



The College of Business  
AT THE UNIVERSITY OF NEVADA, RENO

CONNECTION  
ANALYSIS  
DATA  
SEARCHING  
VERIFICATION  
CODING  
TRAINING

# Venture

FALL 2020

## Business Reimagined

RESHAPING BUSINESS EDUCATION

ECONOMIC GROWTH

DRONE TECHNOLOGY

BUSINESS GONE GLOBAL









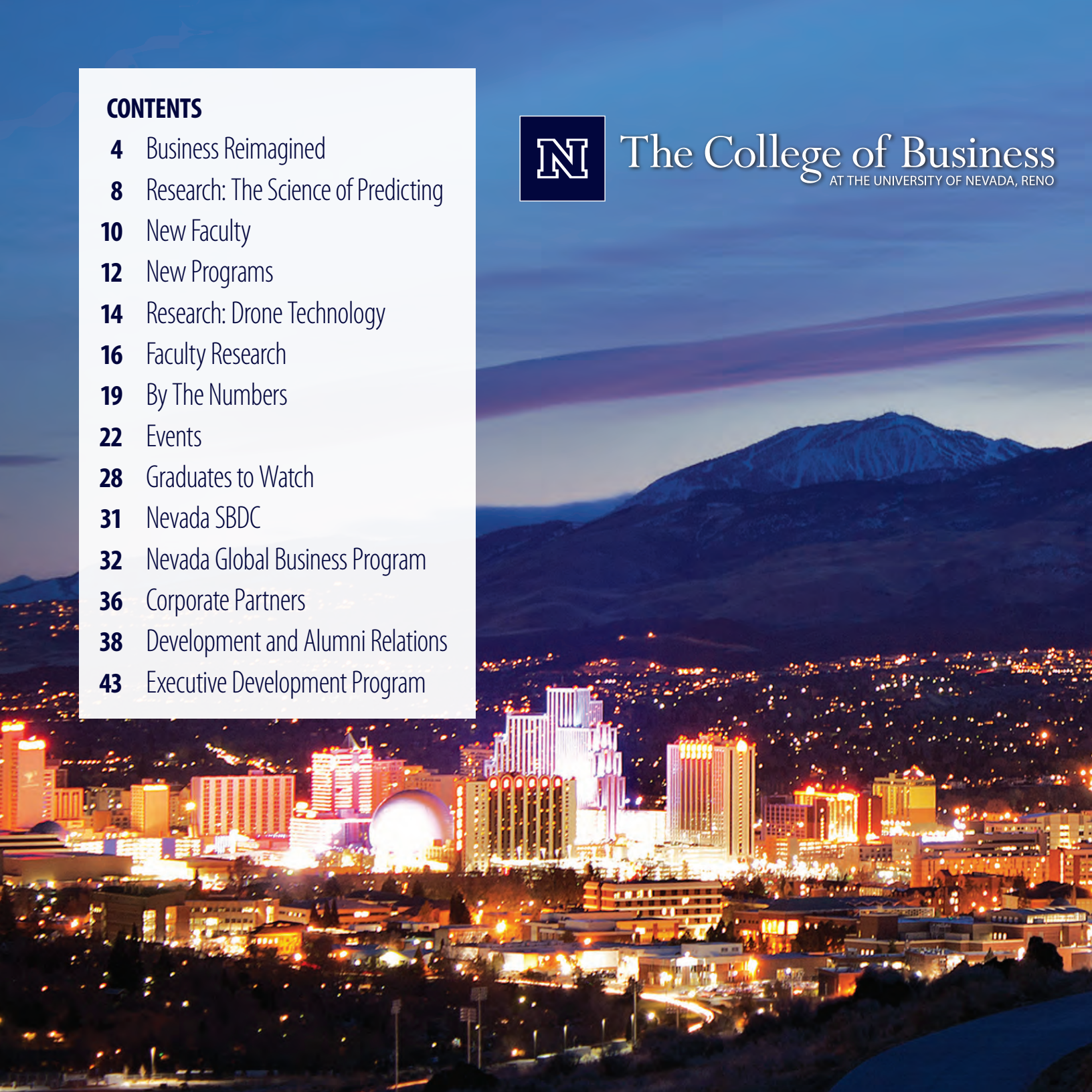


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The College of Business  
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**Greg Mosier**  
Dean, College of Business

## DEAN'S WELCOME

Amid the COVID-19 pandemic, it is more important than ever that the College of Business remain adaptive and innovative. Through the collective efforts of our extraordinary students, faculty, staff, alumni and supporters, we have been diligent in paving our way to a new normal. Thus, this edition of “Venture” serves to showcase the College’s efforts to reshape business education to ensure students are well prepared for life, the workforce and the future.

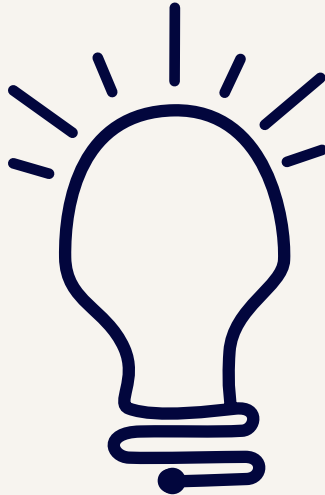
This year, our faculty have conducted thorough research across a wide variety of topics that have implications far beyond Reno and the State of Nevada, from examining the impact of artificial intelligence on entrepreneurship to understanding the psychology behind toxic personalities in the workplace.

The College is also proud to announce the addition of three new degree programs. The Online MSBA program prepares students for a career in the growing data analytics field, while students pursuing a Ph.D. in Business Administration acquire key skills in theory development, data collection and statistical analysis, and the Online MAcc program helps students develop strong technical and professional accounting skills for a career as an auditor, corporate accountant, tax planner and more.

Though the remaining 2020 Nevada Global Business trips were cancelled due to the rise of the pandemic, students still had the opportunity to travel to Singapore in January. Experiential learning is a critical component to our curriculum at the College, and we look forward to providing more of these international learning opportunities in the future.

Despite the ever-changing economic and business landscape, the College of Business continues to adapt and innovate and strives to prepare our students for anything they may encounter in their professional endeavors.

Sincerely,



# Business Reimagined

**Reshaping business education to ensure students are well-prepared for life, the workforce and no matter what the future brings.**

Business education. Say those two words to College of Business Dean Greg Mosier and his eyes light up. Not because he envisions groups of university students in lecture halls or because he thinks students should follow a traditional path toward their degree, but because he sees the possibility. For Mosier, business education is multifaceted and tailored to student interests and the ever-evolving business needs of today and, even more so, tomorrow.

“It’s going to be a lot of work,” Mosier said when asked how he imagines revamping educational structures that have been in place for decades. “Fortunately, we are well ahead of the game. Our College prides itself on many of

the innovative approaches we’ve taken, and seen work, over the last 10 years.”

Mosier, who has been dean of the University’s College of Business since 2007, has seen the College through The Great Recession and, most recently, has helped navigate the COVID-19 pandemic with his faculty and staff of more than 120. The College currently offers 10 undergraduate majors, 11 masters and two doctoral degree programs with almost 3,500 students. Additionally, it has received and maintained accreditation by the Association to Advance Collegiate Schools of Business International, the highest standard of excellence in business education, for 59 years.



While these numbers and accolades are perhaps typical of a college of business, what Mosier is most proud of are the programs the faculty and his team have created to ensure students receive a better understanding for the business world outside of the classroom setting. He believes these programs offer students invaluable tools that complement the foundational education they receive in class. Skills like networking, team building and real-world business-plan development, he stresses, will make students graduating from the College of Business a more valuable asset to any organization they end up working for.

## CONFRONTING INDUSTRY NORMS

“There is no reason we shouldn’t be teaching differently,” Mosier said. “Right now, as we’re experiencing a global pandemic and some are questioning the value of a University education, it’s even more important than ever to highlight what students get to be part of here. Whether they are on campus or off, they get great value in the classes they take and in the experiences they are offered. Those experiences are often where significant learning begins to take shape.”

One of the flagship programs of the College of Business, in the Ozmen Center for Entrepreneurship is the Sontag Competition, which was established in 2012, and is a perfect example of the experiential learning Mosier references. It was developed to inspire the next generation of entrepreneurs, leading students to the creation of new business in Nevada. Each year, student business teams from across the University compete for the \$50,000 grand prize, which they can use to turn their business dreams into a reality.

The competition takes place throughout the semester, and the award is given at the end of each spring semester. Mosier maintains the \$50,000 prize is one of the largest single grand prizes of any student business competition in the country. It is made possible by a major gift from University alumnus Rick Sontag, who in 2011 pledged \$1 million to the University for this competition. The

endowment created by the gift funds the award in perpetuity.

“Whether we won or not, I wouldn’t regret any of the countless hard-working hours that were put into our business,” Parker Declercq, winner of this year’s Sontag Entrepreneurship Competition and co-founder of TreaTea, a tea product focused on wellness, said. “Winning this competition validates all of the hard work we have put in and shows the faith the judges, all successful entrepreneurs themselves, have in our business plan and pitches.”

Since the competition’s inception, many of the businesses that participated in Sontag have gone on to real-world business success. Each attribute this success to the thorough business plan creation, mentorship and coaching they received along the way.


Offering educational opportunities outside of the College is another way Mosier believes it has long helped push beyond norms. An example of this type of education is the Executive Development Program, which the College runs in conjunction with University of Nevada, Reno Extended Studies and the International Gaming Institute at the University of Nevada, Las Vegas.

“EDP is an excellent example of the value University faculty can bring to business professionals,” Mosier said. “This program aligns leaders in the gaming industry from around the world with faculty who can help them take their careers to the next level.”

## THE ROLE OF FACULTY

Mosier thinks the role of faculty has evolved tremendously over the last two decades with the internet greatly changing the relationship between professor and student. Now, more than ever, he sees faculty’s role not as supplying students with content, but rather as teaching them what to do with it once they have it.

“Almost all content is available online,” Mosier said. “Where faculty are crucial and indispensable is in helping the students learn how to take knowledge and



information and apply it. Faculty are best equipped to take the content and make it relevant, engaging and understood. The pedagogy they use has shifted in the last decade to more team-based learning, class presentations and to more direct collaboration between the faculty and students. I believe we will continue to see it evolve.”

Throughout the year, there are numerous examples of faculty who are turning traditional models of education on their head. They connect with students and realize that in order to keep many of these important core business concepts and principles relevant they need to relay them in a way students will understand and practice.

Faculty who do this well sometimes bring in industry professionals who offer a point of connection through presenting the sometimes theoretical material in a very pragmatic way. Others form student teams at the beginning of the semester in order to provide a community-based learning opportunity. This especially helps students learn to work with other people as much as they are learning about the content and application. Additionally, faculty facilitate programs outside of the classroom, offering real-world experiences, which integrates the curriculum with the extra curriculum.

For example, the College’s Nevada Global Business Program, where faculty play an integral role, consists of classes of both undergraduate and graduate students who travel to eight international locations across the globe. Each course is led by College of Business faculty and, unlike a traditional study abroad program, the College focuses each trip on international business – helping students to think critically through an exchange of ideas and viewpoints with people of varying backgrounds, language and culture.

“The growth we see in students during just one Nevada Global Business Trip is astounding,” Jim McClenahan, College of Business director of corporate outreach and Nevada Global Business organizer, said. “They get a first-hand opportunity to meet and hear from industry experts, many of whom are University alumni, at global organizations with offices in Nevada like Hawes Corp.,

Microsoft and the Marina Bay Sands. Their takeaways are rarely a given, but we’ve seen them immediately apply what they’ve learned to thinking beyond their college experience and toward their professional goals.”

International Business is considered a cornerstone of the College experience, helping educate students about the type of careers they can pursue after graduation and establishing relationships with other institutions of higher education around the globe. Currently, the College has 11 international partner schools and frequently encourages students and faculty to participate in the instructional dimension of international business education.

“There are a number of faculty research projects reliant on the collaboration with professors and graduate students from other countries that are part of our core curriculum,” Mosier said. “In turn, the College also provides an opportunity for outreach to its other stakeholders to utilize the information and connections developed through international business programs.”

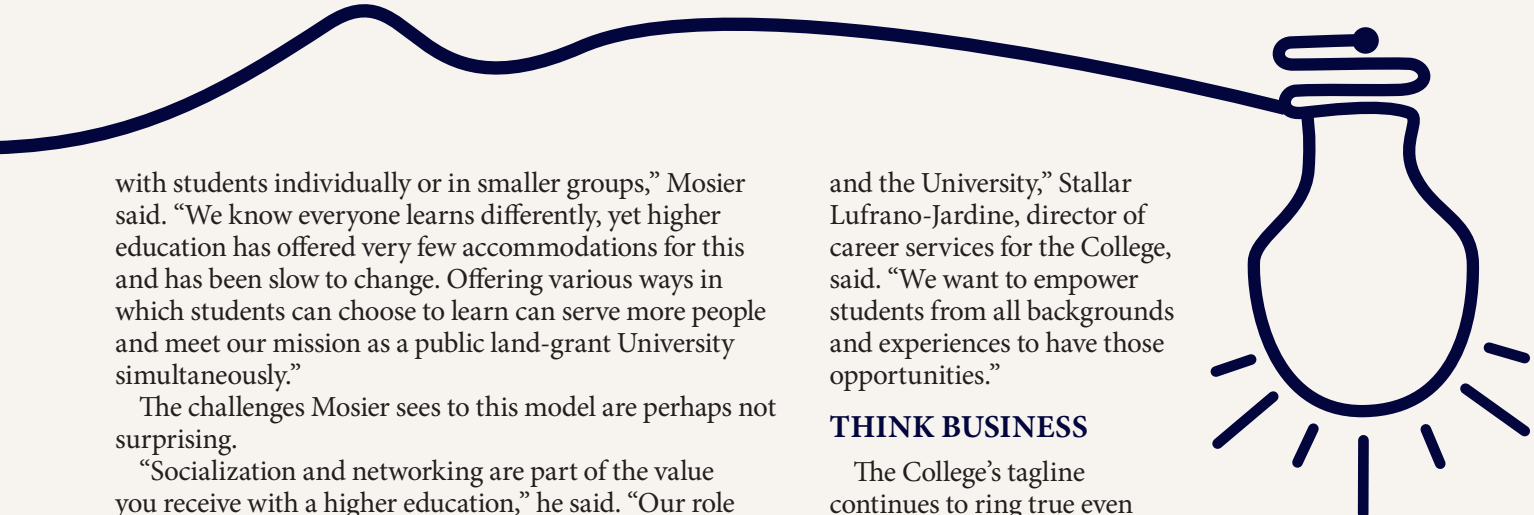
Recognizing the College’s involvement in global research and education, the Nevada Governor’s Office of Economic Development has invited the College on multiple trade missions abroad. This year, prior to the pandemic, faculty traveled with Nevada business leaders to Europe, which included visits to Poland, Slovenia, Croatia and the Czech Republic.

## **THE CONTINUING VALUE OF A COLLEGE EDUCATION**

Before hybrid classes became commonplace as a result of COVID-19, Mosier and his team were already evaluating the gains between in-person and virtual instruction. He expressed how online delivery offers more flexibility to students and, when coupled with one-on-one teaching, students will benefit even more.

“If you take the traditional lectures, where there are hundreds of students and very little one-on-one interactions with faculty and put those online, there can be opportunity for discussion groups or smaller labs where faculty and graduate or research assistants meet





with students individually or in smaller groups,” Mosier said. “We know everyone learns differently, yet higher education has offered very few accommodations for this and has been slow to change. Offering various ways in which students can choose to learn can serve more people and meet our mission as a public land-grant University simultaneously.”

The challenges Mosier sees to this model are perhaps not surprising.

“Socialization and networking are part of the value you receive with a higher education,” he said. “Our role as a college of business and an institution is to provide students with access and opportunity to participate in their community and economy. Only part of that happens in the classroom. The rest happens in person via student organizations, events, career fairs, networking, attendance at athletic events and more. Providing that valuable part of the College experience while instilling new pedagogies into our practices will require innovative University wide solutions.”

Since the pandemic, the College has shifted many of its offerings, including the Sontag Entrepreneurship Competition and Nevada Global Business online. Though temporary, the hope is for students to continue receiving the value of these programs, which would not readily be available otherwise, in an online format.

In addition, the College works closely with 17 corporate partners, all of whom help mentor, network with and educate its students. Throughout the year, students are offered career fairs, where many of the College’s corporate partners hire student workers and/or full-time positions for students after they graduate. Additionally, students are encouraged to attend Wolf Pack Shadow events where they can get a behind-the-scenes look at local businesses and meet local business leaders. Events like these afford students the opportunity to ask questions, connect with industry leaders and consider how to apply what they are learning once they graduate.

“In addition to ensuring students have the courses they need to graduate, we want them to maximize the many educational opportunities within both the College

and the University,” Stellar Lufrano-Jardine, director of career services for the College, said. “We want to empower students from all backgrounds and experiences to have those opportunities.”

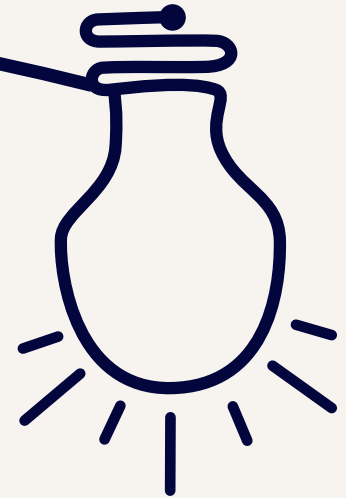
## THINK BUSINESS

The College’s tagline continues to ring true even during the most challenging of times. Mosier believes the role of the College will remain steadfast in providing people with access to participate in society and the economy. When asked what students should consider for the next few years, especially in the face of COVID-19, he’s unwavering.

“Our country needs people who know how to work through hard times and pivot as businesses and organizations adapt,” Mosier said. “I know many students have talked about taking a gap year from college to see what will happen with this pandemic. My response is that, rather than waiting to pursue your degree, now is a great time. Finishing an undergraduate or graduate business program from a comprehensive institution, like the University of Nevada, Reno will position you to be flexible, adaptable and ready to enter the workforce with a current relevant skill set. It will show employers that you were motivated to take on the additional challenges that came at this time.”

## SUSTAINING CHANGE

Business continues to evolve. In the last 20 years, modern innovations have driven extreme changes to business models. The change has been rapid, forward-thinking and imaginative. So why not reconsider how business is learned and taught? In the College of Business, students, faculty and staff are not only posing these questions, but they have been working to address this very challenge for decades. Some might even say it is business reimaged.



# THE SCIENCE OF PREDICTING Economic growth or recession

The tools economists use to measure economic activity to predict economic growth or recession across the U.S. are evolving – especially with the rise of online sales. And now, as the pandemic is shifting consumer habits and straining industries nationwide, the need for a timely sense of economic activity is more vital than ever.

One way for measuring service economies based on warehousing, transportation and inventory is playing an increasingly important role in providing that picture. The Logistics Managers' Index is the result of nearly four years of work by Ron Lembke, associate professor of operations management and chair of the Marketing Department at the University of Nevada, Reno's College of Business, and his colleagues.

The research group includes Lembke's former colleague, Dale Rogers from Arizona State University; Zachary Rogers, an assistant professor at Colorado State University and University MBA alumnus; Shen Yenyurt from Rutgers University; and Steven Carnovale from the Rochester Institute of Technology.

"The goal of the LMI is to track movements in the logistics industry because we believe many of the metrics we measure function as leading economic indicators," Lembke said. "These logistics components show changes upstream in the economy, as opposed to only at the consumer level, which is how the Gross Domestic Product



**Ron Lembke, associate professor of operations management and chair of the Marketing Department.**

(GDP) measures economic activities. Our index can better indicate what's happening with consumer spending and online sales since the shift to a service-based economy. When companies expect their sales to grow, they first have to contract warehousing and trucking suppliers for more capacity."

The LMI tracks changes in the movement and storage of goods before they reach the consumer by measuring the economic shift in logistic components. The LMI research team gathers responses from over 100 logistics professionals each month on the movement and direction of key logistics metrics. The monthly survey asks them to report their current and future status across eight areas: inventory levels and costs; warehousing capacity, utilization and prices; and transportation capacity. The metrics from these surveys are combined into the LMI, which is released on the first Tuesday of every month.

## COVID-19 THROUGH THE LENS OF THE LMI

According to the LMI, the current global pandemic has highlighted the disparity between the retailers who are open and those who are not. According to Lembke:

Overall, producers of goods report rising inventory levels, as their unsold inventories build up. Retailers say that their inventory levels are decreasing, as those who are open struggle to replenish the goods they have sold.

Over the last year, warehousing capacity was increasing significantly. Companies were having no trouble finding warehousing space. In the last two months, less capacity is available. Manufacturers need space to store their unsold products. Warehouses continue to be more heavily utilized, and warehousing prices continue to rise.

Transportation has seen the most dramatic changes as a result of COVID-19. In March, respondents said transportation capacity was more scarce, but in April,





**A University of Nevada, Reno researcher helped develop the Logistics Managers Index, a leading economic indicator tracking inventory, warehousing and transportation, all key indicators of economic activity.**

transportation capacity increased significantly. This reflects another change.

“Transportation utilization had been increasing, but is now falling,” Lembke said. “Fewer goods are being shipped around the country, so transportation capacity is more available, as utilization has fallen. Not surprisingly, respondents say transportation prices have fallen considerably.” He added that in recent years, the LMI has shown an overall trend to more online shopping. The pandemic has temporarily slowed that trend.

“If Amazon, as an example, had somehow been able to escape the pandemic, they would have seen skyrocketing sales volumes, and people all over the world would have shifted to buying as much as possible online,” Lembke said. “But COVID-19 forced Amazon to significantly restrict the variety of products they can ship. While people are buying more ‘things’ from Amazon, they are buying more household staples. There is a good chance people may stay in the habit of buying these items from Amazon, even when stores return to something like normal, which could change people’s shopping habits and accelerate the trend to online shopping, away from brick and mortar stores.”

More than a decade ago, Lembke and Rogers began research aimed at devising a metric to measure the relative levels of transportation capacity across the country. This research, combined with the need for a national truck

pricing index, eventually led to the creation of the LMI.

The LMI measurement was designed to complement the Purchasing Managers Index, a leading economic indicator that focuses primarily on manufacturing. Both indexes are based on monthly surveys and use diffusion indexes to assess whether economic activity is increasing or decreasing based on input from those managers. While the PMI is focused on manufacturing, the LMI is based on a monthly survey of logistics managers across industries to see if key logistics activities (transportation, warehousing, and inventory) are expanding or shrinking.

Since November 2016, the team has published the monthly LMI report with sponsorship from the Council of Supply Chain Management Professionals, which also posts it to its website each month. According to an article published by the research group in Rutgers Business Review, “We realize there is value in an additional leading indicator of the global economy beyond the PMI. Both the LMI and PMI reflect different aspects of the global economy in a forward-looking manner.”

“Each month, several trade magazines use the LMI in articles and webcasts, and most recently, ‘The Wall Street Journal’ used it to show logistics-sector activity at its lowest level in three years with inventory growing more slowly than normally anticipated going into the holiday season,” Lembke said.

# NEW FACULTY

**In fall 2019, the College of Business welcomed five new faculty members ranging in research specialties from empirical corporate finance and financial engineering to healthcare information systems and business data analytics.**



## CHUONG DO

ASSISTANT PROFESSOR  
OF ACCOUNTING

Do received his Ph.D. in business administration from Oklahoma State University. His research interests include financial reporting, corporate disclosure and unstructured data. His current research focuses on how companies use unstructured disclosure channels, such as social media and press releases to complement and frame the information disclosed in financial reporting. Do chose to work at the University of Nevada, Reno because of how cordial and relaxed everyone is. He also feels that the University fosters an environment in which he can grow personally and professionally.



## KAL JOSHI

ASSISTANT PROFESSOR  
OF INFORMATION SYSTEMS  
(DIRECTOR OF MASTER'S  
OF SCIENCE IN BUSINESS  
ANALYTICS ONLINE)

Joshi received his J.D. from the University of Idaho. He is also a licensed attorney in both New York and Washington. His current research focuses on business data analytics, global entrepreneurship and business compliance. Joshi came to the University of Nevada, Reno to lead and launch the new online master's of science in business analytics program. He is excited to be a part of the College of Business, which is located in a vibrant and economically ascending location with proximity to the top entrepreneurial ecosystems.





## **K.D. JOSHI**

PROFESSOR OF INFORMATION  
SYSTEMS AND DEPARTMENT  
CHAIR

Joshi received her Ph.D. in business administration from the University of Kentucky. Her research interests include broadening participation in STEM, crowdsourcing, design science, healthcare information systems, ICT and work design, ICT workforce issues, knowledge management and value-sensitive design. Her current research, which has been funded by the National Science Foundation, focuses on examining IT career pathways of individuals from underserved communities. Additionally, her research investigates workforce development, crowdsourcing and healthcare issues through a value-sensitive design lens.



## **SANDUN PERERA**

ASSISTANT PROFESSOR OF  
BUSINESS ANALYTICS AND  
OPERATIONS

Perera received his Ph.D. in operations management from the University of Texas at Dallas and his Ph.D. in financial mathematics from Florida Atlantic University. His research interests include supply chain management, interfaces between operations and other functional areas of business, pricing and revenue management, healthcare operations management and financial engineering. He chose to work at the University of Nevada, Reno because of the diverse group of faculty, staff and students who are all extremely friendly and enthusiastic.



## **JOSEPH HALFORD**

ASSISTANT PROFESSOR  
OF FINANCE

Halford received his Ph.D. in business administration with an emphasis in finance from the University of Utah. His research interests include empirical corporate finance and corporate bankruptcy. Halford's work has been published in the Journal of Financial and Qualitative Analysis and the Journal of Corporate Finance, and his research has been presented at major academic conferences and cited in The New York Times, Bloomberg and CNBC. He chose to work at the University of Nevada, Reno for the opportunity to interact with the wonderfully bright faculty in the College of Business.

## NEW PROGRAMS

# Online MSBA graduate degree program prepares students for a career in data analytics

Over the past few years, the field of data analytics has grown exponentially. With more businesses rapidly collecting, analyzing and storing massive amounts of data, the demand for data science professionals has continued to rise. This year, the need for data analysts is projected to reach approximately 2.72 million as more businesses are discovering the power of information and seek to unleash its potential.

To meet the growing need for data analysts, the College of Business created the Online Master of Science in Business Analytics (MSBA) Graduate Degree Program to prepare students for a career in data analytics.

“We strive to create strategic value for students by building career ready and data driven thought leaders with a portfolio of analytics talents,” Kal Joshi, director of the online MSBA program, said. “Student success is built upon the student’s MSBA program experience.”

The MSBA program, guided by expert industry and research active faculty, provides students with an opportunity to develop a solid, in-depth understanding of cutting-edge technologies helping define the future of business (e.g. artificial intelligence). To better prepare students for real-world application, the MSBA program focuses on analysis methods, data management, information visualization and organizational decision-making.



**Kal Joshi, director of the online MSBA program.**

“Today’s business environment is fueled by data and the ability to translate deep insights into shaping decisions and re-imagining business,” Josh Bartella, director of Global Shared Services at Microsoft, said. “This rapidly changing environment demands a mix of both deep analytics and technical skills, coupled with business expertise. A key strength of the MSBA curriculum is that it offers a perfect blend of these skillsets that will prepare the modern knowledge worker.”

The 10 course MSBA program offers students the opportunity to study in an R1 Carnegie Classification Research Institution with flexible scheduling, small student-to-faculty ratios and three start dates per year. During the 100% online, STEM – US DHS designated degree program, students will learn how to harness the power of big data to drive smarter, more efficient business and managerial decisions. Students will also learn how to articulate the story behind data, forecast trends and develop actionable strategies to positively impact business operations and enhance organizational performance.

“I am a senior data analyst for a marketing analytics technology company,” Joshua Rodriguez, current MSBA student, said. “The MSBA program has a direct impact on my work, and I have already been able to apply coursework to my job. Being in the program has led to positive conversations with my manager, which has allowed me to communicate the direction I would like to take my career. I have also received messages from recruiters on LinkedIn, expressing interest in my graduate studies and how that experience will qualify me for certain positions.”

Additional information about the MSBA program can be found at [onlinedegrees.unr.edu/msba](https://onlinedegrees.unr.edu/msba). Questions can be directed to Kal Joshi, director of the online MSBA program, at [knj@unr.edu](mailto:knj@unr.edu).



## NEW PROGRAMS

# The College introduces new degree program, a Ph.D. in Business Administration

The College of Business has taken an exciting step forward in pursuing its research mission with the introduction of a new degree program, a Ph.D. in Business Administration. In line with the University's achievement of becoming a R1 Carnegie "very high research activity" institution in 2018, Dean Greg Mosier and Associate Dean Kambiz Raffiee led the effort for the College to begin offering the highest possible degree for a business student. The College now offers a Ph.D. in both Economics and Business Administration.

"Our Ph.D. program is transformative for both students and faculty," Jim Sundali, director of the Ph.D. in Business Administration program, said. "The culture of our department has been positively impacted by the youthful energy of our new students. The program motivates all of us to stay on the cutting edge which helps us better fulfill our missions of research, teaching and outreach."

The program admitted its first cohort in the fall of 2019 from a highly competitive application pool. These students are pursuing a concentration in management and will become leading researchers in fields such as organizational behavior, strategic management, entrepreneurship,



**Jim Sundali, director of the Ph.D. in Business Administration program.**

behavioral economics and international management. The program strives to be interdisciplinary in nature and encourages students to take graduate level classes in other departments across the University. Students will develop cutting edge skills in theory development, data collection and statistical analysis. The career path for graduates includes jobs in academia or research careers in industry.

Most of the students in the program become graduate assistants in the College which offers a generous stipend and substantial tuition discounts. In turn, GAs serve as teaching and research assistants and progress to teach undergraduate classes in their second and third years.

"Earning my Ph.D. at the University has been the best academic experience for me by far," Qifan Chen, Ph.D. in Business Administration student, said. "The program is cutting-edge, and the faculty are world-class. The curriculum is up to date and designed to train future world leading scholars. The professors are supportive and the department feels like a big family. I basically got everything that I could have wished for in a Ph.D. program and more. If you are an aspiring management scholar that hopes to one day leave a lasting impact on the field, then look no further: this is the place to begin your journey."

Additional information and the application process for the Ph.D. in Business Administration can be found at [unr.edu/business/managementphd](http://unr.edu/business/managementphd). Additional questions can be directed to Jim Sundali, director of the Ph.D. in Business Administration program, at [jsundali@unr.edu](mailto:jsundali@unr.edu).

***"Earning my Ph.D. at the University has been the best academic experience for me by far.  
The program is cutting-edge and the faculty are world-class."***

QIFAN CHEN, PH.D. STUDENT

# Drone technology

*Changing the face of last-mile logistics*

*Retail drone deliveries will significantly impact logistics networks in the next few years*

Ever since companies like Amazon made groundbreaking announcements about their intended use of drone technology for last-mile retail deliveries, there has been a growing interest in understanding how logistics networks will evolve with the expanding technology. The topic gains further significance in the post-COVID-19 era, with the demand for hands-free doorstep delivery expected to skyrocket.

New research from the University of Nevada, Reno College of Business and the University of Texas at Dallas Naveen Jindal School of Management offers insights about the structure of emerging retail drone delivery networks and the best delivery strategies for these networks.

In the article, “Retail Deliveries by Drones: How Will Logistics Networks Change?” published in *Production and Operations Management Journal*, Sandun Perera, assistant professor of business analytics and operations at the University of Nevada, Reno, along with researchers



**Sandun Perera, assistant professor of business analytics and operations.**

from the University of Texas at Dallas: Milind Dawande and Ganesh Janakiraman, operations management professors, and Vijay Mookerjee, information systems professor, investigate how the structure of last-mile delivery networks will be affected by the wide adoption of drone technology by retailers. Last-mile delivery is understood as the movement of goods from a transportation hub or warehouse to their destination.

“With more people shopping from home, the need for faster delivery speeds has become a priority and concern for many buyers,” Perera said. “With drones already being used and tested in some cities throughout the world, it is clear that drone technology will disrupt and change the face of last-mile logistics and delivery networks.”

With drone technology, retailers can reach their customers faster than ever before and can accomplish their delivery goals with fewer centers using a more centralized distribution network. However, along with the faster drone delivery speeds, if retailers decide to increase the number of delivery centers, i.e., a more decentralized network, then retailers can increase their demand by attracting “delivery-time-sensitive” customers with unmatched delivery-time guarantees.

“When drone technology becomes more advanced and cost-effective, retailers’ last-mile delivery networks may become increasingly decentralized,” Perera said.





New research suggests an increased number of distribution centers could lead to what some refer to as “congestion in the skies.”

Perera points out that increased decentralization could have some unintended consequences. For instance, an increased number of distribution centers could lead to what he refers to as “congestion in the skies.”

According to the article, companies like Amazon have patents and the infrastructure in place to build floating warehouses. These warehouses will drop drones from the sky in order to deliver products to customers in various zones/regions. Therefore, the researchers discuss possible policy implications for regulatory authorities such as the Federal Aviation Administration.

“It is clear that with the time and money being put into this right now, we’re going to see drones at a bigger scale very soon,” Perera said. “We’ll be seeing drones like birds.”

The research further reveals that faster delivery speeds of drones are beneficial only when paired with additional delivery centers, as more delivery centers lead to faster

delivery guarantees. However, in physically congested markets, New York City as an example, it may not be possible to increase the number of delivery centers. Hence, it may be more profitable for retailers to operate at speeds that are lower than what the drone technology is capable of. The research also proposes a practical delivery customization idea that is more effective in physically congested markets.

“Within a drone delivery network, the retailers’ best option is to offer individualized and customized delivery-time guarantees depending on the location of the customers,” Perera said. “It may not be practical to offer 100 percent individualized delivery-time guarantees. However, our research reveals that retailers can still capture a significant portion of the highest possible profit if they divide their market into a few zones and offer the best feasible delivery guarantee for each zone.”

# College of Business faculty members research makes an impact in Nevada and beyond

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## FRANK FOSSEN, ECONOMICS

• Examining the impact artificial intelligence has on entrepreneurship

"In Nevada, workers are facing the highest computerization risk among all states due to the increased use of automation in the culinary and hospitality industries. This reality prompts the



examination of the correlation between AI and entrepreneurship amid this new wave of digitalization and artificial intelligence.

"According to the research, college educated employees enter unincorporated entrepreneurship significantly more when the computerization probability of their current occupation increases. This suggests that unincorporated entrepreneurship

can serve as an adaption mechanism when the current occupation is at high risk of destructive digitalization, but this option seems to be viable only for highly educated individuals.

"On the other hand, transitions into incorporated entrepreneurship are more likely among individuals whose occupations are affected by transformative digitalization, as measured by advances in AI. Workers with low levels of formal education who are affected by destructive digitalization might benefit from training programs that facilitate starting as an entrepreneur. This could help to open up this adaption mechanism for individuals at broader skill levels.

"Incorporated entrepreneurship, which is more likely to be innovative and growth-oriented than unincorporated entrepreneurship, seems to emerge from occupations that experience transformative digitalization. Thus, fostering entrepreneurial capabilities of individuals in occupations with rapid advances in AI could support the realization of entrepreneurial opportunities."

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## DANIEL JONES, MANAGEMENT

• Understanding toxic personalities in the workplace

"Although for decades it has been known that toxic personalities are harmful to workplace culture and the health of workers, virtually no research has emerged addressing what to do about it. Therefore, the



study conducted addresses the widespread problem of coworker toxicity by analyzing Machiavellianism, psychopathy and narcissism in the workplace. These personality traits are particularly harmful to organizations through their selfish and toxic behavior. The research examines how these toxic personalities and their rationalizations for misbehavior can negatively impact the

workplace. Consequently, it also investigates how to inoculate people against that spread of negativity.

"By identifying these toxic traits, the research looks at how individuals can better survive under hostile leadership. For example, the study explores when these



traits are seen as desirable in an authority figure or decision-maker and how these types of leaders affect employees' mental health and turnover.

"Based on the understanding of these three toxic personalities, the research sets out to develop a training intervention to protect workers from the toxic impact of 'dark personality' coworkers. If an individual engages with a toxic coworker, they should be prepared with the tools that will help them understand how to deal with coworkers with these traits."

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## K.D. JOSHI, INFORMATION SYSTEMS

• **Examining how applications can improve patient's self-management of their health**

"Advancing patient-centered and self-managed healthcare through the use of information and communication technologies is a growing priority in the health and wellness industry. The research focuses on designing applications that deliberately care about the beliefs and values that are significant to patients with chronic diseases. Sensitivity towards patients' values in the designs of apps can help improve patients' self-management of their health.



"The spirit of patient-centered care is reflected around the principles of ethics and morals. In order for information technology and apps to fulfill the true promise of patient-centered care, their designs must move beyond the clinical, functional and legal. By examining apps for patient empowerment, the research illustrates the role technology can play in providing chronically ill patients the opportunity to take

control of their health and wellness.

"The findings of the work also furnish insights that healthcare providers in our community could employ while encouraging the use of apps to drive certain healthcare outcomes. Hence, our work informs national health policies on using technologies to empower and engage patients in their chronic care."

---

## JAMES LEONHARDT, MARKETING

• **Using graphics to communicate health risks to the public**

"In the midst of COVID-19, the general public continues to search for digestible information related to the pandemic. New research from the College of Business suggests that the public may respond better to information presented in graphic versus numeric formats.

"According to the research, the brain processes visual information faster than numeric data. As a result, consumers tend to focus on the easier-to-process outcome values or severities rather than focus on the more difficult-to-process numeric probabilities associated with possible outcomes. Therefore, our research assesses whether or not using pictograph charts to communicate health risks help consumers evaluate probabilities and outcomes of health information.



"Risk communications affect consumer choice in a variety of health contexts, such as when evaluating immunizations, choosing whether to undergo invasive health screenings, selecting adequate insurance coverage or, most recently, when trying to come to terms with the risks posed by COVID-19.

"For example, a graphical representation of the distinct probabilities of COVID-19 shown in comparison to

## FACULTY RESEARCH

the seasonal flu, could enhance the willingness of the general public to take preventative measures. News sources and government agencies have started to depict coronavirus more graphically to promote preventative measures like wearing masks, washing hands, staying at home and social distancing so the general public can understand the need to protect themselves and others.

“While pictographs used to communicate health risks typically increase the general public’s understanding of probabilities, it can also create a fear factor or hysteria surrounding the virus because comprehension of the numbers would go up. People tend to focus too much on the outcome rather than the probability. When using pictographs, it is beneficial to convey these small probabilities to help people not overestimate the likelihood of these events but still understand the risk of not taking preventative measures.”



Nicholas Hunt



Sonya Pippin



Jannet Vreeland



Jeff Wong

### NICHOLAS HUNT, SONJA PIPPIN, JANNET VREELAND, AND JEFF WONG, ACCOUNTING

#### • Analyzing what presidential tax returns can tell the public

Nicholas Hunt, assistant professor of accounting, shared the following about the research: “Tax researchers at the College of Business compared the tax returns of U.S. presidents, vice presidents and presidential candidates with those of average Americans to determine the socioeconomic status of these individuals as well as the

effect of the tax reform acts of 1954 and 1986 on the wealthy versus average Americans.

“The non-partisan study analyzed marketing efforts around tax reform campaigns in terms of what they were marketed as versus whom they benefitted. Generally, presidents and presidential candidates often present themselves as average citizens. Making this connection with voters can be an important aspect in selling tax legislation to citizens because the president is arguably the most important player in shaping tax policy. In contrast to these claims, presidents are, in fact, far wealthier than the typical taxpayer and most often are in the top 1% of earners.

“In looking through more than one hundred years of tax data, our research showed that the tax code is more reflective of wealth preservation than lowering the tax rates of the middle class. Interestingly, this trend seems to hold regardless of which party is in power.

“We observed that, since 1969, it is relatively rare that the president will have both the House and Senate along their own party lines, allowing them to do something significant. Historically, when given this opportunity, Democrats have not tried to increase the tax. According to the data, however, when Republicans get both the presidency and the two houses of Congress, they are more likely to focus on cutting taxes and, when they cut the tax, the primary beneficiaries are proportionately wealthier.”



# THE COLLEGE OF BUSINESS *BY THE NUMBERS*

Our faculty and staff, experts with years of industry, research and academic experience, take pride in preparing the next generation to be leaders and innovators in business. These numbers reflect the achievements of the College in the 2019-2020 academic year.



**9**  
academic  
disciplines



**22**  
degree  
programs



**73**  
faculty  
members



**16**  
corporate  
partners

**3,644**  
students enrolled in the  
College of Business

**3,200**  
undergraduate  
students

**444**  
graduate  
students


**224**  
MBA  
students

**22**  
Ph.D.  
students

## NEVADA SMALL BUSINESS DEVELOPMENT CENTER



**3,700 HOURS**  
counseling 2,300 clients related  
to disaster assistance



**\$3 MILLION**  
in assistance to businesses  
during COVID

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- Master of Accountancy
- Online Master of Accountancy
- Master of Business Administration
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- Master of Arts in Economics
- Master of Science in Economics
- Master of Science in Finance
- Master of Science in Information Systems



The College of Business  
AT THE UNIVERSITY OF NEVADA, RENO



NAZIR ANSARI  
BUSINESS BUILDING



## EVENTS

### INTERNATIONAL WOMEN'S ENTREPRENEURSHIP SYMPOSIUM

March 9-10, 2020, the Ozmen Center for Entrepreneurship hosted a symposium at the Joe Crowley Student Union to discuss the topic "Creating Value Out of Chaos." The event featured keynote speakers, panel discussions and interactive sessions within the context of women in entrepreneurship.



## EVENTS



### NEVADA ECONOMIC FORECAST

Jan. 31, 2020, the Nevada Economic Forecast Summit took place at the Peppermill Resort Spa Casino to go over Nevada's predicted economy over the next year.



### BIZFIT

Prior to the first week of classes, incoming freshmen jump-started their first semester by participating in BizFit. In this program, students developed and shared their innovative business plans to present at the end of the week to local professionals in the BizFit Pitch Competition.



## EVENTS



### WOLF PACK SHADOW

The Wolf Pack Shadow program gave students the opportunity to tour different businesses and experience the day-to-day operations of companies. This year, Wolf Pack Shadow visited IGT, Intuit and Core Construction in the fall semester.



### CAREER FAIRS

The College hosted career fairs in the fall and spring semesters where students could meet and network with potential employers.



### PREPARE FOR THE FAIR

In the fall and spring semesters, students attended mini workshops to prepare for the upcoming career fairs at Prepare for the Fair. Workshops include mock interviews and résumé critiques with professionals as well as lectures on how to make a good first impression, dress for success and network on LinkedIn.





## EVENTS



### BUSINESS WEEK

Sept. 30 – Oct. 4, 2019, the Business Student Council put on a series of events for their peers including a kick-off barbeque, company tours, guest speakers and the “Road to TEDx” student-speaker competition.



## EVENTS



### HONORS & AWARDS BANQUET

March 6, 2020 the College recognized the achievements of undergraduate students and faculty at the annual Honors and Awards Banquet at the Peppermill Resort Spa Casino.



## EVENTS

### SONTAG COMPETITION

TreaTea, a health and wellness business manufacturing specialized tea bags that help consumers improve their mood, sleep, focus and energy, won the \$50,000 prize at the virtually held Sontag Entrepreneurship Competition on April 30, 2020.



Parker Declercq

Oscar Loyd



### EMBA GRADUATION

Aug. 15, 2020, the College virtually celebrated the commencement of 34 students from the Online Executive MBA program.

### TEDx University of Nevada

x = independently organized TED event

The College hosted the TEDxUniversity of Nevada Feb. 29, 2020. Over 1,600 attendees and twenty speakers and performers participated in the event. Pictured left to right: Jen Robinson, Michael Bungay Stanier and Ondra L. Berry.



If you or your business would like to be involved with Business Week, career fairs, Wolf Pack Shadow or corporate sponsorship, please contact the Career and Corporate Outreach Center

at (775) 682.9144 or [businesscareers@unr.edu](mailto:businesscareers@unr.edu).

# Graduates to watch

At the annual Honors and Awards Banquet, five seniors from the College of Business received recognition for their outstanding work based on excellence in five areas: Service, Academics, Engagement, Global Perspective and Leadership. These graduates reflected on their time at the University and detailed how their experience studying at the College set them up for success after graduation.

## **TYLER HARRIS** • HERZ GOLD MEDALIST

Tyler Harris received the Spring 2020 Herz Gold Medal, an honor bestowed upon the graduating senior who has the highest University grade point average with the most letter-graded credits earned at the University. Harris earned a 4.0 GPA while dual majoring in accounting and political science and minoring in philosophy. After graduating, Harris plans on pursuing both his CPA license and a degree in law.

"I am honored to be the recipient of the Herz Medal," Harris said. "I appreciate the opportunity to have my achievements recognized, and I am excited to take the knowledge and experience from my time at the University and apply it to my law school journey beginning in the fall."

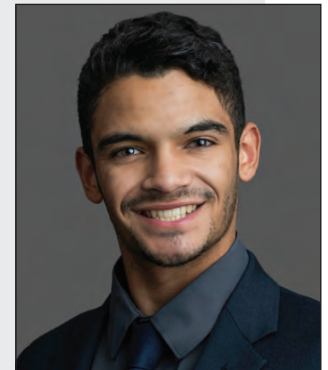


If you would like to support student achievement recognition, please contact Zack Madonick, director of development, at [madonick@unr.edu](mailto:madonick@unr.edu).

## **BRANDON ANDRES CRUZ** • SERVICE

During his time at the University, Brandon Andres Cruz was the captain of the Nevada Mascot team and a member of Phi Beta Sigma. After graduating with a major in finance and a minor in economics, Cruz plans to become a financial advisor. His hobbies include volunteering, networking and music.

"In the future, I aspire to start my own nonprofit focused on educating and empowering the masses on financial literacy," Cruz said.



## GRADUATES TO WATCH

### GABRIELLE LEW • EXPERIENCE

Gabi Lew was an active member on campus during her time at the University. She was the director of event programming for the Associated Students of the University of Nevada, the president of the Business Student Council and a member of the Blue Key Honor Society. After graduating with a major in management and a minor in economics, Lew plans to further her education to earn a master's in business administration and plans to earn a Project Management Professional certification.

"During my time in the College of Business, I think my biggest takeaway was how important networking is to my success," Lew said. "I am so grateful for the relationships I have built over the last four years."

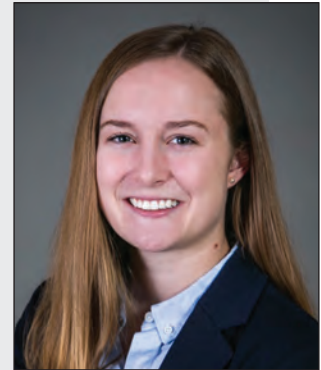


### BRIDGET MOE • LEADERSHIP

During Bridget Moe's undergraduate career, she was involved in many on-campus clubs including Women's Ultimate Frisbee, Delta Sigma Pi and Beta Alpha Psi, where she was the president. She was also a tax intern at Clifton Larson Allen

while completing her undergraduate degree in accounting. Moe is currently pursuing a master's in accounting at the University and plans to earn her CPA license.

"During my four years in the college of business I have learned all connections matter," Moe said. "The people I have met, both professors and peers, have been extremely influential in my life. They have taught me to take full advantage of all opportunities for growth and to enjoy the time it takes."



*More awesomeness next page*



## GRADUATES TO WATCH

### KATHRYN MUZZIN

#### • ACADEMICS

During her time at the University, Katie Muzzin participated in an economic research paper with the University Center for Economic Development, was a facility supervisor at the Joe Crowley Student Union and was employed at the Nevada Small Business Development Center. After graduating with a bachelor's in business administration with majors in finance and economics, Muzzin plans to complete the Accelerated Master of Science in Finance program at the University. "The College of Business has helped me develop confidence in my abilities and provided me with an amazing network of people who will continue to support me throughout my career," Muzzin said. "I am excited to further develop the skills I have acquired over the past four years and learn from other professionals within our community."



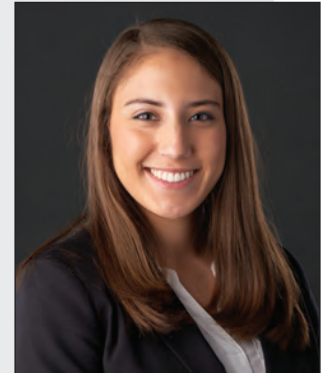
### MIRANDA OSSIO-MARIN

#### • GLOBAL PERSPECTIVE

Miranda Ossio-Marin was born in La Paz, Bolivia and moved to the United States in 2008. During her time at the University, she was an officer for Beta Alpha Psi, a member of Kappa Alpha Theta and worked at USAC as an Enrollment Student Assistant.

After graduating from the University with a double major in accounting and French, she will join KPMG as an audit associate in San Jose, California.

"One of my favorite experiences in the College of Business was studying abroad in Lyon, France," Ossio-Marin said. "I went to complete my major in French, but I got so much more than that out of my experience. I enjoyed adapting to the Lyonnaise culture, embracing its history, art and cuisine."



# Nevada SBDC supports small businesses amidst COVID-19 pandemic

Throughout the COVID-19 pandemic, the Nevada Small Business Development Center, based in the College of Business, has been a trusted resource for local small businesses throughout the state. Nevada SBDC staff worked countless hours to counsel business owners and help small businesses navigate many of the issues brought about by the pandemic including financial, regulatory and reopening guidelines.

Since March 15, 2020, the Nevada SBDC has assisted more than 270,000 Nevada small businesses and has helped its clients receive more than \$3 million in Small Business Administration disaster relief funds. The Nevada SBDC's 14-office statewide network has also devoted around 3,700 hours counseling and educating approximately 2,300 clients in disaster-related assistance.

"During these uncertain times, the Nevada SBDC looks to be a reassuring arm and source of support for small businesses, as we are all in this together," Rodney Jorgenson, senior business development advisor for the Nevada SBDC, said.

## ADAPTING AMID COVID-19

The Nevada SBDC, like many other organizations, has had to change its day-to-day operations to help clients in a remote setting. Instead of working in the office, the Nevada SBDC staff worked from home answering nonstop phone calls from clients seeking advice and assistance.

"The first few weeks, the information we received was fast and furious," Jorgenson said. "The phone would ring all day long. Everything just happened so quickly."

The Nevada SBDC had to rapidly learn and navigate newly implemented initiatives, such as the Coronavirus Aid, Relief and Economic Security (CARES) Act and its subsequent parts (e.g. the Paycheck Protection Plan), to



The NSBDC has been handing out masks, provided by the Governor's Office of Economic Development, to small businesses around the state.

help clients understand how they could receive money to support and sustain their businesses.

## HELPING BUSINESSES RE-OPEN

To help small businesses transition their business practices to comply with COVID-19 regulations, the Nevada SBDC began holding training webinars, workshops and courses for their clients online.

The Nevada SBDC has also created industry tip and fact sheets to help businesses while they begin to reopen. For example, tip sheets have been created for food trucks, restaurants, hair salons, florists, fitness facilities and many more industries in order to help each business comply with COVID-19 guidelines.

If your small business is in need of guidance, sign up for no-cost, confidential business advising through the Nevada SBDC website at [nevadasbdc.org](https://nevadasbdc.org) or call **1-800-240-7094**.

NEVADA GLOBAL BUSINESS

# Connecting with Singapore's business environment

BY CARLEY OLSON

I had the opportunity to travel to Singapore with 22 other students with the Nevada Global Business program. We went to learn about Asia-Pacific trade in one of the most globally diverse countries in which to do business.





From this opportunity, I learned just how important Singapore is in the business industry. Their economy is exceptionally stable and business friendly, and is driven by exporting, manufacturing, financial services, tourism and the world's busiest cargo seaport. The country sits in a prime location between the Asian and European trade route and is especially unique in that it only recently became an independent nation in August of 1965.

While abroad, we had the opportunity to visit six diverse companies and organizations, including the U.S. Embassy, members of Parliament, Malware Bytes, Marina Bay Sands and two of the College's own corporate partners, Microsoft and Haws Corporation.

I was most excited about visiting and networking with members from the Marina Bay Sands' team because it is such an iconic hotel and casino. Coming from Nevada, I was especially interested in learning about the gaming industry in another country.

During our visit we learned all about Marina Bay Sands, its casino and its ties with Nevada. While Singapore was originally against gambling, the Marina Bay Sands was eventually created specifically to boost tourism within the small country. The dynamic of their gaming industry is much

*Continues next page*



## EUROPEAN TRADE AND EDUCATION MISSION

The Nevada Governor's Office of Economic Development organized a trade and education mission to Europe in the spring of 2020. The mission started in Gdansk, Poland and ended in Prague, Czech Republic.

The mission was headed by Pawel Pietrasienski, the director of International Trade in the GOED, and included delegates from GOED government officials, academics and representatives from Nevada businesses. The University of Nevada, Reno was represented by Greg Mosier, the dean of the College of Business; Mehmet S. Tosun, the College's director of international business programs; Elliot Parker, the chair of the economics department; and Carlos Cardillo, the director of the Nevada Center for Applied Research.



different than in the United States, as they specifically encourage foreigners to come to the country to gamble but discourage its local citizens to do so and even impose gambling restrictions on them. Locals pay a daily gambling fee of \$150, while foreigners gamble for free. Owned by none other than Las Vegas' Sands Corporation, it is not only the world's most expensive standalone integrated resort property ever built, running at around \$5.8 billion, but it is also the world's most profitable casino, earning \$13.7 billion in net revenues in 2018 alone.

In addition to the aforementioned companies, we also had the opportunity to visit the National Museum of Singapore and immersed ourselves in their local history. It was interesting to learn how Singapore grew from the ground up and became successful in such a short amount of time, only recently being designated a First World country at the end of the 20th century.

Singapore is an absolutely beautiful and unique country with a highly successful business industry, fantastic food, unbelievable architecture and wondrously friendly people. I am so thankful for the opportunity to discover



and network with such incredible companies and make great memories along the way. I highly recommend Nevada Global Business trips to any student who wants to broaden their perspective and learn about doing business abroad.

In January, prior to the coronavirus pandemic, students had the opportunity to travel to Singapore with the Nevada Global Business program. If you would like to support the Nevada Global Business program, please contact Zack Madonick, director of development, at [madonick@unr.edu](mailto:madonick@unr.edu).



## NEVADA GLOBAL BUSINESS

*“Singapore is an absolutely beautiful and unique country with a highly successful business industry, fantastic food, unbelievable architecture and wondrously friendly people.”*

CARLEY OLSON







For more information, contact  
Jim McClenahan, director of the  
Career and Corporate Outreach  
Center, at [jmcclenahan@unr.edu](mailto:jmcclenahan@unr.edu).





# Corporate partnership spotlight: ITS Logistics

At the College of Business' 2020 Honors and Awards Banquet, ITS Logistics was awarded as the Corporate Partner of the Year. ITS Logistics has continually supported and engaged with students from the College since becoming a corporate partner in September 2018.

Along with being awarded Corporate Partner of the Year in 2020, Paul Brashier, director of Operations at ITS, and Molly Campau, director of Recruitment and Training at ITS, were awarded Volunteer of the Year in 2018 and 2020, respectively, due to their participation with students. Their mentorship has educated students about best business practices and has helped them get ready to join the workforce.



Since their partnership, ITS Logistics has hired 70 graduates of the College as well as participated in and sponsored various events. They have partnered with the Black Business Student Association to participate in the organization's mentorship program for students and attended their networking events. Mike Crawford served as the CEO Speaker for Business Week, and the company sponsored student events such as the BizFit Student Dinner and an ice cream social. ITS has contributed to new knowledge in the field of sustainability leaders by providing research data for a Ph.D. student to use in their dissertation. ITS has also participated in four of the colleges Wolf Pack Shadow tours, welcoming students to the see firsthand how the business functions.



# Phil and Jennifer Satre gift advances student instruction with marketing professorship

University of Nevada, Reno supporters Phil and Jennifer Satre believe that “education is the key to a strong community and a vibrant state – economically, socially, culturally – in all aspects of life.”

This year, the Satres demonstrated their commitment to the University’s College of Business by signing a pledge agreement for the Phil & Jennifer Satre Endowed Professorship in Marketing.

“There is a lot of marketing expertise in this community that has developed due to the significant expansion in the gaming industry over the last 40 years,” Phil said. “Now that marketing is global and has moved beyond traditional forms, it is an opportunity for the College of Business to expand its program in making meaningful contributions to the business community throughout the state.”

Since moving to northern Nevada in the mid-1970s, the Satres have shaped the gaming landscape statewide and have generously supported education, nonprofits and other causes to help make Nevada the vibrant region it is today.

Phil had become acquainted with northern Nevada during some summer work in the late 1960s, and the couple traveled through Reno/Tahoe occasionally. Once they moved to Reno in 1975 for Jennifer to pursue her master’s degree in education from the University of Nevada, Reno, the young couple planted roots in their adopted hometown, raised a family and became active members in the community. Jennifer went on to a teaching career at Peavine Elementary School, while Phil became chairman and CEO of Harrah’s Entertainment, Inc. from 1980 to 2004.

The Satres made philanthropy a core part of their life, giving their time, talent and resources to support the next generation of innovative thinkers, including the



Phil and Jennifer Satre support the University of Nevada, Reno to provide opportunities for the young people in their community.

University’s College of Business.

“We love the quality of life here in Reno, and I think one of the reasons why is because of the University,” Jennifer said. “I have always thought that the University, provides an opportunity to get a fantastic, first-class education.”

Jennifer served three terms on the University Foundation Board of Trustees, was named the Alumna of the Year for the College of Education in 2006 and received the College of Education Alumni Award in 2012.

Phil was recognized by the University for his contributions in the gaming industry with the Philip G. Satre Chair in Gaming Studies named in his honor in 2004.

“By supporting something like the College of Business,” Jennifer said, “we are providing more opportunities for the young people in our community.”



# TOM BURNS

## *College of Business's Alumnus of the Year*

Dedicated to the University of Nevada, Reno, the community and the state of Nevada, Tom Burns, the College of Business 2020 Alumnus of the Year, certainly bleeds silver and blue.

Tom and his wife, Shelly, are both Wolf Pack alumnae. Tom received his bachelor's degree in accounting from the College of Business in 1985, the same year that Shelly received her bachelor's degree in psychology.

To show their commitment to the University, the couple established the Tom & Shelly Burns Scholar Leader Endowment in 2016, and this year, they re-committed to the fund. Tom and Shelly both received scholarship assistance while at the University, which led them to create this fund to help junior or senior College of Business students graduate.

"I did get some scholarship money in my junior and senior year, and that was really helpful," Tom said. "I am a big believer in a 'hand up.' That is what we are trying to provide. If, as a junior or senior, you are there and you are that far into it, you are obviously motivated; you want to get through. I do not want somebody's dream taken away because they cannot afford their tuition."

Tom is president and shareholder at Cragin and Pike Insurance in Las Vegas, where he started as his father's "office boy" in 1978. He is on the front lines of the COVID-19 impact on gaming and business in southern Nevada as the current chairman of the Las Vegas Chamber of Commerce. He is also the former treasurer and chair of the Make-A-Wish Foundation of Southern Nevada. Shelly is active in her church and a retired educator, having spent



10 years in the elementary school classroom and 15 years as a reading specialist helping struggling students.

While Las Vegas has long been their home, they travel frequently to Arizona to visit their daughter, Megan, a senior public health major at the University of Arizona, as well as northern Nevada for their Incline Village

home and to visit their son, a project engineer at Apple and former engineering student at the University of Nevada, Reno. As for the state's North-South rivalry? "Shelly and I wear blue, to be clear," Tom said.

Tom's fondness for the College of Business goes back to his days studying accounting. "There were two professors primarily who would mentor you and bring you along, and they really took a personal interest in you," he said. "If you were putting in the work, BJ Fuller and John Mills were going to make sure you were successful. They really made a difference."

They hope their giving inspires others as well. "Shelly and I have been very fortunate in our lives, and we have been blessed with some financial resources," Burns said, emotionally. "I believe that when you are blessed like that, you have an obligation to help those who are not in that spot. So it is humbling and gratifying to be able to do that and to be able help somebody get to the next level."

***"I am a big believer in a 'hand up.' ... I do not want somebody's dream taken away because they cannot afford their tuition."***

TOM BURNS, PRESIDENT OF CRAGIN AND PIKE INSURANCE, LAS VEGAS, NV.

## An investment that does not tarnish

### *Nazir and Mary Ansari continue their legacy of philanthropy*

His is a name many University of Nevada, Reno alumni know well. Nazir Ansari – the College of Business building’s namesake, managerial sciences professor from 1967 to 1994 and emeritus faculty member – is someone who has been committed to the success of students for more than 50 years. With a passion for entrepreneurship, Ansari is a dependable mentor held in high regard with faculty, alumni and countless business professionals in the community and beyond.

Ansari and his wife, Mary, a retired University library administrator and emeritus faculty member, live in Incline Village, Nevada and still often frequent the College. As some of the College’s most ardent supports, the Ansaris recently made a gift of land, which will continue to support faculty endeavors in management, Ansari’s discipline.

College of Business alumnus Brett Coleman ('84), president of B&C Western Development, speaks of his mentor and confidant fondly. Ansari, he said, pushed him to take risks and put stock in his ideas. “I often told him that I wanted to start my own business,” Coleman said. “One day at lunch, he looked me square in the eye and asked me, ‘When are you going to finally do it?’ It was like a kick in the rear-end. I resigned from my job the following Monday. To this day, I credit Nazir with pushing me out of my comfort zone.”

Coleman isn’t the only College of Business alum whose support and appreciation drove them to achieve business success.

“When I look back, my graduate studies at the University of Nevada, Reno was the launchpad for my American Dream,” Eren Ozmen, chairwoman, president and owner of Sierra Nevada Corporation and College of Business MBA



**Nazir Ansari and his wife, Mary in a painting by John Meyer.**

alumna ('85), said. “Dr. Ansari was a steadfast mentor when I first arrived in the United States and at the University. During my second year, I applied for a graduate teaching assistant opportunity, and Dr. Ansari selected me among many applicants. He always inspired me to dream big and to never stop learning – two things that still guide me to this day.”

When asked about Coleman and Ozmen, Ansari instantly stressed the feelings he had of admiration and hope. “Both were highly motivated students that had it in them,” he said. “My role was to help them accomplish what they wanted to do. They were every bit as good as you would imagine, and they were

able to translate their dreams into reality.”

In addition to the pride he has in his students, his admiration for the College is unmistakable.

“I give back because of the pride that I have,” he said. “I feel a sense of accomplishment for having initiated and caused some of the very positive developments that occurred. Under the College’s current leadership, it continues to have tremendous potential.”

Ansari credits College of Business Dean Greg Mosier for his efforts in starting numerous successful academic programs, bringing in new and diverse faculty to the College and for the continued growth in the students, whom he believes will succeed in business and inspire positive change in Nevada and the world.

When asked about the COVID-19 pandemic and the impact he thinks it could have on higher education, Ansari expressed the value of a higher education as “a significant investment you make in yourself.”

“Education far outshines any investment one can make,” he said. “There is intrinsic value that you take with you, and it is a personal possession that does not tarnish.”



The College of Business  
AT THE UNIVERSITY OF NEVADA, RENO

# Impact of Giving

There are more than

# 15,600

alumni who have graduated  
from The College of Business.



If each alum  
commits to  
giving just

# \$10

per month to The  
College of Business  
Annual Fund...

...we will raise more than

# \$1,800,000



for University of Nevada, Reno  
College of Business students.

# 100%

of the gifts to the Dean's  
Excellence Fund will support  
student resources such as:

**Student Advising Center, Career and Corporate Outreach Center,  
Ozmen Center for Entrepreneurship, College of Business Student  
Organizations and Clubs and Nevada Global Business Initiatives.**



Yes, I'd like to make a gift to support **The College of Business!**

**GIFT AMOUNT:** ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ Other: \$ \_\_\_\_\_

☐ Monthly Recurring Gift ☐ One Time Gift

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Name on Card \_\_\_\_\_

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## COVID-19 & THE IMPACT OF YOUR GIFT

During the 2019-2020 academic year, the COVID-19 pandemic first impacted the world— including the University of Nevada, Reno. Business operations have forever changed in the wake of this worldwide crisis.

As a premier global provider of business education, it's our responsibility to shift our ways of educating to equip our students with the skills to be successful in the constantly evolving world of business. I am confident that the adaptability shown by our students during this pandemic, will serve them well as they enter the workforce.

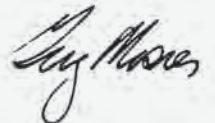
It's no secret that the economic impacts of COVID-19 have forced University leadership to make difficult decisions regarding budgetary cuts. I share this information with you because the impact of private philanthropy will be greater than ever.

Many of you have asked how you can help, and I'm deeply touched by the outpour of concern for our students and faculty. One incredible way to make an impact for you to consider is making a gift to The College of Business Annual Fund, in order to ensure that our students receive the necessary educational resources to ensure their success. All donations to The College of Business Annual Fund will help offset the gap created by the virus.

For your convenience, a reply card is located on the next page that you can cut out and return or you can make a gift online at [unr.edu/business/annualgiving](http://unr.edu/business/annualgiving). For additional information or if you have questions on ways to support the College of Business, please contact Directors of Development Zack Madonick at (775) 682-6041 or Danielle Pawliw at (775) 682-6556.

Thank you for your continued support and commitment to the University of Nevada, Reno College of Business.

Sincerely,



Greg Mosier  
Dean, The College of Business

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# Executive Development Program reconvenes as gaming faces worldwide challenges

The top professional development program for industry executives brings alumni together to discuss best practices, new challenges and ideas amidst COVID-19

In response to the COVID-19 pandemic and resulting worldwide shutdown of the gaming industry, graduates of the Executive Development Program (EDP) began to regularly convene for the first time in the program's 30-year history to share ideas and discuss plans to reopen the industry.

The Executive Development Program is produced jointly by the University of Nevada, Reno's College of Business and Extended Studies and the International Gaming Institute at the University of Nevada, Las Vegas. The leadership program brings together top gaming executives from around the world for a nine-day professional development workshop in Lake Tahoe every fall. EDP has helped executives sharpen management skills, discuss current topics in the gaming industry and hear from industry experts. In all, EDP has produced more than 1,500 alumni, including hundreds of senior executives who lead companies on all six continents.

Now, in response to the COVID-19 pandemic, EDP has "reconvened" with regular virtual meetings, allowing program graduates to discuss topics and ideas relative to the pandemic and its direct impacts on gaming.

"This unprecedented event has created a tipping point where EDP transforms from a once-a-year event to an on-going, year-round experience," Bo Bernhard, Philip G. Satre Chair in Gaming Studies at the University of Nevada, Reno and executive director of the International Gaming Institute at UNLV, said. "This is certainly a time when each of us need the views, insights and perspective of each other, given our many areas of expertise and with the many challenges we all face around the world."

"As scary as these times are, they also can serve to



**The top professional development program for industry executives brings alumni together to discuss best practices, new challenges and ideas amidst COVID-19.**

inspire in us great creativity and innovation," Mark Lipparelli, EDP co-moderator, former Nevada Senator and former chair of the Nevada Gaming Control Board, said. "Though some of these ideas may spring to life out of necessity, they nonetheless become indispensable in everyday life. We should be willing to grasp this moment and be unafraid to challenge conventional wisdom."

Much of the discussion has focused on guest and employee safety. Talks also included how best to go about social distancing on property, employee relations and communications, the economic implications of COVID-19 and timing – when gaming might expect to see a "new normal."













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