

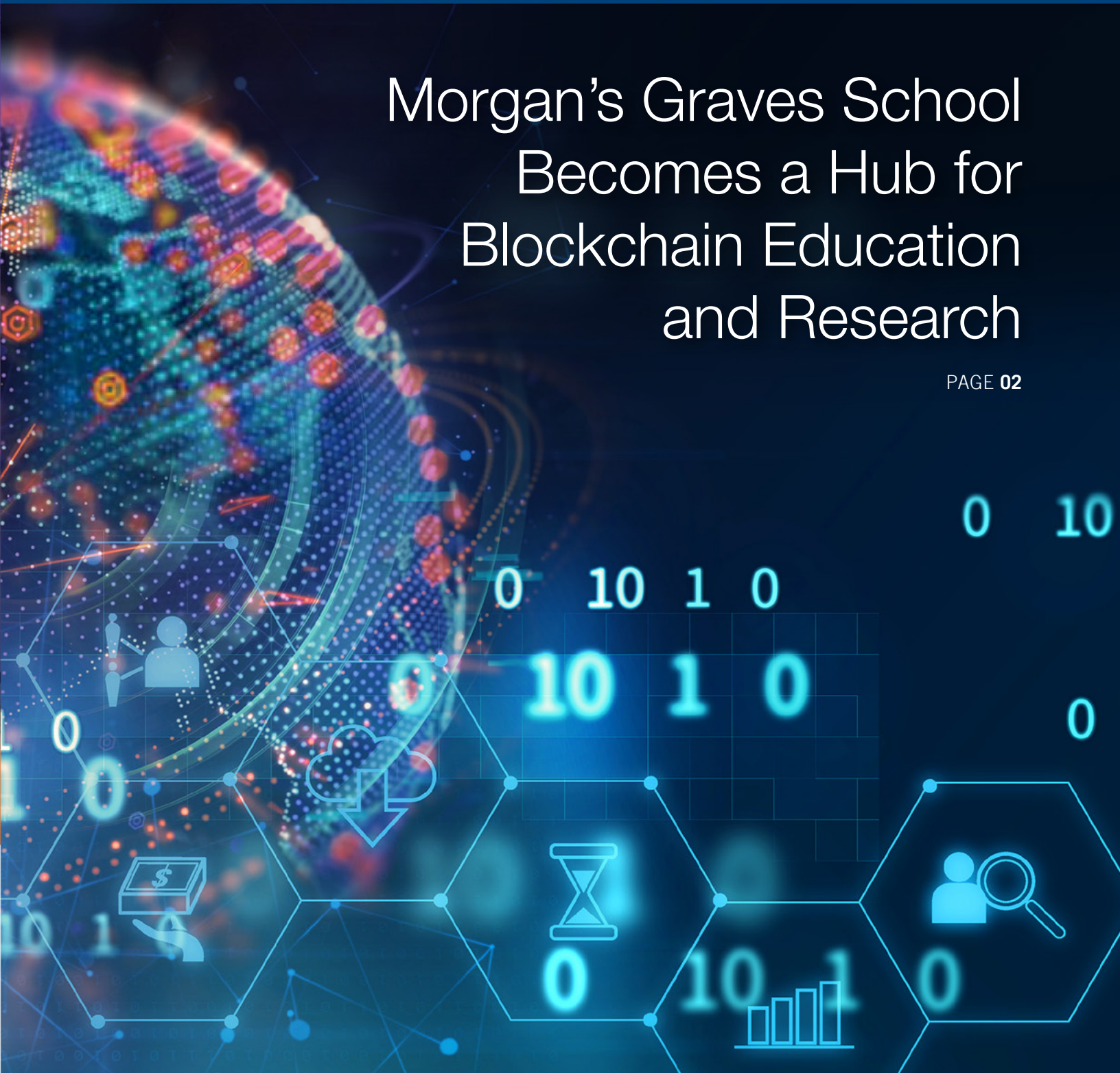
# enterprise

SPRING 2019

A PUBLICATION OF MORGAN STATE UNIVERSITY | EARL G. GRAVES SCHOOL OF BUSINESS AND MANAGEMENT

## Morgan's Graves School Becomes a Hub for Blockchain Education and Research

PAGE 02





## DEAN'S MESSAGE

The Graves School leads the way with diverse and high-demand programs, strong faculty research, and experiential and project-based learning opportunities.

It is with pleasure that we present the spring 2019 issue of Enterprise. As the business school in Maryland's Preeminent Public Urban Research University, the Graves Business School plays an important role in the economic development of communities in the city of Baltimore, Maryland, and the nation. According to Econsult Solutions, Inc. **"Morgan is a major economic engine for the city and state annually producing \$1 billion in statewide economic impact, supporting 6,500 jobs and generating \$47 million in state tax revenues."**

This issue of Enterprise highlights the transformational changes that are taking place in our programs and in the halls of our wonderful new building. You will read about a grant from Ripple that will position Morgan State to become a major player in the blockchain industry, our new state of the art fin-tech center as well as our participation in a block chain summit that was attended by universities from all over the country.

You will also read about our strides in the classroom as we have bolstered our offerings with new data analytics classes as well as strengthened our entrepreneurship curriculum.

We celebrate the outstanding accomplishments of our students and faculty in many areas. The Graves School boasts three faculty Fulbright Scholarships in the past several years and annually has had student Innovation Fellows as part of the national Innovation

Fellows Program. We have developed and presented programs in Cryptoeconomics and Blockchain; the Summer Residence Program in Accounting and Finance for high school students; Cyber Warrior Training and Certificate; Train-the-Trainer in Big Data and Data Analytics. We received endowments from generous alumni that allow us to provide student scholarships and to develop and offer innovative programs.

Throughout the year, we have worked with our corporate partners to enhance Graves School's programs and update the curricula and prepare the students for the changing and challenging job markets. Some of our partners have given their time and talent by making presentations at our classes and events, some have gone beyond and contributed to our endowments. We are grateful for their support and invite others to make contributions that change lives.

The world of business and technology is changing rapidly. The Graves School leads the way with diverse and high-demand programs, strong faculty research, and experiential and project-based learning opportunities for our undergraduate and graduate students.

Our focus is Purpose, Progress, and Promise.

Fikru H. Boghossian, Ph.D.  
Professor and Dean



AACSB  
ACCREDITED



AACSB  
ACCREDITED  
Accounting

Executive Editor  
**Ali Emdad**  
Associate Dean

Editor  
Nicholas Fletcher

Student Editor  
Troy Jefferson

Contributors  
Stephen Babcock  
Samuel Deal  
Mary Dunaway  
Nicholas Fletcher  
Kenya Kelly  
Samara Lynn  
Dina El Mahdy  
Yulia Sullivan  
Samual Fosso Wamba  
Ziping Wang

Student Contributors  
Lawrence Jason Dukes  
Shiri Fitzgerald  
Brittney Johnson  
Grace Moon  
Reggie Wilson

Photographers  
Stephen Babcock  
Mary Carole Curran  
Destiny Campbell Scott  
Derek Cook  
Noah Haney  
Glenwood Jackson

Cover Design  
Natalie Sullivan

Graphic Design  
mitchell&sennaar communications, inc.





## PAGE

02	GRAVES SCHOOL PARTNERS WITH SILICON VALLEY-BASED RIPPLE
04	MBA TEAM COMPETES IN THE KEYBANK CASE COMPETITION
05	BETA GAMMA SIGMA GLOBAL LEADERSHIP SUMMIT
06	NATIONAL BLACK MBA ASSOCIATION PREPARES STUDENTS FOR SUCCESS
07	IOT: TRANSFORMING FIRM DYNAMIC CAPABILITIES
08	NEW DEGREE IN HOSPITALITY AND EVENT MANAGEMENT INTRODUCED
08	2019 GLOBAL EXPOSURE EXPERENTIAL LEARNING ACTIVITY
09	NEW DEPARTMENT CHAIR ANNOUNCEMENT
10	SIGMA NU TAU MAKES A BIG IMPACT
12	BLOCKCHAIN IS RESHAPING THE SUPPLY CHAIN
14	4 <sup>TH</sup> ANNUAL WILLIE LANIER LECTURE SERIES
15	MBA RANKING COMMITTEE HIGHLIGHTED
16	PROJECT MANAGEMENT ANALYTICS: IMPROVING BUSINESS DECISIONS
17	WEINMAN CUP 5 <sup>TH</sup> ANNUAL INVITATIONAL CASE COMPETITION
17	HAYSBERT MEMORIALIZED
18	GRAVES STUDENTS RECOGNIZED AS UNIVERSITY INNOVATION FELLOWS
19	NEW RESEARCH CENTER OPENS THE WORLD OF FINANCIAL TECHNOLOGY
20	BLOOMBERG BLOOMING ON MORGAN'S CAMPUS
21	PUBLIC COMPANY ACCOUNTING OVERSIGHT BOARD SCHOLARSHIP WINNER
22	INROADS HOSTS ITS "NATIONAL CAREER ACADEMY" TRAINING SESSION
22	IT'S ALL ABOUT THE "NETWORK"
23	30 <sup>TH</sup> NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY CONVENTION
24	THE WHETHERS MARY ELLEN PLEASANT ENTREPRENEURSHIP FELLOWSHIP
25	PRINCIPAL FIELD TRIP
26	HOSTING THE 2019 BOEING INTERDISCIPLINARY CASE COMPETITION
27	10 <sup>TH</sup> ANNUAL GRAVES LEADERSHIP IN DIVERSITY AND INCLUSION LUNCHEON
28	FACULTY RESEARCH & PUBLICATIONS
29	ALUMNI NOTES



# Morgan State's Graves School eyes the future of financial technology through partnership with Silicon Valley-based Ripple

by Stephen Babcock



Dr. Ali Emdad presents an award to Devon Bryan, Federal Reserve System's Executive Vice President and Chief Information Security Officer.

Aiming to strengthen links with industry leaders and research universities, Morgan State University joined an academic partnership with Ripple, a Silicon Valley-based financial technology firm. In February, Morgan joined 29 universities that are part of Ripple's University Blockchain Research Initiative (UBRI). By providing funding and resources, the company is working with these institutions to move research and technical development in developing technologies including blockchain, cryptocurrency and digital payments.

"We are a modern research institution vested in innovation and critical study, and this caliber of transformative higher education is a testament to the progress of our mission. We are very proud that Morgan is among a select number of UBRI partners and the only such partner in our region," said Morgan State University President Dr. David Wilson.

UBRI launched in June 2018 with more than \$50 million committed. In February 2019, Morgan became one of 11 universities to join, alongside leading institutions such as Georgetown University, Carnegie Mellon University and Duke University. Through the partnership, the university is receiving underwriting funding from the global payments firm.

By working with universities, UBRI seeks to engage faculty, postdoctoral students and graduate students in the development of FinTech. Blockchain, which allows pieces of information to be stored in a public database, is attracting interest for a wide variety of use cases. These include financial technology, or FinTech, in which the technology is seen as offering certain advantages in conducting transactions. It is the technology that underlies new forms of cryptocurrency, which includes digital currencies such as Bitcoin. These technologies are viewed as having the ability to increase digital privacy and security.

Identifying the need to provide education to faculty and students about this growing area, Morgan's Earl G. Graves School of Business and Management formed the Center for the Study of Blockchain and Financial Technology (the FinTech Center). This provides a central point for these discussions on campus, and beyond.

Funding and programming offered through the partnership with Ripple's UBRI will bolster this work by offering research, course and curriculum development grants to the faculty and students. The Graves School is leading the effort at the university, in cooperation with Morgan's Department of Information Science and Systems, and other departments including Computer Science, Engineering, Finance, and Business. Sanjay Bapna, chairperson and professor at the Graves School leads the team that supports faculty research and curriculum development. Morgan will also seek to convene conversations beyond the university.

"Ripple saw the potential in Morgan to be a center for not only developing research projects and developing curriculum in these areas, but also to be a hub for outreach to other HBCUs," said Dr. Ali Emdad, Associate Dean and Professor of Information Science at the Graves School. "They saw that we could reach out to the other HBCU's and say, here's the opportunity for you to be part of this exciting area."

One example was evident May 3-4, when Morgan hosted the first-ever HBCU Blockchain Summit, which brought together 120 researchers from 34 universities across the country. Though the technology remains in a nascent stage, it is developing quickly and adoption is increasing. In creating the Center, Morgan sees the importance of keeping the community informed as it gains a foothold in research, and presents students who gain experience with potential job opportunities, Emdad said.



Left to Right: Ken Weber, Ripple's Head of Social Impact, Kahina Van Dyke, Ripple's Senior VP for Corp. and Business Development



Photographs by Glenwood Jackson

Dr. Ali Emdad greeting and welcoming the audience.



## Grant Partner Institutions



As development moves forward, use cases of the technology are bound to increase. Morgan can contribute toward considering how blockchain can be used, whether it fits with a potential area, as well as considering the potential benefits. "We see the urgency and we have to prepare our students for the demands of the market," Emdad said.

The partnership with Ripple will also open up more opportunities to collaborate with leading research centers that are focused on the future of financial technology. "We thank Ripple for supporting this effort from the start. This opportunity that Ripple provided us is the beginning that will create a platform for us collaborate with other corporations that are working in the blockchain industry and financial technology," Emdad said.

Joining UBRI is just the latest example of Morgan forming partnerships with leaders in the tech industry. The university also recently established a tech exchange program with Google, and opened the federally-funded Center for Reverse Engineering and Assured Microelectronics on campus.



Dr. Sanjay Bapna addressing the participants of the Inaugural HBCU Blockchain Summit.





From left to right (Mofoluwake Mosaku, Kyle Edmonds, Kimberly Glover and Pamelyn Lindsey)

## Graves School of Business & Management Case team gives competing universities a run for their money in the Keybank Case Competition

by Reggie Wilson

The Graves School of Business MBA case competition team brought home some hardware during the Keybank Case Competition. Members of the team were: Kyle Edmonds, Mofoluwake Mosaku, Kimberly Glover, and Troy Jefferson. The team competed in a competition, over the course of a few days (February 22-24, 2019), at The Ohio State University. The advisor for the team was Pamelyn Lindsey and she stated “The team was very prepared, not only with the presentation, but with the questions from the judges and well-spoken explanations.” The case that the team had to resolve was “developing a short-term lending product”. The team expressed that the case was personal to them because it affected them in their lives. Due to the case being personal, it helped with their confidence because they were able to come up with examples and a solution from their own standpoints. The team started preparing a little over a month for the competition and chose to present the idea of, essentially,

creating an idea to resemble a payday loan, and having the ability to market to anyone, especially those who may not meet the criteria of a regular payday loan, and similarly, those who need it in dire situations. The team also expressed that they were able to tackle the questions from the judges because they were familiar with all aspects of the case. They still took the time to understand everything, even if they thought they knew everything, plus it did not hurt that two members of the team had already had experience with case competitions. The Morgan State team took third place, winning \$5,000 and won a best question and answer prize of \$250, due to the efforts of Kimberly Glover. Their first time participating in the Key Bank Case Competition the team placed behind St. Thomas University and the University of Michigan. The third place finish represented the school’s highest finish in history. Overall, the team was very pleased with their efforts and was glad they represented Morgan State in such an admirable fashion.

# Beta Gamma Sigma Global Leadership Summit

by Grace Moon

Last year 400 students around the world met in Chicago, Illinois for the Beta Gamma Sigma Global Leadership Summit. This summit is for members of the Beta Gamma Sigma (BGS) honor society. This annual summit is an opportunity for the top 5% of business schools students globally to gather together and learn valuable lessons in professionalism, networking and team building to name a few advantages that students have gained from this event. The theme for 2018 was “Innovative Leadership.” The focus of the summit this year was to give students insight into the evolution of the world outside of academia. Experts from their respective fields were also present to offer leadership and entrepreneurial insight. Students were introduced to different tools that helped them discover their unique strengths that will help in both their professional and personal relationships. One such tool that was used at the recent summit was the Clifton Strengths finders assessment. One student, Michael Cassell, was able to use this tool to discover he had strengths in Executing, Relationship Building as well as Strategic Thinking. He was then able to further identify his major strengths which were learner, achiever, responsibility and strategic. Members were assigned a team which was distinguished by a color, the goal of this was to create an environment that focused on teamwork and problem solving. Through these teams as well

as other group activities students were able to mingle with not only professionals in their respective fields, but also amongst each other. According to Cassell, the highlight of this summit was the knowledge he was able to gain from business leaders on various topics including but not limited to business development, innovation and nonprofit organizations. In addition to these other valuable experiences, students were able to interact with recruiters from different corporations such as GEICO and KPMG. Members of BGS receive exclusive connections to the best in the business world and gives them an edge on the competition for positions. Students have access to the members only social network, ConnectBGS. This platform allows members to do many things such as collaborate ideas, network, have conversations about business trends and much more. BGS is also affiliated with The Association to Advance Collegiate Schools of Business (AACSB) and The Association of College Honor Society. BGS is the only honor society based on scholastic achievement that is recognized by AACSB. ACHS is the sole agency responsible for certifying honor societies at colleges and universities nationwide. Members of BGS are among the top 5% of their respective business schools. Participating in events such as the Leadership Summit offer exclusive networking and learning opportunities for members.

From left to right (Michael Cassell, Esther Ogunlade and Michael Wynder)





## National Black MBA Association prepares students for success

by Troy Jefferson



(From left to right): Nicholas Fletcher, Joseph Wells, Donald Comer (Board Chairman of NMBBAA), Fikru Boghossian and Jesse Tyson (CEO OF NMBBAA)

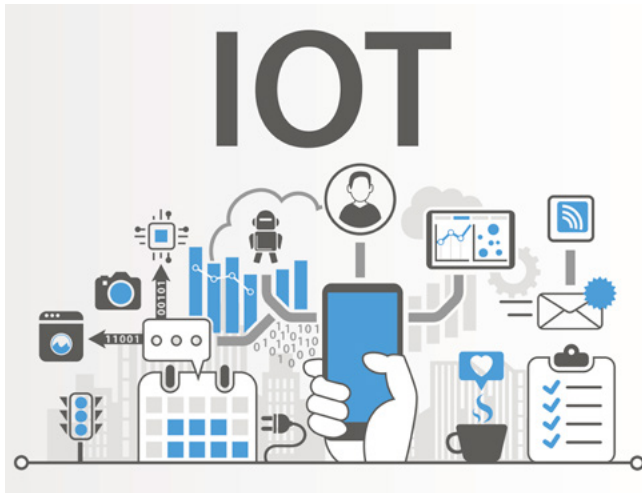
The National Black MBA Association is partnering with the Graves School of Business at Morgan State University to ensure students are fully prepared to undergo successful careers. In May 2018, as part of their Black Think Symposium initiative, LePra George and Jesse Tyson from the NMBBAA came to Morgan State to reinforce ideas for the need to solidify additional pathways that will enable lifelong success for students who are transitioning into their careers. George, the Director of Collegiate Partnerships and Tyson, the President and CEO of the NMBBAA, partnered with local and national leaders from the nonprofit, government, education and corporate sectors to discuss the educational landscape. During the symposium at MSU, the audience heard messages from Dr. Damon Williams and a keynote message from Dr. Ivory

Toldson, PhD who highlighted the need for black people to reclaim their imagination and not invest in problems that might be put in their pathways to success but to advance solutions to propel their dreams and ambitions. After the introductions, the leaders later convened to tackle various questions that were tied to the challenges that students face at every level and how to enable the NMBBAA® to develop programming that would provide resources that would help close the identified gaps to better prepare for not only a solid academic experience but also a successful career. Black Think is a series of ongoing discussions on topics that impact the black community. The Black Think series held its most recent event at the 40<sup>th</sup> Annual NMBBAA Conference & Exposition in Detroit, MI. To learn more about the Black Think series, visit <https://nmbbaa.org/black-think/>.



# IoT: Transforming Firm Dynamic Capabilities

by Dr. Mary Dunaway, Dr. Yulia Sullivan and Dr. Samuel Fosso Wamba



The Internet of Things (IoT) is yet another wave of value-chain improvements for organizations. This technology disruptor is triggering more innovation, productivity gains, and economic growth than previously realized with automation and internet. Accenture estimates the IoT could add up to \$14.2T to the economy by 2020. The global IoT market is projected to grow from \$2.99T in 2014 to \$8.9T in 2020, attaining a 19.92% Compound Annual Growth Rate (CAGR). Companies expect their IoT investments will grow from \$215B in 2015 to \$832B in 2020. According to the recent 2017 Gartner IoT study, gaining competitive advantage is one of the most significant benefits they expect to receive from the IoT. Despite this promising forecast of the IoT, business organizations are challenged to understand how the IoT can be used to build and maintain competitive advantage. While the value and benefits that the IoT may bring to an organization are promising, companies have yet to either generate huge revenue gains or create business value, causing investment concerns.

Existing research on the IoT has primarily focused on developing the technical components of the IoT; overlooking the importance of understanding the IoT from the managerial perspective. Creating business value using IoT technologies is a fundamental issue since the IoT investment is extremely complex and expensive. Thus, focusing on business outcomes instead of on technology per se will be a vital requirement for the successful implementation of the IoT. In other words, for the IoT to deliver its ultimate benefit—sustainable competitive advantage, companies must look beyond just the technology and address their competitive transformation in more dynamic ways to advance their strategic and operational goals. A firms' ability to sense, seize, and reconfigure within the boundaries of competition is important. The trajectory of the IoT is rapidly changing how value is

created, competition is sustained, and the competition boundaries itself. The IoT provides firms the change agent to aggressively embrace opportunity and invigorate as a technology leader in the global economy. IoT outputs can bring about a new set of resources to sustain or enhance the firms' competitive advantage. IT decision makers are encouraged to adopt the IoT in their organizations not merely, because their competitors have adopted them. Rather, they must pay attention to optimizing dynamic capabilities of the IoT while being responsive to the rivals' competitive actions. Taking these factors into consideration, IT managers will be able to improve a firm's ability to compete with its rivals when leveraging IoT capabilities. Dr. Mary Dunaway, INSS Assistant Professor and her co-authors, Dr. Yulia Sullivan (Baylor University), Dr. Samuel Fosso Wamba, Associate Professor( Toulouse Business School, UK) research paper, Building Dynamic Capabilities with the Internet of Things was recognized at the 2019 Hawaii International Conference on System Sciences (HICSS) as a Best Paper in the track Business Value of Smart Devices on the Internet of Things. HICSS is the longest standing scientific conference in the information systems and technology field. Since 1968, it has attracted high caliber scholars and professionals in academia, industry and government agencies around the world to present their cutting-edge research. During the past five decades, research papers presented at HICSS have promoted innovations and advanced the development in the information systems and technology at the global scale. The University of Hawaii at Manoa sponsors the annual conference for Information Systems and Information Technology academics and professionals. Along with International Conference on Information Systems (ICIS), HICSS is widely considered to be one of the prestigious international conferences for IS/IT in the world. The conference, which now draws over 1,000 participants every year, provides a platform for panel discussions and the presentation of peer-reviewed information systems research papers.





# NEW Program in Hospitality and Event Management Introduced

by Nicholas Fletcher

The Graves School of Business at Morgan State University and Notre Dame of Maryland have partnered under an MOA to pursue a beneficial educational collaboration with the mutually goal of offering Hospitality students extended access to higher education through coordinate course scheduling. Additionally, offering undergraduate Hospitality students at Notre Dame of Maryland the opportunity to earn an accelerated MS in Hospitality from Morgan State University. A 3+2 Bachelors of Arts BA and Masters of Science MS degree in Leadership and Hospitality and Event Management. This program which was established in July of 2018 will have students taking classes at both schools in Year 4 of this 5 year program. The program offers dual simulation enrollment including online and campus based programming.

## Graves Honors Program hosts the 2019 Global Exposure Experiential Learning Activity (ELA) Group Travels to Washington, DC to Visit the Spain and France Embassies with Dr. Lateri McFadden, Global Exposure Academic Mentor

by Kenya Kelly

On March 28, 2019, The Graves Honors Program at Morgan State University solicited the assistance of the World Trade Center Institute, Inc. (WTCI) in Baltimore, Maryland in designing one day of professional programming in the spring semester for approximately 22 undergraduate students enrolled in the Global Exposure Module. The students traveled to Washington, DC to visit the Spain and France embassies to promote global exposure awareness and to assist in preparing them for the upcoming 2019 Global Exposure trip to Barcelona, Spain on April 20, 2019 to April 27, 2019. The students were chaperoned by Dr. Lateri McFadden, Global Exposure Academic Mentor. Dr. McFadden will be traveling to Barcelona, Spain with the following students: Nkeiruka Okororie, Junior Finance major, Allison Murdock, Junior Finance major, Emanuel Jones, Junior INSS major and Tyler Waugh, Junior Finance major.



(From left to right): Tyler Waugh, Nkeiruka Okororie, Allison Murdock, Emanuel Jones, and Dr. Lateri McFadden



# Fresh Face as Business Administration Department Chair

by Lawrence Jason Dukes



Dr. Erica Anthony

As of July 1, 2018 Dr. Erica Anthony has served as the department chair for business administration. Dr. Anthony prior to being put into this position has never seen herself as an administrator, but others saw the making of a great administrator and she was ready to answer the call.

Her new duties include advising and meeting with students of whom she is often the, “first line of defense.” She is also the go to person to fulfill any needs that the faculty need, including administrative scheduling when there is a need for a class to be covered in a professors absence.

In this position Dr. Anthony has had to make shifts in her life at Morgan as well as outside of Morgan. One shift is delegating tasks and realizing that she does not have to do everything. Another shift is becoming more acclimated to her new role in a timely manner, as she is finding needs within the department as well as learning more about herself.

She is passionate about research writing, collaborating with other writers on publications and papers, as well as attending conferences. In addition to these passions she was a professor at

Morgan teaching three, sometimes more, courses in a semester. Regardless of what position she was in, service has always been at the forefront of her mind. She went on to say, “No matter what, I wake up with the sole purpose of just wanting to do the right thing by everyone.”

Anthony expressed her excitement and pleasure in meeting people across the university. She said, “It’s great to have a meeting of the minds.” She mentioned that there is an initiative that she cannot speak too heavily about at the moment that is a plan to bridge hospitality management plans across the campus. She went on to point out that this should be a positive collaboration as, “you always want your program to grow and to thrive.”

Anthony did not start her career in the realm of business, or even education. Her undergraduate degree is in electrical engineering, she landed a position as a systems engineer at Honeywell. At Honeywell, one of the contracts that they handled was with Boeing where they worked on flight management systems.

Soon after working in this field Dr. Anthony came to the realization that she had, “too much personality for

engineering.” So she then went on to pursue her MBA. Her experience working in engineering as well as an MBA degree helped her in her telecommunication career at Sprint. She says this is where her most vital experience that has helped her in her current position. Her time at Sprint was vital as she said she was working in a “company in transition.”

Her time at Sprint is where she discovered her love for business. She went on to say, “What I loved about business was the people, the human capital aspect.” She spoke about wanting to know what was being talked about in the board meetings, stating, “I would to be a fly on the wall in some of these conversations.”

Following her career in telecommunication, Dr. Anthony found herself at Morgan State University as a professor. Regarding her future in the current position, her contract ends June 30, 2019. She simply stated that, “I’m in this role for as long as God needs me in this role.” Additionally that, “as long as there is that calling, I’m going to answer.” Though her future as department chair is unknown, she has a positive mindset and prepared for any new opportunities that come her way.



# SIGMA NU TAU CONTINUES TO MAKE A

**Interested in Entrepreneurship? Sigma Nu Tau is the organization for you. Originated on the campus of SUNY Plattsburgh in 2009, the main focus of the group is intended to focus on entrepreneurship and its principles.**

Ten years later, that same mission is now being implemented on the campus of Morgan State University. During the Fall 2017 semester, the 24th chapter of Sigma Nu Tau was founded by Dr. Mary Foster and Golshan Javadian.

In the Fall of 2018, the group inducted two entrepreneurs, Gabe Omaru and Jim Linsenmeyer. Four graduate students, (Jami Mensah, Diana Gbalah, Priscilla Nancy, and Kimberly Glover) and one undergrad student D'Avione Jordan. The Spring 19' semester features two undergraduate students

Briana Tere Dixon and Dominique Frederick. Four graduate students (Karee D. Beasley, Princess Eva Cooper, Atarah Pinder, and Warren M. Ward) and Rakia Finley. (Entrepreneur)

Sigma Nu Tau is making a big impact within the Graves School of Business and the MSU community as a whole. The Honor Society offers their own scholarship to members. There's also the University Innovation Fellows program as well as free mentoring with Jim Linsenmeyer, founder of SCORE. There's also free course offerings at [startupschool.org](http://startupschool.org)

Gabe Omaru can assist with applying for loans and securing funding for your very own business. There's also the Goldman Sachs Small Business Program. The Entrepreneur Showcase is another enticing offering for entrepreneurs in the Morgan community courtesy of the E-Society. Morgan students get the opportunity to network, showcase businesses, receive developmental feedback, and pitch ideas to a panel of experts. Winners



also get the opportunity to attend the Sigma Nu Tau ceremony.

The faculty at the Graves School of Business and Sigma Nu Tau have been working hard to update the Entrepreneurship curriculum for the past two years. As a result, the Students at Morgan have the opportunity to earn either major or minor in Entrepreneurship, in addition to gaining exposure to world-renown evidence based approaches in Entrepreneurship.

To earn a major in Entrepreneurship, a student must complete 27 credits beyond the General Education requirement. Four required courses in Intro to Evidence-Based Entrepreneurship, (ENTR 351) Customer Identification and Validation, (ENTR 352) Start up Development, (ENTR 380) and Business Plan Development (ENTR 452) There's also 12 elective credits (4 courses) in the following: Social Entrepreneurship (ENTR 353) Startup

Accelerator (ENTR 360) Business Accelerator (ENTR361) Ideation & Creativity (ENTR 386).

One elective can be from select finance, Marketing, HRM, and management courses. Three school elective credits (1 course) from any upper level course within the Graves School of Business and Management. To earn a minor a student must complete 15 credits beyond the General Education requirements. Completion of the four required courses ENTR 351, ENTR 352, ENTR 380, and ENTR 452 There's no prerequisite for any of the courses.

What do the Greek Letters stand for? SIGMA: The education, experience and entrepreneurship. NU: To navigate uncharted waters to create and innovate. TAU: The tenacity to persevere and succeed. Out of the 24 colleges and universities that make up the Sigma Nu Tau, Morgan State University is the only HBCU affiliate. Those with an entrepreneurial spirit are strongly encouraged to apply.

# A BIG IMPACT AT THE GRAVES SCHOOL

by Grace Moon



# Blockchain Is Reshaping The Supply Chain

by Dr. Ziping Wang

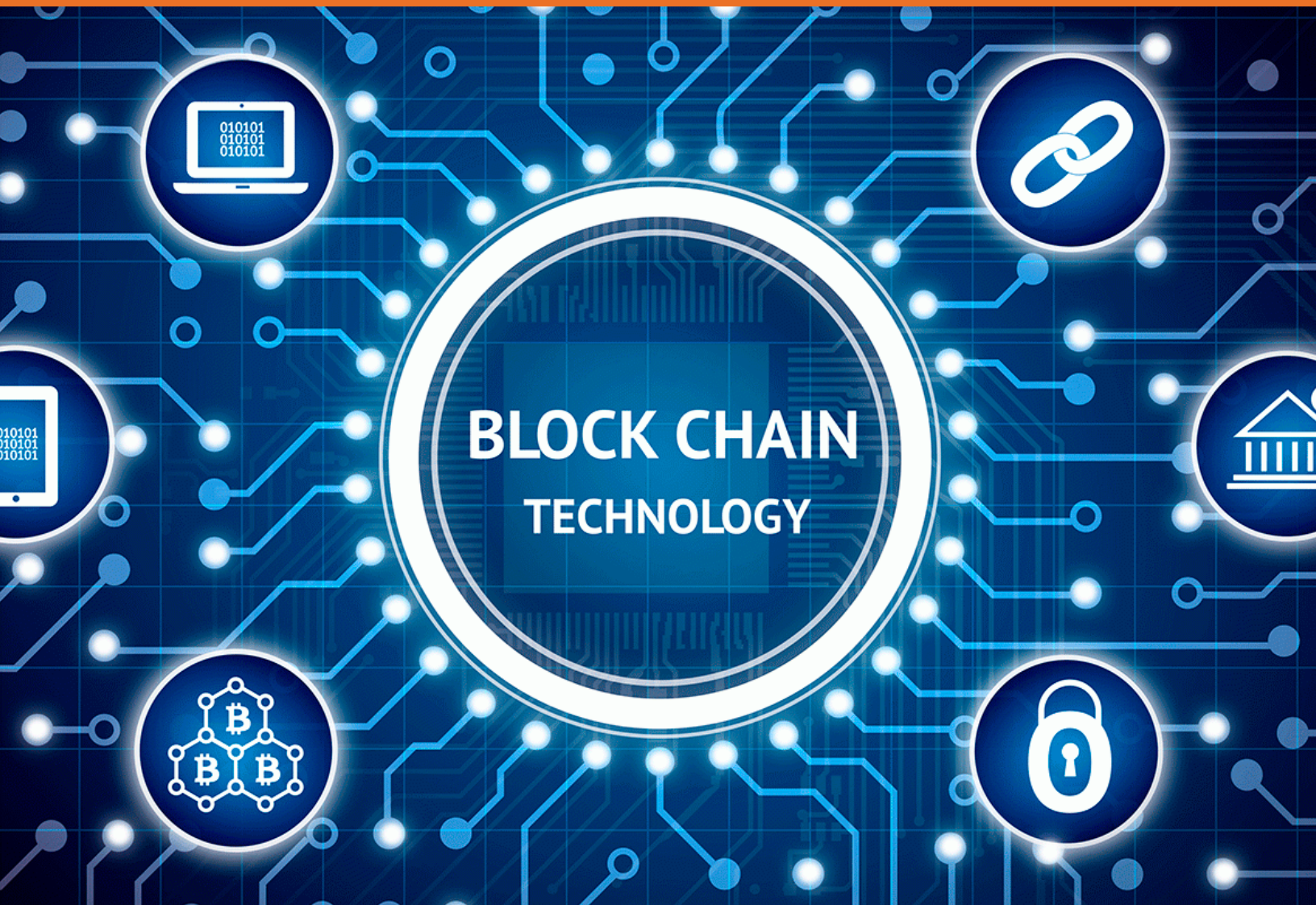


Globalization has significantly improved cost effectiveness in supply chains, but unfortunately, it also makes supply chains longer and more complex. Nowadays, end consumers are demanding higher levels of transparency in goods and services they purchase. Business stakeholders are investing in a robust trust system with

supply chain parties to ultimately increase supply chain efficiency. There is nothing more than a revolutionary technology to fulfill the new era challenges and make innovative supply chain projects successful.

Blockchain, the record-keeping technology, is a shared and distributed ledger where transactions are





validated, then recorded and linked together to provide an immutable history of an asset or operation. The victory of Bitcoin (introduced in 2009) and its succeeding cryptocurrencies has established strong evidence that blockchain technology is an undeniably ingenious invention. Unique features possessed by blockchain, such as decentralization, immutability, double-spending resistance and pseudonymity, contribute to the remarkable success of pioneering blockchain projects in more than 50 industries including banking, voting, waste management, government and public records, supply chain management and much more.

There have been several groundbreaking blockchain projects in supply chain management. VeChain was founded in 2015 and based in Singapore. It provides a safe platform to share “360-degree view” information between supply chain parties (such as manufacturers, vendors and consumers). Their project solutions have been used in several agricultural, wine, and luxury goods companies. Modum.io AG is another pioneer to introduce blockchain technology to pharma supply chain in Switzerland in 2016. In order to assess the temperature and notify senders and recipients, they introduce the blockchain technology to the pharma production, with smart contracts automatically evaluated during the transportation. In a typical blockchain-based supply chain system,

all parties are connected with information shared simultaneously. Validated transactions, encrypted records and smart contracts are conducted on the supply chain. The following figure depicts a general blockchain-based supply chain network, where the sensors are added to build an Internet of Things (IoT, hereafter) integrated system. Blockchain platforms ensure that IoT devices can call the origin and terminate status of goods by timestamps as a proof of packing and delivery.

Blockchain projects indeed enhance transparency and traceability on supply chains, but the application of blockchain technology in supply chain management is still at a fledgling stage. The following table summarizes those challenges rising in traditional supply chains and opportunities to be provided by blockchain technology. Considering the complexity of supply chain transactions, several critical hurdles in the blockchain-based supply chain are also highlighted.

Pioneering blockchain projects have opened a new window to supply chain companies and provided initiatives to solve their challenges in the changing business environment. Blockchain technologies will encourage supply chain companies to rethink the way they approach their businesses and collaborate with their partners. *References available upon request.*



# Deputy Inspector General of U.S. Department of Labor Larry D. Turner Keynote Speaker at the 4<sup>th</sup> Annual Willie Lanier Lecture Series

by Lawrence Jason Dukes



Larry D. Turner addresses student at the Graves School of Business.

**Baltimore, MD** – NFL Hall of Famer Willie Lanier recently hosted his fourth annual Business Lecture Series at the Graves School of Business. This year's keynote speaker was Larry D. Turner. A fellow Morgan Alum, Mr. Turner is the Deputy Inspector General of U.S. Department of Labor. During the 90 minute lecture with students, Deputy Inspector Turner discussed the importance of resume writing and hiring tactics employers use on a daily basis.

Before Turner was introduced, Mr. Lanier spoke about the concept of business ethics. After his illustrious career in the NFL, Willie Lanier became the first black student accepted into the Darden School at the University of Virginia. The concept for his Business Ethics Lecture Series originated from a course that Lanier took in Behavioral Sciences and Business Ethics.

In the late 60's and early 70's fraud was rampant throughout the federal government. Congress established the office of the Inspector General in 1978 to combat organized crime, labor racketeering, and corruption in the workplace. Inspector General's work directly with members of Congress regardless of affiliation to political parties. The team is comprised of over 120 auditors and 130 special agents. Currently there are 73 Inspector General's in the United States.

Inspector General's are appointed directly by the President. However, the terms for Inspector General's are unlimited. Despite political party changes in the Oval Office, Inspector General's maintain their status, regardless if a President is Democrat or Republican. As Deputy Inspector Mr. Larry Turner is responsible for the oversight of several federal programs agencies, and laws. In addition to overseeing an operating budget of 86 million dollars.

Photographed by Derek Cook

The Federal Employees Compensation Act in an example of one law that the Inspector General helps enforce. FECA is a federal law that applies to federal employees with work-related injuries or illnesses. The main goal of the Office of the Inspector General is to conduct audits to review the integrity and effectiveness of the programs and agencies within the Department of Labor.

As Deputy Inspector of the Department of Labor, Turner also oversees the Occupational Safety and Health Administration (OSHA) and the Mine Safety Health Administration (MSHA). Both operate as federal agencies within the Department of Labor. Job Corps is another agency that Turner has direct influence over. Job Corps is the largest career technical training and educational programs in the country. Established in 1964, Job Corps educates over 60,000 students per year.

During his prestigious career, Larry D. Turner has served as Deputy and Acting Assistant Inspector General for the Office of Communication and Congressional Liaison, the Department of Defense, as well as the Deputy Inspector General for the Army Installation Management Command.

Before he started his career as an Inspector General, Mr. Turner served in the military as an Army Installation Management Command Liaison Officer to the Army Materiel Command. Mr. Turner has also served 24 years in the U.S. Army and retired as a Lieutenant Colonel. Larry D. Turner graduated from Morgan State University in 1967 with a BS in Business.



Willie Lanier speaks during the lecture series bearing his name.





# MBA Ranking Committee Highlighted in Recent U.S. News & World Report

by Dr. David Jacobs

The core of the MBA Ranking Committee campaign is to communicate their unusually diverse faculty and community to the public. Recently, Morgan State University was featured in a recent U.S. News & World report, citing the achievements of diversity within Morgan. Maric Zara, Director of Advancement for the PHD Project; listed Morgan as one of three schools in the United States with the most diverse faculties in the entire nation. This organization is committed to increasing the number of minorities as such as African-Americans, Hispanic Americans, and Native Americans on the campuses of business school faculties across the United States.

The next goal of Morgan State University's MBA Ranking Committee is to acquaint the public and media with the work of the faculty, staff, and students at Morgan State. Often times, when journalists research developments in the news, they tend to primarily consult ideas and research from Ivy League Schools. However, there are many knowledgeable influences at the Graves School of Business right here in the heart of Baltimore. These resources are as just as affluent and compatible as their Ivy League counterparts. The hope and expectation is that the media and employers of the Greater Baltimore area develop a flourishing relationship with the MBA Ranking Committee.

Interested in admission to Morgan's Master of Business Administration program? It consists of a two-year program with nine core courses and three electives. Areas of study include, Accounting, Finance, Project Management, Supply Chain Management, Marketing, and Entrepreneurship.

## Members of Morgan MBA Ranking Committee

### Faculty representatives

- David Jacobs
- Chien-Chi Tseng
- Mary Foster
- Omar Khan
- Karen Proudford
- Jigish Zaveri

### Graves Administration

- Dean Boghossian
- Associate Dean Emdad
- Director Masters Programs Joseph Wells

### Director of Web Services

- Henry McEachnie

### Assistant Vice President of Public Relations

- Larry Jones

### Director of Institutional Research

- Cheryl Rollins

## Project Management Analytics: Improving Business Decisions

by Dr. Mary Dunaway

“What gets measured, gets managed”  
– *Peter Drucker, management guru*

Companies today are awash with data. The growth of data shows no signs of slowing and continues to accelerate. The practice of Project Management has used data for decision-making since its early introduction in the 1960s by the Department of Defense (DOD). Such metrics as Earned Value, Cost variance, Net Present Value (NPV), Schedule Variance, and Cost performance are some of the many measures used to monitor and control project outcomes. Analytics offers the ability to incorporate greater accuracy and precision to the Project management process.

Project Management analytics is a systematic quantitative analysis of project data to obtain meaningful information for better decision-making. Project-based data with analytics enables project managers and corporate executives the ability to measure, observe, and analyze project performance objectively and make decisions based on facts. The prevalence of analytical technologies and the volume, variety, and velocity of data has provided project managers and executives with various analytical reports and drill-down capability to break down complex project data and predict outcomes in real-time.

Predictive analytics, Data mining, and Artificial Intelligence are just a few of the analytical methods that enable better decisions, and projects to stay on schedule and within budget. A data-driven analytics approach provides a way to analyze the defined project data to understand specific patterns, trends, and abnormalities that otherwise may be less undetectable

in the project management process. Moreover, not only are executives but also all levels of a company's organization can be equipped with deeper insights that can improve the bottom-line. The value gained in data analytics for projects provides the information needed to improve project outcomes and reduce risk factors, not only at the outset but during any stage of the project life cycle.

Dr. Mary Dunaway, Assistant Professor in Information Science and Systems, is an evangelist for data analytics and project management. Her expertise on this topic has been shared with the University of Virginia, US Department of Agriculture, US Department of Census, Washington, DC and Silver Springs chapters of the Project Management Institute (PMI). In addition to her academic experience, Dr. Dunaway has over 25 years of corporate IS experience and is a Certified Project Manager (PMP).

Professor Dunaway knows that managing a new project can be a daunting task. Project managers are faced with different stakeholders, approvers, teams, budgets, outcomes, and expectations to achieve. To manage all of this, analytics offers value and intelligence to business decision-making. Not only does analytics help to plan, monitor and review the project for success but also supports quality throughout the project.

The market for data analytics is predicted to grow to \$22.8 Billion by 2020. According to the Project Management Institute, there will be a demand for 87.7 million project managers by 2027. With both these disciplines growing at an explosive rate, it only makes sense to integrate Data Analytics to create improved project performance and more sustainable competitive advantage. No matter the size of the company, data analytics offer opportunities to reduce costs, create efficiencies, make better and faster decisions, and ultimately increase customer satisfaction; which translates at the project, program and portfolio levels to greatly enable a company's strategic mission and vision.



# The Weinman Cup Fifth Annual Invitational Case Competition “Putting Knowledge to Work” at Towson University

by Kenya Kelly



From left to right: Janoah Smith, Tyler Waugh, Kiley Williams, Kortney Cooper, and Dr. Ziping Wang

On February 28 and March 1, 2019, at the invitational request of Dr. Ziping Wang, PhD, Associate Professor of INSS at the School of Business and Management at MSU selected Kiley Williams, Sophomore INSS major and Tyler Waugh, Junior Finance major, to participate in The Weinman Cup Fifth Annual, Invitational Case Competition, “Putting Knowledge to Work” on February 28 and March 1, 2019 at Towson University. Kiley and Tyler came in 3rd place.

The Weinman Cup is a rigorous competition open to select undergrad business schools and requires teams to solve a difficult and complex supply chain problem, according to the competition’s informational booklet. The competition was created with the help of the Toby and Melvin Weinman Foundation, Inc., to provide students the opportunity to practice their business skills and interact with local business leaders.

This year’s competition case problem was a complex supply chain problem featuring Penguin Random House, LLC.

# Haysbert Memorialized in the Graves School Building

by Nicholas Fletcher

The strong entrepreneurship spirit of minorities in Baltimore continues to live on at the Graves School of Business at Morgan State University. The former CEO of Parks Sausage Company, Raymond V. Haysbert Sr., will be memorialized by a painting donated by Dr. Charles C. Owens. Dr. Charles C. Owens DDS, a retired dentist and now an artist began to research Raymond V. Haysbert Sr. and was inspired and astonished by his credentials mostly his civil work. Dr. Owens lived in the Washington DC area and was familiar with Parks Sausage Company, but not aware it was a black owned business. “Therefore, as an artist I asked if the Graves School of Business would be interested in a portrait of Mr. Haysbert to allow students to place a visual to the level of success they can have when they push for their dreams.”

Mr. Haysbert’s son, Brian Haysbert, spoke to Morgan State Honors students in the board room named after his father in the Graves School of Business and unveiled the portrait which is now proudly placed outside the board room. It was a proud moment for the Graves School of Business and Morgan State to hear Mr. Haysberts son state, “Dad would have loved this portrait.”



Brian Haysbert unveils painting of his father Raymond V. Haysbert in Graves School Building.





Left to right: Steven Bow (Vice President, Global Corporate & Investment Campus Recruiter) at Bank of America, Joianna I. Wallace (Junior Information Systems Major), Tosin Orimogunje (Associate, Media and Telecom Investment Banking Group) at Bank of America

# Morgan students recognized as University Innovation Fellows

by Troy Jefferson

With the sponsorship of the Earl G. Graves School of Business & Management and under the mentorship and supervision of Dr. Monica Sharif, four Morgan students were accepted and successfully recognized with the high honor of being named University Innovation Fellows. The University Innovation Fellows program, part of Stanford University's Hasso Plattner Institute of Design (d.school), is a global program that empowers student leaders to increase campus engagement with innovation, entrepreneurship, creativity and design thinking. The fellows—Malaika Wanjihia (Electrical Engineering), Leilani Moten (Marketing), Joshua Gist (Electrical Engineering), and Samuel Orelaja (Industrial Engineering)—successfully completed a competitive international interview process and an intensive 6-week training where they developed a change story

aimed to make a positive impact on Morgan's campus. After the successful completion of the training, they had the opportunity to attend a 4-day workshop in Silicon Valley, California where they spent time at Google and Stanford University and interacted with industry leaders in innovation. The team created a proposal, called Morgivate, aimed at developing stronger interdisciplinary relationships among the different academic departments on campus, by hosting a series of events including professional development workshops. The goal is to create an atmosphere where the diverse student body can congregate, collaborate and promote one another. In the spring semester, they held their first design-thinking workshop. The students plan to implement their ideas on campus in the coming months. The Morgan team was comprised of four

students from different fields of studies and backgrounds. The students were able to benefit from their differences to generate innovative ideas.



From left to right: David J. Mincey (Senior Business Administration Major), Chibuzor D. Martins (Sophomore Business Administration Major)



# With the new research center, Morgan's Graves Business School lays the foundation for the growth of FinTech

by Stephen Babcock



## FINTECH

Financial Technology

Like many scholars, Morgan State University researchers were intrigued by the growth and popularity of Bitcoin. The new currency moved transactions into the digital realm, attracting attention - and investors - around the world.

Among those paying close attention was Ali Emdad, associate dean of the Earl G. Graves School of Management and Business. As a longtime information technology professor, he and colleagues noted lots of interest in the underlying technology that provides a record of the transactions on a public record, known as the blockchain. It has the promise to bolster privacy and security in the digital realm at a time when the importance of protecting identity online is being emphasized. To Emdad, these and several other important foundational developments present the potential for a “paradigm shift” in financial technology. “Developments in technologies such as Blockchain move fast. Universities need to stay engaged not only in conducting breakthrough research to advance knowledge in the new technology but also update and innovate their curricula to prepare students for the rapid market changes,” Emdad said.

As interest is growing from individual investors all the way up to the largest corporations and financial institutions, new developments are occurring all the time. Inevitably, this will end up informing new kinds of courses, and future jobs.

“Many use cases were being developed by startups, corporations, and agencies. So I said, higher education institutions are being left out, and we need to do something to promote and enhance understanding of this space,” Emdad said.

Emdad and colleagues saw the benefit of having a focal point at the university to provide a central point to access this information and galvanize the conversation. They looked at other universities and didn’t see anything quite like it.

So, they said, “Why not Morgan?”

Soon, the Center for the Study of Blockchain and Financial Technology was born. “The Center was established to provide an forum that promotes learning and more in-depth understanding of blockchain technology and its impact on finance, business, industry, government, and various aspects of social life,” said Emdad, who directs the center. Its work is already evident. Since its formation, the center at the Graves School has already played host to a blockchain workshop for 22 MSU faculty. It is also helping Morgan’s Blockchain

Club grow and organized the two-day Inaugural National Summit at Morgan on May 3-4 in which 120 delegates from 34 Historically Black Colleges and Universities (HBCUs) participated. The Summit featured Kahina Van Dyke, Senior VP at Ripple; Kevin Werbach of Wharton, author of “The Blockchain and the New Architecture of Trust”; Lee Reiners, Executive Director of the Global Financial Markets at Duke; John Jacobs, former Nasdaq Executive VP who teaches at Georgetown; and Devon Bryan, Executive VP of the National IT Organization at Federal Reserve System; Guy Thellian, Director at KPMG; Jacob Farber, a FinTech legal expert; and CEOs of technology startups.

The center was bolstered by a multi-year grant from Ripple, which allowed Morgan State to join the Silicon Valley FinTech company’s University Blockchain Research Initiative.

“This partnership with Ripple will be a catalyst for establishing ourselves as a leader in this space and allow opportunities to expand alliances with other universities and corporations,” Emdad said.

The Center not only looks to bring the ideas from across the world of finance, economics, and technology, it is also helping to inform what is being taught at Morgan and other universities, as well as bringing these topics into focus in the higher education arena.

The Center will position Morgan to work with leading universities across the world who are spearheading research and development in these areas in a variety of financial and tech-centered academic pursuits. The center will also seek to expand partnerships with the companies who are working to bring new technology to businesses and consumers.

“As a part of its growth and sustainability strategy, we plan to seek financial support and programmatic involvement of broader FinTech firms,” Emdad said.

A key role of the Center’s work will encompass the creation of seminars, workshops, academic conferences, and materials informed by blockchain and cryptocurrency developments. That way, faculty can utilize the knowledge to explore relevant research problems. Importantly, they can also pass it on to students, who could then be positioned to develop new technology, and obtain the jobs that will be offered to those who have expertise in the field, launch companies and become the engines of economic growth.

## Bloomberg Blooming on Morgan's Campus: An Innovative Collaboration

by Brittney Johnson



Jada Grant who was selected to participate in the Bloomberg: Freshman Insights Day



Bloomberg Recruiting team on Morgan State Recruiting Day Left to Right: Nini Davis, Tony Huggins, Catherine Whelan, Dara Ferguson, Meghan Lewis, and Crystal Hunt

The Graves School of Business is taking strides for all schools within Morgan State University to form a joint venture with Bloomberg. This potential partnership could bring brand new terminals to schools on campus like the School of Global Journalism and Communications.

In February 2019, students and guests filled the Capital Markets Lab in the Graves School of Business building. Statistically, from Spring of 2018 the Capital Market Lab has been used by more than 650 students and as of Dec 2018, 100 more students have followed suit in using the Capital Markets Lab. The percentage of those student who received their Bloomberg Market Concepts (BMC) Certification was 48 percent.

The Bloomberg terminals allow students to research and analyze stocks by watching for patterns and financial trends. The business school offers workshops and training on the Bloomberg terminals. On their website they offer students assistance in using their account, creating

an account, and what the Bloomberg terminal does for them.

***"I got the chance to use the terminal last year in my finance class and I have been loving it. That class with the assistance in training of the Bloomberg terminal made me love finance."***

***- Mofoluwake Mosaku***

An aspect of the partnership will be to commercialize the Capital Markets Lab to allow small business owners to access the Bloomberg system and have students serve as Consultants and access the markets so that small business owners can access the full tools of Bloomberg such as the B.Gov platform. Although, this is just in speculation, this is would be a more than a pioneering idea. Allowing students to create a trading strategy and invest in businesses not only by watching and learning the actual stock market, but using real dollars as capital.

Classes available at Morgan State University that are allowing students hands on access to the Bloomberg terminals are ACCT 201 Principles of Accounting I, ACCT 308 Accounting Information Systems, FIN 343 Managerial Finance, FIN 344 Securities Analysis, FIN 345 Financial Markets & Institutions, FIN 443 Advanced Financial Management, FIN 446 International Financial Management, and FIN 620 Corporate Finance. Mofoluwake Mosaku, a second year MBA student with a concentration in Finance said, "I got the chance to use the terminal last year in my finance class and I have been loving it. That class with the assistance in training of the Bloomberg terminal made me love finance."

The terminals are not only allowing Morgan State University students to have exposure to investing. Other students who may pursuing careers in other facets would benefit from the exposure to the Bloomberg terminals as well like Economic, History, Journalism, and Statistics majors.



## The 2018-2019 Public Company Accounting Oversight Board (PCAOB) Education Scholarship Winner



**Esther Akinfe**

*Honors Sophomore Accounting Major, 3.8 GPA*

Our accounting major student Esther Akinfe is awarded \$10,000 Education Scholarship from the Public Company Accounting Oversight Board (PCAOB) for the 2018-2019 academic year. Esther is an Honors Sophomore Accounting major student at Morgan State University with a 3.8 GPA and extensive work and volunteering experience.

Esther is a volunteer with the CASH Campaign of Maryland where she helps low income taxpayers file their tax returns and educates them about savings and investments. She is currently the Secretary of the Beta Alpha Psi at Morgan State University, Assistant Event Coordinator for the National Society of Minorities in Hospitality, and Resident Teaching Assistant at Girls Who Invest.

Morgan State University was selected during the 2017-2018 academic year to nominate a student who majors in accounting for the annual \$10,000 PCAOB prestigious educational scholarship. The PCAOB scholarship is awarded to only one accounting student per institution each academic year. Esther was selected as a nominee from a pool of qualified students in the accounting department based on her academic excellence, work and volunteering experience and dedication to her education.



*Continued from page 20*

The addition of the Bloomberg terminals will not only allow students to be more involved in the stock market but make smarter financial decisions that can not only help themselves prepare for the future but their communities as well. Bloomberg continues to recruit heavily and maintain a Corporate Recruiting relationship with Morgan State University. Bloomberg, as an innovative corporation focus their recruiting on early emersion targeting students early in their college careers. The Bloomberg Recruiting team of Catherine Whelan (Campus Recruitment), Crystal Hunt (Diversity Recruiting), Nini Davis (Client Financial Services), Dara Ferguson (Analytics), Meghan Lewis (Bloomberg Customer Support), and Tony Huggins (Global Data) hosted Morgan State University 2019 Recruiting Day which resulted in Jada Grant, a Freshman Computer Science major, being selected to participate in the Bloomberg Freshman Insights Day and Leilani Moten, a Sophomore Marketing major, being selected to the Bloomberg 2019 Financial Product Analytics & Sales Externship both sessions held at Bloomberg's New York headquarters.

Leilani Moten was selected to the Bloomberg 2019 Financial Product Analytics & Sales Externship



## INROADs hosted its “National Career Academy” training session at Morgan State University last June

by Troy Jefferson

Morgan State University was proud to host the first annual INROADs National Career Academy (NCA) in June 2018. INROADs serves both undergraduate and graduate students and helps over 2,000 students annually many of which attend Morgan State University. For more information on INROADs, visit [inroads.org](http://inroads.org). More than 120 scholars stayed on Morgan State’s campus for career exploration and skills development. The nine day session focused on business and STEAM (Science, Technology, Engineering, Arts and Math) careers.

The NCA — sponsored by Proctor and Gamble (P&G), Lockheed Martin, Ernst and Young, EMG, JCPenney and Ross — was created to develop diverse youth to be academically and professionally prepared for the workforce, according to a press release from INROADs. INROADs is a non profit organization that seeks to improve diversity in corporate America through internship placements.

Students that participated were high school scholars from INROADs College Links, a college and career readiness program for high school students interested in STEAM and business careers with various locations across the U.S. The high school scholars were from Atlanta, Cincinnati, Chicago, Washington DC, and Baltimore.

“INROADs is thrilled to be hosting the first-ever National Career Academy at my alma mater, Morgan State University,” said Forest Harper, INROADs President and CEO, as well as Morgan State alumni in the press release. “The NCA is such an incredible opportunity for our future leaders. With the prediction of 2.4 million STEM jobs going unfilled by 2025, INROADs is committed to help solve this challenge by training and developing pipeline talent early for economic and social impact.”

## It’s All About the “Network” AITP Panel Discussion

by Shiri Fitzgerald

The Association of Information Technology Professionals (AITP) is the premiere organization for individuals with an interest in technology who seek to start, grow and advance their career. This Morgan State AITP chapter adheres to that vision and prioritizes networking as an important factor of student’s success. For this reason, AITP makes it a point to bring in industry professionals as much as we can, giving students the opportunity to learn from their wisdom as well as a chance to expand their network.

Examples of such events are highlighted with a series of panel discussions hosted throughout this academic year, most noteworthy our panel discussions titled ‘Men of Morgan’ and ‘Women of Morgan’, respectively. These events were a hit and well received by our peers. On the panel were various trailblazing Morgan alumni in the technology workforce. They shared valuable insights on their experiences, as well as how Morgan prepared them for their success.

Another noteworthy network event of professional involvement is our Career Readiness Series prior to Spring 2019 Career Fair. At this affair, we brought executives and HR representatives from various companies. It was a great opportunity for our students to network and learn firsthand the nuts and bolts of what it takes to land their dream job. This career readiness series began with a workshop on ‘Acing the Interview’ conducted by Harry Holt, VP of Operations at Bithgroup Technologies. He discussed resume tips and tricks as well as giving advice on what to do, wear, or say during professional and technical interviews. This was followed by a day of resume reviews and mock interviews. Students were able to benefit from the expertise of Ranecia Smith, Morgan’s Center for Career Development and Vermeka White, Travelers Insurance during the resume review session. Simultaneously, they were able to practice their interviews with a member of our mock interview panel: Matthew Hernandez, Matthew Wheeler, both from Stanley Black & Decker, or Sean Moody from Southwest Airlines.

Although a lot of Information Systems majors spend a decent amount of time working on computer networks, for AITP, you can be a part of this network without a computer. A student’s professional network can make a career. At AITP, we make it our personal responsibility to introduce students to professionals in various segments of the industry, and at various companies. We will continue to work towards the professional development of our student members and strive to improve the future for all. Join us to build your professional network, strengthen your technical knowledge and business skills, develop a personal career path. Contact us: [Morganstateaitp@gmail.com](mailto:Morganstateaitp@gmail.com).







From Left to Right: Dante Taylor, Shaunelle Mendez, Shadae Capers, Dr. Julaine Rigg, Asia McFarland and Jasmine Howell

## 30<sup>th</sup> National Society of Minorities in Hospitality Convention

by Troy Jefferson

Atlanta is the place to be for those interested in hospitality management. Donte Taylor, an undergrad business major in 2021, attended the 30<sup>th</sup> annual National Society of Minorities in Hospitality Convention in Atlanta. “It’s perfect for networking,” Taylor said.

The Morgan State Graves Business School, chaperoned by professor Julaine Rigg, took seven students to the conference from February 14 to February 17.

“The goal of the conference is to make for a wholesome experience,” Rigg said. “It’s not only about academics or jobs, the desire is for students to come away more well rounded.”

Events and activities during the conference included mock interview sessions, a career fair, an awards gala and resume workshops.

Participating universities included Howard University, Auburn University, Florida State University and San Diego State University.

Companies on hand to recruit students for full time positions and internships included Hilton, Sodexo, Four Seasons and MGM Resorts International.

Taylor said the conference was beneficial and he made some strong connections with corporate partners during the four day event.

In order to be able to be included for inclusion and have the university cover the registration cost for the conference, Rigg said students must join the Morgan State Chapter of the National Society of Minorities in Hospitality.

“Active members are chosen,” Rigg said.

Next year’s conference will take place from February 20 to February 22 in Houston and registration for the event will open in June.

The event will take place at the Hyatt Regency Houston. For more information, visit [nsmh.org/annual-conference](http://nsmh.org/annual-conference).

# The Whether's Mary Ellen Pleasant Entrepreneurship Fellowship

by Troy Jefferson



From left to right: Aden Coleman, Khallia Fernandez, Fredric Mitchell, and Kunal Parbadia

The Whether is trying to find the right career and employer for college students including those at Morgan State.

“Starting Spring 2017 we started reaching out to schools to see if they’re interested in a scholarship program and Morgan State responded in favor,” said Fredric Mitchell, Vice President of Product at The Whether. The Whether is an organization that aims to help employers and students build meaningful relationships through engaging content including their personality assessment.

Through their fellowship program, The Whether is trying to engage with college students and employers looking to hire.

The Whether identified four Morgan State students for their Mary Ellen Pleasant Entrepreneurship (MEPE) Fellowship.

The MEPE Fellowship is a virtual internship that last 10 weeks and pays up to \$2500. With the fellowship, students receive practical paid experience working at a start-up, a way to help other students on campus with their careers, leadership and team collaboration skills and a potential trip to an awards dinner celebrating their success and networking with other entrepreneurial professionals at the end of the internship, according to their website.

“The goal of the fellowship is to have student leaders on campus help other students on campus figure out who they are and their career path,” Mitchell said. “Students listen to other students.”

The four Morgan State students participating are junior Aden Coleman, junior Khallia Fernandez, sophomore Mauriac Alpini and junior Somto Nweke. The four students have varying interests and career plans, which include business, psychology, nursing and computer science respectively.

“One of the perks is I learned a lot about myself,” said Fernandez. “The assessment is about highlighting your strengths and weaknesses.”

Mitchell, who spoke at the Strictly Business leadership event at the Graves School of Business this past winter and participated in the winter Career Fair, said he hopes to see further expansion to additional universities and to see students have a greater understanding of themselves.

“It’s a conversation starter. The assessment is a great way for others to know about you and you can know about yourself,” said Kunal Parbadia, Vice President of Operations at The Whether. “Employers won’t hire you unless you put yourself out there and let them know who you are and what your skills are. We make that more visible through the assessment.”

If you’re interested in applying for the fellowship, visit <http://mepe.thewhether.com> and for general information about The Whether, visit [TheWhether.com](http://TheWhether.com).

From left to right: Kunal Parbadia, Somoto Nweke, and Fredric Mitchell







Back row from left to right: Rose Marie Kebe, Amma Ankobia, Tilia Shepherdson and Dr. Samuel Deal. Front row from left to right: Malik Applewhite, Jordan Dease, Evans Feudjio Momo, and Tyler Waugh.

## Principal Field Trip - Spring 2019

by Dr. Samuel J. Deal

On March 24 - 26, 2019, seven (7) Morgan State University (MSU) students in the Graves School of Business and Management (GSBM) Honors Program traveled to the corporate headquarters of Principal Financial Group (Principal) located in Des Moines, Iowa. The trip, the third such trip in as many semesters, was the result of the partnership between Principal and MSU to expose students to the work environment of a Fortune 500 company, while providing Principal the opportunity to present itself to HBCU honor students, an audience that it has identified as part of its diversity outreach initiative. The students were given a tour of downtown Des Moines, with quick

stops being made at Principal Park, Des Moines Art Center, and the Iowa State Capitol. Students were given a glimpse of “small town” living while working at one of the largest financial firms in the country. The peacefulness of the city, the excellent cuisine of Des Moines eateries, and the lack of rush hour traffic were not lost on the students. Principal stressed the fact that the significant income from a Fortune 500 company would go much farther, and last much longer, in a lower cost of living city such as Des Moines.

The seven students, Rose Marie Kebe, Amma Ankobia, Tilia Shepherdson, Malik Applewhite, Jordan Dease, Evans Feudjio

Momo, and Tyler Waugh, and faculty chaperone Dr. Sam Deal, also toured the expansive campus of Principal, and met with several high level executives of the company. The visit culminated in presentations from the students addressing “the Principal Challenge” of how to more effectively engage Millennials/GenZ through the use of smart speakers, and similar technology. The Principal audience was impressed, and MSU was made proud, with the creativity, astuteness, and presentation skills of our MSU students.

Hopefully the Principal partnership with MSU will continue to grow, as the exposure provided to the students is invaluable.



# Graves Honors Program hosts the 2019 Boeing Interdisciplinary Case Competition at Morgan State University

by Kenya Kelly



On March 25, 2019, The Graves Honors Program hosted the 2019 Boeing Interdisciplinary Case Competition at the Graves School of Business and Management.

Five teams made up from the Graves Honors Program participated in the competition where students used their collective knowledge of Supply Chain, Technology and Finance concepts to help their team develop a solution to the presented case. The competition is an opportunity for students to apply their business and engineering knowledge in a cross functional team setting to solve real world industrial problems and foster the continual relationship established between The Boeing Company and Morgan State University.



First Place team members from left to right: Hafeesah Moore, Jamielle Davis and Purnell Hill

The panel of judges for the 2019 Boeing Interdisciplinary Case Competition were: Boeing executives Upshure “Sonny” Coard III, Director, Mission Assurance at Boeing- Defense Space & Security, Andrue Abernathy, Manager – Enterprise Finance Services Cost & Financial

Structure Management, Terrence Chance, Chief Financial Officer IT & DA, Hannah Drobits, H-47 Program Scheduling, Kelli Cottom, University Relations and Candidate Experience Specialist, and in attendance from Earl G. Graves School of Business and Management Dr. Fikru Boghossian, Dean and Dr. Ali Emdad, Associate Dean.

The First Place team consisting of Jamielle Davis, Senior Accounting & Marketing major (graduating May 2019), Hafeesah Moore (1<sup>st</sup> place winner 2018), Sophomore Business Administration major and Purnell Hill, Freshman Finance major took home the \$1,500 award. The Second Place team was awarded \$900 and the Third Place Team shared the \$600 award.



# American Airlines Hosts 10<sup>th</sup> Annual Earl G. Graves Award for Leadership in Diversity and Inclusion Luncheon

by Samara Lynn



Earl "Butch" Graves, Jr., President and CEO of Black Enterprise

Last September,, American Airlines hosted its 10<sup>th</sup> annual Earl G. Graves Award for Leadership in Diversity and Inclusion Luncheon. The honor recognizes the airline's employees who advocate for diversity and inclusion in the company and in their communities.

During the event, American presented Morgan State University with a \$10,000 education grant. Morgan State is the alma mater of Earl G. Graves, the founder of Black Enterprise, and for whom the award and Morgan State's school of business is named. Earl "Butch" Graves, Jr., President and CEO of Black Enterprise, and Donna Howard, Development Director at Morgan State University accepted the award from American's Chairman and CEO Doug Parker.

"We are grateful to American Airlines for making this generous gift possible, and to the diversity champions in this room today, for bringing the Earl G. Graves legacy to life through your leadership and commitment to help build a diverse, inclusive, global organization where individuals are valued and mutually respected," said Howard, in a released statement.

From a press release, the 2018 Earl G. Graves Award for Leadership in Diversity and Inclusion honorees are:

## **Alessia Giovannotti, Premium Customer Services Representative, London**

In May, Alessia assisted in starting the Professional Women in Aviation Employee Business Resource Group (EBRG) chapter in London. In just four months, the chapter has grown to more than 100 members. Her firsthand experience working in diverse locations and interacting with different cultures sparked her interest in creating a local chapter.

Alessia believes diversity is a key factor in improving the work environment for team members and customers. As a Premium Customer Services Representative, her responsibility is to provide exemplary service to all customers, ensuring all their needs are met.

*"Our diversity makes us unique and bringing our diverse perspectives together is what makes us strong."*

— Alessia Giovannotti

## **Sonia Lopez, Reservations Manager, Lima, Peru**

Sonia has worked in the airline business for 44 years. She says her passion for service, respect for others, and understanding diversity can only add to the whole were imprinted in her by her parents at a very early age. Sonia's desire for equal possibilities, for everybody in her community, drove her to lead several projects in different parts of Peru, including providing electricity and water to a school located in a shanty town, collecting and donating unneeded spare metal aircraft parts to shops that made prosthetics for disabled children, and constructing a dining room for Arie, a hospital for handicapped children. Sonia often quotes Francis of Assis when asked about her endless efforts, both personally and professionally: "Start by doing what's necessary, then do what's possible, and suddenly you are doing the impossible."

*"It is never about you and me; it's always about us."*

— Sonia Lopez

## **Syed Masood, IT Senior Project Manager, Fort Worth**

Syed understands the important lessons of inclusion and diversity are taught in classrooms. This year, he pioneered a joint venture between his two favorite organizations: Islamic Circle of North American (ICNA) Dallas and American, and successfully executed an annual recognition program to honor the contributions of public school teachers in the DFW area. His goal is to acknowledge the value these teachers have added in the lives of the increasingly diverse students within their classrooms. Due to these collaborative efforts, ICNA Dallas recognized and awarded American as "The Best Employer" in 2016 for community engagement and outstanding efforts for inclusion and diversity.

*"Inclusion means I can be completely who I am and will have the same chance to be involved in any and all levels at American. It means I don't have to change to someone else's version of me to be accepted at American."*

— Syed Masood

Continued from page 27

**Steven Sherrill, Facilities and Project Administration Manager, Fort Worth**

Steve is the primary liaison between Corporate Real Estate and Supplier Diversity. He has been involved with EBRG's since 2002, when he became a charter member of Spectrum, one of the first groups of its kind at US Airways. Since then, he has been active in the Pride EBRG, including serving as president of the DFW chapter of Pride for the past three years. Steve was recently elected to the Diversity

Advisory Council as one of the global leads of the Pride EBRG. Also, he is working to establish a North Texas LGBTQ Corporate Roundtable, where local corporations collaborate to promote community service projects and mentor corporations on establishing EBRG programs.

*"Embracing and celebrating the pillars of inclusion and diversity is essential to the success of any individual, team, and global organization."*  
— Steven Sherrill



## Faculty Research & Publications

**Dr. Christine Custis**, a graduate of the doctoral program, was awarded the Best Research Publication Award by the *International Journal of Strategic Management* for her paper titled "What Are the Factors Affecting a Firm's Ability to Innovate?" She completed her Ph.D. program under the guidance of Dr. Jigish Zaveri and is currently working at Shenandoah University.

**Dr. Jigish Zaveri** has worked on a multi-disciplinary MTIDES (Morgan - Teaching to Increase Diversity and Equity) Program with an interdisciplinary team of

administrators and faculty members from several schools/colleges within the university (the School of Computer Mathematical and Natural Sciences (SCMNS), School of Education and Urban studies (SEUS), School of Business and Management (SBM), and College of Liberal Arts (CLA)) has works strategically to produce and introduce novel courses and developed curriculum. One of the major goals of this venture to infuse computer and information science tools into basic science courses in chemistry, biology, physics, mathematics, and computer science for the purpose of graduating a workforce skilled in data science.



# ALUMNI NOTES



**Jeffrey Alston** (MBA '12) of Johnson City, TN, has entered Higher Education/Student Affairs. Most recently he served as Associate Director of Employer Relations & Internships at The College at Brockport, SUNY. He obtained a Doctorate of Education in Educational Administration with a concentration in Student Affairs from the University of Rochester. Currently, he serves as Director of University Career Services at East Tennessee State University.



**Michael Atoki** (MBA '77) of New York was Deputy Director of Banking Supervision with Central Bank of Nigeria before returning to the United States after 20 years with the institution.



**Curtis Wilson** (MBA '95) of Montclair, NJ is Vice President & General Manager of Travel, Entertainment & Other Related Services Industries, National Client Group for Global Merchant & Network Services. He leads a \$60 Billion+ business unit responsible for various business building strategies and activities pertaining to marketing, co-branding, driving discount business volume, top line growth, and use of cardmember data and financial analytics to deliver premium value-content to American Express merchants and cardmembers. Curtis has held several progressive positions of responsibility within the American Express Company; headquartered in New York, NY since joining the firm as a territory manager in the Washington, D.C. region. Prior to joining American Express, he worked for Procter & Gamble. Curtis holds a Bachelor of Business Administration degree from The Ohio State University and a MBA in Finance from Morgan State University. Curtis resides in Montclair, New Jersey with his wife Deborah. They have two children Curtis M. and Taylor K. He is a Board of Trustee/Director for the National Restaurant Association Educational Foundation, an advisory board member of Determined to Educate, Inc. Bronx NY, and an advisory board-member of the Montclair African American Heritage Foundation, Inc. Montclair, NJ. He is a member of Glen Ridge Golf & Country Club, in Glen Ridge, NJ and a non-resident member of Firestone Country Club in his hometown of Akron, OH.



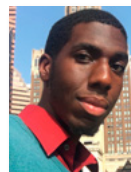
**Deborah Wilson** (MBA '95) of Montclair, NJ, has had a career that included Senior-level Human Resources positions with Citibank, Prudential, AT&T, and Cushman & Wakefield. She currently leads Global Learning & Development for Wunderman Thompson,

a global digital marketing agency with 20,000 employees, headquartered in New York City. Deborah is a former President of the Montclair School Board where she served her community for nine years. She is active in Alpha Kappa Alpha Sorority, Inc. and current President of Omicron Xi Omega Chapter (Montclair, NJ). In addition, she serves on the sorority's International Finance Committee. Deborah and her husband live in Montclair, NJ and are the proud parents of Curtis Malik (23) and Taylor Kay (21).



**Anil Thapa** (MBA '14) of Woonsocket, RI graduated with a MBA from Morgan State in December 2014. After graduation, he joined Wilmington University for a 2nd Masters in Information Assurance. After that, he joined Synchronisys Inc as an IT Business Analyst. The degree in business and IT helped him a

lot in his professional career. He loves my job as it provides him an opportunity to work from home when needed. It has flexible working hours and provides an opportunities to travel throughout the States.



**Joshua Annan** (MS Project Management '16) PMP, of Baltimore, MD graduated from the Master of Science in Project Management program at Morgan State University. He continued his studies independently for the Project Management Professional Certification which he passed in July 2017.

Not long after, he accepted a new position with Omni-Strategy, a government contractor, as a Senior Consultant focusing on contract management and on-site at the Maryland Transit Administration within their Track & Structural Engineering department. He enjoys his role from day to day and supporting the various capital projects of the agency.



**Chandra McNeil-Johnson** (MBA '15) of Reisterstown, MD has been certified as a foster parent for Baltimore County. She was nominated Treasurer for the Tho SANDD Dems Organization.



**Robin Haynes** (BA '12) has published her first book "The Fundamentals of Finances Applied to Everyday Living." She also obtained her MBA in Entrepreneurship from Capella University in Fall 2018. Haynes is also married and has two children: Chloe and David.

Please submit your Alumni Successes at: <https://form.jotform.com/90155501371145>

# Career Opportunity Starts Here Graves On-Line MBA



Log in at [www.morgan.edu/sbm](http://www.morgan.edu/sbm) to learn more!

2018 Ranked #2 in Maryland



2019 #21 Nationally,  
#4 Northeast

