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WestVirginiaUniversity.
JOHN CHAMBERS COLLEGE OF BUSINESS AND ECONOMICS

LET'S TALK BUSINESS



Reinvention Revolution

Chambers believes that the College's new initiatives will help push West Virginia and WVU to "disrupt" themselves. As evidenced by his "disrupt, or be disrupted" mantra, he emphasizes that no entity can be in a leading position when they are doing the right thing for too long.

Chambers College launches new Healthcare MBA program

The newly formed Healthcare MBA is a 39 credit-hour program that is delivered fully online and can be completed in less than two years. The flexible format allows students to pursue their degree while also maintaining momentum in their career.

LEADERSHIP LEDGER



Welcome back, Chambers College team! Today, the energy will be high on campus as students return for classes. It will also bring a new wave of energy to our College as we work to move West Virginia Forward to solve the problems of today – and prepare to navigate the challenges of the future.

We have an exciting semester ahead:

- We will set and operationalize goals to align with those of President Gee and Provost Reed. (Leadership team: Reminder that quarterly goals are due to Jamie **no later than Jan. 24.**)
- We will continue to push forward and navigate external enrollment challenges to bring more students to the Chambers College.
- We are one semester closer to making Reynolds Hall our new home in 2022, and we will continue fundraising for these efforts guided by the leadership and energy of our new Assistant Dean for Development, Abby Esguerra.
- We will showcase our strengths as an academic enterprise when AACSB visits campus **March 1-3.**
- We will continue to foster new innovations to move West Virginia Forward through the work of Vantage Ventures. Brad Smith, former CEO of Intuit, will be here **March 5** to visit with the campus and our College to allow Brad to see the tremendous work of our team first-hand.

We have much to look forward to and accomplish – and we also have much to celebrate. I am incredibly proud of the work that this College did together to push our University and our State forward in 2019. As you take on a new semester with a new set of goals to accomplish, take a minute to reflect on how far we've come over the last year.

I look forward to an exciting semester ahead. *Let's go!*

- Javier

FACULTY NEWS & RESEARCH

WVU economists fueled to pave the way for enhanced traffic safety, road quality

"Effects of Pavement Maintenance on Traffic Outcomes" is one of only six proposals receiving funding from NBER. The project is part of a three-year NBER research initiative on "Transportation Economics in the 21st Century."

Potomac Highlands counties to unveil Action Plan for Economic Prosperity

The study makes six recommendations to help enhance the economy of the Potomac Highlands region, including assistance in recruiting new workers, improving digital communications, and developing new policies to promote housing and lodging growth.



CHAMBERS COLLEGE IN THE MEDIA

Deskins: WV economy is growing, future outlook positive
John Deskins | WVNews

Suspicious Market Movements Wane After U.K. Bans Early Peaks at Data
Alexander Kurov | The Wall Street Journal

WVU officials update lawmakers on Vantage Ventures initiative
Vantage Ventures | WVNews

Is West Virginia short of 20,000 skilled workers its economy needs?
Brian Lego | Politifact

America's Worst Economy Is Still Waiting for Its Trump Bump
John Deskins | Bloomberg

STUDENT NEWS

Record number of colleges, universities advance to West Virginia Collegiate Business Plan Competition semi-finals

Eighteen state colleges and universities will be represented in the 2019-2020 West Virginia Statewide Collegiate Business Plan Competition semifinals, with a total of 31 teams moving onto the next stage of the competition.

The next chapter: Chambers College celebrates December 2019 graduates

West Virginia University's John Chambers College of Business and Economics welcomed 179 newly minted graduated to a group of accomplished alumni. During December's commencement ceremony, the Chambers College conferred 143 bachelor's degrees and 36 master's degrees.

Anything But Camouflaged: Khadidja Diouf

As a young, African American girl growing up in an urban neighborhood of Dayton, Ohio, Diouf's mother provided her and her sister with the best opportunities she could afford — everything she could to keep them off of the streets. Sports, such as taekwondo, were on the list. But education, such as advanced tutoring in reading and math, came before black belts.

UPCOMING EVENTS

- **January 16**
  - Resume Review Session
    1:30 - 3:00 p.m. | B&E 3rd Floor Atrium
- **January 22**
  - Mock Interview Days
    9:00 a.m. – 5 p.m. | B&E 345
  - Headshots for Directory
    9:00 - 11:30 a.m. | B&E 4th Floor Atrium
- **January 24-25**
  - MSIR Practicum (JOINT) PepsiCo Case Competition
    12:00 – 5:00 p.m. | Gluck Theater, Mountainlair
- **January 27**
  - Resume Review Session
    3:30 – 5:00 p.m. | B&E 3rd Floor Atrium
  - BCC Workshop Series: Introduction to Photoshop and Illustrator
    5:00 – 5:30 p.m. | B&E 347
  - How to work a Career Fair Workshop
    5:30 - 6:30 p.m. | Ming Hsieh Hall G21
- **January 28**
  - Chambers College Career Fair
    1:00 – 5:00 p.m. | Student Rec Center
- **January 31**
  - BCC Workshop Series: Liberating Structures: From the Classroom to the Boardroom
    3:00 – 4:00 p.m.
  - Collegiate Business Plan Competition Semifinals
    8:00 a.m. – 3:00 p.m. | Fairmont State University
  - MSIR Practicum: Managing Ethics in the Workplace
    8:30-12

View Full Calendar

DEPARTMENT DIGEST

Department Digest is a collection of successes in each department, including publications, awards and invitations to speak at panels, conferences and workshops. Have good news? We want to know about it! Share your department successes through this form to have them included in future editions.

CHAMBERS EXECUTIVE EDUCATION

Edmilson Bernardes concluded Lean Six Sigma (LSS) training for the DEA and their forensic labs at the DEA conference at their headquarters in Virginia. During this training, lab professionals from 11 locations throughout the U.S. presented their findings and received additional training on change management and continuous improvement sustainability.

ECONOMICS

Economics Department Chair **Joshua Hall**, along with Econ PhD students **Eduardo Minaci** and **Amir Nob**, had their article "A Data Envelopment Analysis of West Virginia School Districts" accepted for publication in Heliyon.

Adam Nowak, associate professor of Economics, had his co-authored paper "Asymmetric or Incomplete Information about Asset Values?" published in Review of Financial Studies. This is a journal of the highest caliber.

Dan Grossman and Lindsay Allen (Public Health) had their paper "The Impact of Voluntary and Nonpayment Policies in Reducing Early-term Electives Deliveries among Privately Insured and Medicaid Enrollees" accepted at Health Services Research.

Scott Schuh's "Credit Card Utilization and Consumption over the Life Cycle and Business Cycle" was cited in a recent issue of *The New Republic*.

Economics PhD student **Allyssa Wadsworth** had her paper "Moore Religious Icons on State Property? Alabamians Pass Bill to Allow Overlap of Church and State" accepted in Applied Economics Letters.

ENTERPRENEURSHIP

Ryan Angus had two articles published in Strategic Management Journal in 2019, with findings that would be of interest to entrepreneurs and managers across a wide range of businesses. The first article examines how app development entrepreneurs should position their products to be as successful as possible in competitive platform ecosystems such as the Google Play app store. The second examines the widespread notion of entrepreneurial "pivoting" and shows that most app development entrepreneurs tend to pivot very distantly in response to failure, while pivoting distantly harms future performance.

FINANCE

Alexander Kurov's new working paper has been featured in the Wall Street Journal and in the Telegraph. "Drift Begone! Release Policies and Preannouncement Informed Trading" looks at informed trading around UK macroeconomic news before and after the UK stopped pre-releasing market-sensitive economic data to government officials. Kurov worked on this paper with one of the co-authors in London as part of his sabbatical.

Victor Chow recently appeared on Bloomberg TV for a discussion on the Vesper U.S. Large-Cap Short-Term Reversal Strategy ETF (UTRN).

HOSPITALITY/HIT LAB

Ajay Aluri was invited by the American Hotel & Lodging Educational Institute (AHLEI) and National Restaurant Association (NRA) to revitalize the Hospitality and Tourism Management program curriculum in the U.S. and beyond. Aluri was selected in this panel, which is made up of industry leaders and practitioners and academic experts.

The hospitality program welcomed **Jeff Zidell**, the former head of loyalty of Hyatt and current executive of CWT, as the adjunct professor of practice.

MANAGEMENT

Lily Morse had her paper accepted for publication in Organizational Behavior and Human Decision Processes (OBHDP). OBHDP is an A-plus journal in management and a very highly respected journal across all business schools in the country. The title of her paper is "The Valley of Trust: The Effect of Relational Strength on Monitoring Quality."

MARKETING

Two of WVU's marketing faculty, **Paula Fitzgerald** and **Emily Tanner**, had separate manuscripts published in the prestigious Journal of Public Policy and Marketing.

PhD student **Laurel Cook** had her paper "Reducing Referral Leakage: An Analysis of Health Care Referrals in a Service Ecosystem" accepted for publication in the Journal of Services Marketing. This is joint work with Genevieve O'Connor of Fordham University. Additionally, Cook's paper "The Message is #Sponsored, but the Product is #CoCreated" was accepted into the 2020 Academy of Marketing Science (AMS) World Marketing Congress.

Let's Talk Business is produced bi-weekly by the College's Office of Strategic Communications. To share a story in a future edition, you may submit a newsletter item here.

Our office oversees strategic communications and marketing. If you have a project that you'd like to work on with us that aligns with your department's goals, please out the project form and we will be in contact.

Please send feedback or comments to Heather Richardson, Assistant Dean of Communications, Engagement and Impact at hrichard@mail.wvu.edu

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