptist Health
- Bethlehem Public Library
- Capital District YMCA
- City of Albany
- City of Saratoga Springs
- Clear View Bag
- Cohoes Music Hall
- DeCrescente Distributing Co.
- EYP Architecture and Engineering
- Goodrich
- Greif Products
- Hilton
- Homewood Suites
- LeChase Construction
- Living Resources
- Kirkwood Mountain Resort
- Mazzone Hospitality
- National Grid
- New York Library Association
- New York Power Authority
- Port of Albany
- Price Chopper
- Proctors
- Palace Theater
- SABIC
- SEFCU
- Stewart’s Shops
- Troy Rehabilitation and Improvement Program
- Windham Mountain
- XOS

## GOING GREEN GLOBALLY BY THE NUMBERS

<table>
<thead>
<tr>
<th>2007</th>
<th>13</th>
<th>2,600+</th>
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<tbody>
<tr>
<td>2007 First year Going Green Globally was offered</td>
<td>13 Days of G3 annually</td>
<td>cups of coffee consumed in 13 days by students, clients, coaches and professors</td>
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</tbody>
</table>

7 NUMBER OF STUDENTS WHO RODE ON GARBAGE TRUCKS AT 4:00 A.M. TO RESEARCH A CONSULTING PROJECT

<table>
<thead>
<tr>
<th>56</th>
<th>$100,000</th>
<th>2 SCHOOL OF BUSINESS PROFESSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>56 GREEN CONSULTING PROJECTS</td>
<td>Net benefit per team: savings or revenue enhancements</td>
<td>who created and run G3: Assistant Vice Provost for Student Engagement and Clinical Professor of Business Dr. Linda Krzykowski and Management Professor and Director of the Center for Advancement and Understanding of Social Enterprises Dr. Paul Miesing.</td>
</tr>
</tbody>
</table>

37 ORGANIZATIONS ADVISED BY MBA TEAMS

5 PROJECTS SERVING MUNICIPALITIES

50 INDUSTRY EXPERTS OFFERING ADVICE AND SUPPORT TO STUDENT TEAMS

$65,000 WHAT PARTICIPATING ORGANIZATIONS SAID THEY’D PAY FOR THE WORK PERFORMED BY THE G3 TEAMS IN 2017

$1.97 MILLION Projected savings of New York Power Authority G3 project for SUNY campuses

50% G3 FUNDING FROM NATIONAL GRID IN 2017. WALKING THE TALK OF CLEAN ENERGY.

### RETURN CUSTOMERS

- Albany Pump Station
- Atlas Copco
- Baptist Health
- Capital District YMCA
- City of Albany
- DeCrescente
- EYP
- Homewood Suites
- Living Resources
- Mazzone Hospitality
- National Grid
- Price Chopper
- SEFCU
- SABIC
- Stewart’s Shops
- Trip

### HIGHLIGHTS

- **2007** First year Going Green Globally was offered
- **13** Days of G3 annually
- **60,000+** HOURS students have committed over 10 years
- **2,600+** cups of coffee consumed in 13 days by students, clients, coaches and professors
- **7** NUMBER OF STUDENTS WHO RODE ON GARBAGE TRUCKS AT 4:00 A.M. TO RESEARCH A CONSULTING PROJECT
- **56** GREEN CONSULTING PROJECTS
- **37** ORGANIZATIONS ADVISED BY MBA TEAMS
- **5** PROJECTS SERVING MUNICIPALITIES
- **50** INDUSTRY EXPERTS OFFERING ADVICE AND SUPPORT TO STUDENT TEAMS
- **$65,000** WHAT PARTICIPATING ORGANIZATIONS SAID THEY’D PAY FOR THE WORK PERFORMED BY THE G3 TEAMS IN 2017
- **$1.97 MILLION** Projected savings of New York Power Authority G3 project for SUNY campuses
- **50%** G3 FUNDING FROM NATIONAL GRID IN 2017. WALKING THE TALK OF CLEAN ENERGY.

### BOOK CHAPTE R

- Professor Eliot Rich – in S.F. Mitchell and J.A. Arevalo (eds.), *Sustainability in Management Education: In Search of a Multidisciplinary, Innovative and Integrated Approach through University Leadership, Scholarship and Partnerships*
INFORMATION TECHNOLOGY REVOLUTION

AS TECHNOLOGY ADVANCES, PROGRAMS Evolve. To MEET the NEEDS of INDUSTRY, THE FORMER ITM DEPARTMENT HAS EXPANDED INTO TWO DIVISIONS:

INFORMATION SECURITY & DIGITAL FORENSICS
AND INFORMATION SYSTEMS & BUSINESS ANALYTICS.

FROM MANAGING INFORMATION TO CREATING INSIGHTS

According to IBM’s “10 Key Marketing Trends for 2017,” the world generates 2.5 quintillion bytes of data every day. It’s worthless unless managed properly. Improved techniques for storing and processing data have transformed the information technology landscape, evolving from using systems to expedite shipping to using data to predict the future. Analytics isn’t intuitive and requires more than an understanding of statistics.

Good Analysis Isn’t DIY

Data analytics is everywhere – it’s often built into software. If software does all of the work, what is the point of a background in business analytics? For the same reason that owning a piano doesn’t prepare you to write a symphony. It takes insight and practice.

Matt Brooks ’02, recently named executive vice president of engineering data analytics for General Electric, has seen the field evolve in the 15 years since graduation. He says today’s mission is to build data sets that are useful for many players, “democratizing data so everyone in the company can use it to build meaningful applications.”

More Than Computer Scientists

The title, “data analyst,” is relatively new. Many statisticians and data scientists have jumped on the analytics bandwagon, but most of them don’t have experience in an additional domain. Those who couple analytics with another field, such as marketing, finance, engineering, human resources or supply chain management, are in a better position to understand the problems to be solved.

Brooks says, “You can have really good data scientists, but you need to have domain expertise in a functional area in order to have context and know where to attack. If we had more folks with business backgrounds who also had data science expertise, we would be moving much faster than we can today.”

General Electric is not the only company that needs people who know how to analyze data. The McKinsey Global Institute estimates that, by 2018, there will be a shortage of 1.5 million data analysts.

Business Analytics Education

Across the country, business analytics is primarily taught at the graduate level. UAlbany starts students early, offering concentrations to undergraduates, as well.

According to Dr. Peter Duchessi, chair of the newly created department of Information Systems and Business Analytics, a degree in business analytics teaches students to frame problems, identify types of data and choose the correct tool from the myriad available. They learn which questions to ask, how to use sophisticated analytics software and how to interpret results. But that is not enough – good results are useless if they cannot be communicated. Business students are trained to do that.

Dr. Duchessi is interested in bringing practitioners and researchers together to further develop the field. He says, “Industry and academia need to work together to find solutions to the challenge of using data to its fullest. Companies have realized that data-driven insights increase revenue, lower costs and produce greater profitability.”
WINNING THE CYBER BATTLE

Barriers collapse. Fortifications are destroyed. The enemy marches in. We’re not talking about Game of Thrones. We’re talking cybersecurity. The thinking behind cyber defense has changed in the past five to ten years. Building a stronger barrier is no longer the goal. Since security risks change almost daily, businesses have to do more than guard the perimeter. Cyber criminals regularly find new ways to breach the cyber wall. Indeed, hackers even stormed the castle this summer, gaining access to Game of Thrones.

Stalking the Stalkers

Director of Research of the New York State Center for Information Forensics and Assurance and chair of the department of Information Security and Digital Forensics Dr. Sanjay Goel, has a battle plan utilizing brains over weaponry: research, teaching and implementation.

Dr. Goel says, “We changed from blocking who is coming in to watching them. We find out who is in there and what they are doing.” But isn’t that too late to stop them? Dr. Goel notes that many attacks go on for months or years, with hackers making forays further and further into the system, before real damage is done. They don’t sneak in once and leave. Most breaches of national security are the result of persistent attacks. Detection may take weeks or months. The solution is analysis – scrutinizing events, such as computer log-ins or file transfers, and watching for anomalies like spikes in bandwidth.

The Enemy Within

Insider threats have become more prevalent. A barrier does not stop people who already have access to the system. Most insider threat-detection methods rely on post-incident analysis. Dr. Goel is developing and testing methodologies to identify individuals who pose risks.

In collaboration with General Electric, Dr. Goel and his colleagues will produce contexts within which an insider threat is likely to happen. They will create and trigger probes to lure hackers and then test the effectiveness of these probes. This $5.4 million, three-year research project is funded by IARPA (Intelligence Advanced Research Projects Activity), an organization within the U.S. Office of the Director of National Intelligence.

TEACHING CYBER SECURITY

Instead of focusing on current security threats that will be obsolete by graduation, students enrolled in the B.S. in Digital Forensics learn how to dig into data to correlate, visualize and interpret it. They study the underlying technology and core subjects in security, conduct cybercrime investigations and litigate in a digital forensics moot court. Overall, students learn how to make independent discoveries.

There will soon be an opportunity for graduate study – An M.S. in Digital Forensics is in the works.
What do millennials want?
Money and fame.

When do they want it?
Now.

What are they willing to give up for money and fame?
Nothing. In fact, millennials will happily forego promotions and job opportunities for more time off. They have lives and they don’t trust institutions.

So what’s a company to do? Management Chair Richard Johnson has some ideas.
Dr. Johnson and his fellow researchers examined the work expectations of millennials, a generation that spans nearly 20 years from 1980-1999. Here’s what they found:

One Size Does Not Fit All
Not all millennials are alike. There are variations within generations. Keep that in mind as you read on.

Work to Live, Not Live to Work
Millennials work to live, not live to work. They need “me” time to play sports, travel and binge on Netflix. They don’t want to wake up at 40 and wonder what they missed. FOMO. Fear of Missing Out.
They want to know, “What’s in it for me?” Besides money, they want prestige and power.

Community Service Not Required
Contrary to popular belief, they don’t value community service more than other generations. Volunteerism was built into their education. They just do it.

Trophies Not Required, But Feedback Is
Millennials want confirmation that they are doing the right thing. Mentor them until they get to the point that they don’t need monitoring. More handholding early in their careers pays off for them and you. They will leave the nest.

Although they grew up in the “everybody gets a trophy” generation, they are looking to hear more than “good job.” Millennials want real feedback so they can improve. But begin by telling them how good they are. Everybody likes to hear that.

Provide feedback electronically and face-to-face. They like to text and talk. Even though millennials are more connected than previous generations, they often feel isolated. Ignore them and you’ll lose them.

Keep it Real
Millennials need to see that their values align with the firm’s. Be who you say you are. They are looking for matching values. Provide realistic job previews – they want to know what they are getting into.
They Love Data
They spent their childhoods being taught the importance of data. They’ve taken it to heart. Review employee performance by talking about data. Better yet, let them access the data online. Millennials trust data from a system more than feedback from a person.

They Love Technology More
Millennials grew up with technology. Use it to attract, train, manage and retain them.

Use social media to develop relationships with job candidates and internet-based tests for selection. Once they are hired, train them through mobile devices. Keep that feedback coming.

They Deserve Better
Even if you do all these things, they may not stay in a job for long. They’ve been told that they’re good and there’s always a new opportunity. They deserve to have the best. But they will decline a promotion if it means they have to put more time in on the job. After seeing their parents’ generation lose jobs at 40, they’re not expecting a gold watch at retirement. They are having fun now.

Gen Z Changes Everything
Think you understand millennials? Don’t get too comfortable. Gen Z will enter the workforce in the next five years. Raised by Generation X, they are more tech-savvy, but more judicious in their use of technology. The pendulum swings.

Based on Dr. Richard Johnson’s research, “Navigating the New Workplace: Technology, Millennials, and Accelerating HR Innovation” (forthcoming in AIS Transactions on Human-Computer Interaction) with Julio C. Canedo, University of Houston, George Graen, University of Illinois and Miriam Grace, Boeing.
ACTIVE AUTHORS


Management Professor Janet Marler co-wrote Making HR Technology Decisions: A Strategic Perspective.

Associate Professor Paul Miesing co-edited Educating Social Entrepreneurs: From Idea Generation to Business Plan Formation.

AWARDS & HONORS

for the SCHOOL OF BUSINESS

U.S. News named the UAlbany MBA #91 among 471 AACSB accredited schools in the U.S. The program recently added new concentrations in cyber security, entrepreneurship, finance and marketing.

Value Colleges named the UAlbany M.S. Taxation in the top 10 in the country based on reputation, ROI and affordability.

UAlbany accounting faculty are ranked #10 for educational case research productivity in an international ranking compiled by Brigham Young University.

APPLAUSE FOR STUDENTS

Frances Cao and Wansoo Choi were chosen to present at the Dallas Fed Undergraduate Research Conference. Over five years, the UAlbany finance student acceptance rate has been 90%, while the national rate hovers around 50%.

Two business majors, field hockey midfielder Paula Heuser ‘17 and lacrosse midfielder Kyle McClancy ‘18, were named American East Conference Scholar-Athletes of the Year, signifying the best scholar-athletes in their sport among the seven schools in the conference.

ALUMNI ACCOLADES & ADVANCEMENT

• David Buzen ’81, senior managing director for Assured Guaranty, received the University at Albany Alumni Association Award for Excellence in Business.

• Wojteski & Company CPAs received The Van Rensselaer Small Business Award. Dave Wojteski ’87 is founder and managing director of the firm and a member of the School of Business Advisory Council.

• Joshua Bogart ’90 was named Partner, Moses & Singer LLP.

• Brendan Gundersen ’92 was named managing director, head of institutional sales, VanEck Global.

• Richelle Konian ’95, CEO, Careers On The Move, has been awarded “Gamechanger of the Year,” and her company has been named “Boutique Executive Search Company of the Year” for the second consecutive year by ACQ5 Global Awards. The firm received the same award from Corporate LiveWire for the second year in a row and was recognized as “Best in Technology & Financial Recruitment 2018.” The firm was also named “Best Financial Services Recruitment Firm - New York” by CV Magazine.

• Caleb J. Cornelius ’09 was promoted to senior associate vice president of student financial services at Broward College in Fort Lauderdale, Florida.

• Courtney Kanopka ’17 was promoted to information technology specialist 3 at NYS Enterprise Information Security Office, Office of Information Technology Services.

Have something to add to the next issue of UAlbany Business?
Email: businessalumniupdate@albany.edu

Stephen Toy ’94, co-leader of W.L. Ross, spoke at the University at Albany School of Business commencement ceremony this spring. Toy quoted Joe Strummer of The Clash, “The future is unwritten,” adding, “The possibilities are endless.”
“The Father of Digital Forensics,” UAlbany alumnus Hany Farid ’92, delivered the third annual Massry Lecture, “Reining in Online Abuses,” addressing the many ways online platforms are being used to disseminate malicious content.

Pictured at top right with with Farid (center) are Norman Massry (left), whose family’s gift of $5.25 million supports the School of Business, and UAlbany President Havidán Rodríguez.

Pictured at bottom right, (l. to r.): Zacharie St-Hubert ’18, Elisabeth Dubois ’18, Hany Farid and School of Business visiting scholar Annika Heffter.

ACCLAIM FOR FACULTY AND STAFF

Dr. William Wales was named tenured associate professor and appointed editor of the major entrepreneurship journal, Entrepreneurship Theory and Practice. Finance faculty Dr. David Smith was named full professor.

Accounting faculty, Dr. Rich Schneible was honored with the University at Albany President’s Award for Excellence in Teaching.

Jason Cotugno won the Provost’s Award for Excellence in Undergraduate Academic Advising.

Damira Pon was named the recipient of the President’s Award for Leadership for Outstanding Student Organization Advisor.

Tax Lecturer Tom Collura won the Dean W. Warren Haynes Memorial Award for Outstanding Graduate Teaching.

Digital Forensics Lecturer Fabio Auffant II and accounting Assistant Professor Will Riccardi won the John S. Levato Endowed Teaching Award for outstanding undergraduate teaching.

Marketing Assistant Professor Ioannis Kareklas and marketing Lecturer Gopal Sundaramoorthy shared the Joan D. Rosenthal ’76 and Frederick S. Schiff Undergraduate Teaching Prize.

Finance Associate Professor and Chair Na Dai received the School of Business senior faculty award for research. Marketing Assistant Professor Beth DuFault received the junior faculty award.

Assistant Professor Liyue Fan and Associate Professor Na Dai were awarded seed funding through the University at Albany Faculty Research Awards Program.

Assistant Professor Kathy Enget was awarded an Online Teaching and Learning Proposal Grant from the Office of the Vice Provost.

Information Security & Digital Forensics Chair and Professor Sanjay Goel was awarded grants from Intelligence Advanced Research Project Activity, Economic Development Agency, the National Institute of Standards and Technology and the National Science Foundation.

Management Professor Janet Marler was awarded the Outstanding Reviewer Award for the journal, Academy of Management Perspectives which has a five-year impact factor of 5.22, is ranked #9 out of 120 in business and #16 out of 192 in management.

Assistant Professor of Management Lisa Baranik was recognized with an Outstanding Paper Award. Personnel Review recognized her manuscript, “Organizational citizenship behaviors and employee depressed mood, burnout, and satisfaction with health and life: The mediating role of positive affect.”

Accounting Professor Ingrid Fisher’s research was Awarded Paper of the Year for most citations and downloads. Her popular paper is titled “Natural Language Processing in Accounting, Auditing and Finance: A Synthesis of the Literature with a Roadmap for Future Research,” published in Intelligent Systems in Accounting, Finance and Management. Co-authors are M. Hughes and M.R. Garnsey.

Former New York State Senator and business professor emeritus, Hugh Farley, received UAlbany’s highest honor, the Medallion of the University, for his extraordinary public service and leadership.
ANNIVERSARIES AND RETIREMENTS

• Delta Sigma Pi celebrates 50 years of the UAlbany chapter, Zeta Psi.
• Management Professor Tom Taber retired after a nearly 40-year career.
• Longtime staff member Mary Tarsa retired this spring after serving the university since 1975 and the School of Business since 1999.
• The School of Business Direct Admit program turns 10.

At left, UASBIG – the University at Albany School of Business Investment Group – celebrates 10 years. The student-run investment fund was created by three financial analyst students with a $100,000 endowment from the University at Albany Foundation.

New Faces in the Massry Center for Business

Hillary Wiener, Ph.D.
Duke University, marketing

Aleksandra Kovacheva, Ph.D.
University of Pittsburgh, marketing

Devipsita Bhattacharya, Ph.D.
University of Arizona, digital forensics

Aaron Brauner, Ph.D.
University of Florida, finance
Every generation has its own feared professor. The 1980s had two. Accounting Professor Hal Cannon threatened students, “Look to the right and left of you, one of you won’t be here at the end of the semester.” Albert Sweetser did him one better. The finance professor promised that half of the financial management class would quit before finals, having chosen to earn the credits from an easier professor at Queens College.

To sophomore Michael Poppo, it didn’t make sense. Why focus on finance, only to take the most important class elsewhere? He was intrigued by Sweetser’s promise – to teach him how to think. Poppo not only stuck out the class, he sought out his professor and invited him to breakfast and dinner to get to know him better.

The experience may have given Poppo the confidence to make an unusual decision and take a chance early in his career. After a two-year training program with PaineWebber, Poppo’s salary doubled and he had received six job offers. He turned them all down to become a financial advisor, effectively halving his salary to what it was when he began his career. Instead of taking a job, he set his sights on building a business. He started from scratch. Thirty-two years later, he sits atop his own UBS team, The Poppo Group, advising ultra-high-net-worth individuals, qualified retirement plans, foundations, endowments and corporations.

Michael Poppo ‘86
Managing Director, UBS

Michael Poppo was named to the inaugural list of the America’s Top Wealth Advisors as recognized by Forbes magazine for 2016 and 2017 and ranked within the Top 50. Barron’s recognized him as one of the Top 100 Advisors in New York for the past eight years. The Financial Times named him among the Top 400 Financial Advisors in 2015 and 2016. He serves on the University at Albany School of Business Dean’s Advisory Board. Michael is involved with MusiCares and Meals on Wheels. Michael and his wife, high school sweetheart and UAlbany alumna Margaret, live in Armonk, N.Y. They have three children: Nicole age 19, Michael Jr. age 17 and Jonathan age 14.

When Randy DeYulio first arrived at Deloitte 25 years ago, he realized that although his business school education had prepared him well for a career in public accounting, there was still quite a bit to learn. Like many recent graduates new to the job, he was quietly struggling with his new responsibilities and hesitant to ask questions, as he felt he should know how to handle the challenges of public accounting.

He quickly learned that the key to success is asking a lot of questions and not being afraid to be wrong. Today, he encourages new recruits to seek out new experiences and challenges and to learn from them. He tells them, “We do not expect you to know anything about public accounting when you join the profession. However, we assume you will learn and grow, as you demonstrated throughout your academic career. The most successful professionals demonstrate an eagerness to learn and grow by being inquisitive and asking a lot of questions.”

Randy DeYulio ‘92
Long Island Managing Partner, Deloitte

Randy began his career with Deloitte 25 years ago. Today he serves as the Long Island managing partner responsible for all marketplace activities in the region. He also co-leads the audit recruiting efforts for Deloitte in the New York and Long Island areas. Randy maintains close connections with his alma mater, including serving on the School of Business Accounting Advisory Council, regularly visiting campus and most recently serving as the keynote speaker at the Junior Accounting orientation. He lives in East Northport, N.Y. with his wife Carole, a Deloitte alum, and three daughters, Kaitlyn, age 16, Jessica, age 13 and Lauren, age 9. He is very active in his community, coaching his daughters’ basketball and soccer teams, serving on the audit committee of the Commack School District’s Board of Education, volunteering at the Boy Scouts of America and hosting student workshops on accounting careers through the Institute of Management Accountants.
The Standish Living Room brimmed with friends and colleagues old and new at the hometown alumni event held in the Massry Center for Business in April. “ReConnections” were made.

The featured speaker, Cedric Carter ’01, vice president, senior relationship manager, commercial banking for TD Bank, says, “The event provided a great opportunity to reconnect with former professors and meet current School of Business students.”

Even though they graduated recently, Kunal Parikh ’16, engineer at AT&T Mobility, and his classmates in the evening MBA program had not seen each other since commencement. They had so much fun ReConnecting that they decided to get together regularly. Their first outing? A bowling night in August. Parikh and his cohort are looking forward to meeting more new people at the next ReConnect. ♦
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