

# SB Faculty Accomplishments 2015

The School of Business faculty team continues its upward path toward performance excellence. Following is a presentation of our faculty's accomplishments during 2015.

**Dr. Tahmoures Afshar (Finance)** has presented a peer-reviewed paper:

- Afshar, T. & Jinkens, R.C. "Empirical Evidence on Investment Behavior of Elite Investors," at the *American Association of Behavioral and Social Sciences*, Las Vegas, February 10, 2015

**Wendy Bandoni (Fashion Marketing)** participated in a series of professional projects:

- ASD Tradeshow, "Lifestyle trend presentation", Las Vegas, July 2015
- "Innovamoda, Mexico, "Identificando Tendencias En Un Mundo Digital" (Exploring the world of digital marketing and consumer behavior), November 2015
- *WWD Blogger Lounge*, Las Vegas – February 2015

She also co-authored and presented a peer-reviewed paper:

- Bandoni, W., Üçok Hughes, M., & Nagel, A. "Fashion Disruption in the Digital Age", peer-reviewed paper presented at *GAMMA Fashion Management Conference*, Florence, Italy. *Journal of Fashion Marketing*, June 2015.

Additionally, Ms. Bandoni submitted the manuscript for her forthcoming academic book:

- Bandoni, W. K. [forthcoming]. *Fashion Marketing; Storytelling in a Digital World*. Social Media; textbook Bloomsbury Publishing, London UK (submitted, Dec. 2015)

**Dr. Angelo Camillo (Management)** published three edited academic books:

- Camillo, A. A. (2015). *Global Enterprise Management: A New Perspective on Challenges and Future Development - Volume I*, Palgrave McMillan.
- Camillo, A. A. (2015). *Global Enterprise Management: A New Perspective on Challenges and Future Development - Volume II*. Palgrave McMillan.
- Camillo, A. A. (2015). *Handbook of Research on Global Hospitality and Tourism Management*. IGI Global.

He also (co-)wrote the following peer-reviewed academic book chapters:

- "Bajada, A., Camillo, A. A. Erskine, A., Holt, S., (2015). *Medtronic, Inc.: A Competitor's Strategic Audit*, Book chapter in: Camillo, A. A., (Ed), Vol. II., (2015). "Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.
- Camillo A. A., Camillo I. C. (2015). *The Ethics of Strategic Managerial Communication in the Global Context*. Book chapter in Normore A. H., Javidi, M., Long, L., (Eds.), *Handbook of Research on Effective Communication, Leadership, and Conflict Resolution*. USA: IGI Global. (Forthcoming, 2016)
- Camillo, A. A., Di Pietro L. (2015). *An investigation on cultural cuisine of mainland China. Management implications for restaurant operators*. Chapter in Camillo, A.A., (Eds.), *Handbook of Research on Global Hospitality and Tourism Management*, Ch. 3, pp 23-36.
- Camillo, A. A., Di Virgilio, F., Di Pietro, L. (2015). *Firm's Global Strategies and The Effect of Group Knowledge Environmental Variables on Decision Making Process*. Book chapter in: Camillo, A. A., (Ed), Vol. I.
- Camillo, A. A., Francesca Di Virgilio, Loredana Di Pietro (2015). *Staff Turnover at the Crossboarder Hotel Company. A strategic - longitudinal investigation, part A*. Chapter in Camillo, A. A., (Eds.), *Handbook of Research on Global Hospitality and Tourism Management*, Chapter 26, pp 531- 542. USA: IGI Global.
- Camillo, A. A., Presenza, A., Di Virgilio, F. (2015). *An analysis of the characteristics and dynamic development of an emergent hotel business model in Italy: "Albergo Diffuso" (Diffused Hotel)*. . Chapter in Camillo, A. A., (Eds.), *Handbook of Research on Global Hospitality and Tourism Management*, Ch. 1, pp 1-12. USA: IGI Global.
- Erskine, A., Camillo, A. A., Bajada, A., Holt, S. (2015). *Home Depot, Inc.: A Strategic Investigation*. Book chapter in: Camillo, A. A., (Ed); Vol. II., "Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.
- Hamzah, H., Karim, M. S. A., Holt, S., Camillo, A. A. (2015). *The challenges in establishing environmental management systems in tourism and hospitality establishments – ISO 14001*. Chapter in Camillo, A. A., (Eds.), *Handbook of Research on Global Hospitality and Tourism Management*. Ch. 2, pp 13-22. USA: IGI Global.
- "Presutti, M., Holt, S., Camillo, A. A. (2015). *The Glocalization of International Firms: an empirical investigation in the hospitality sector*. Book chapter in: Camillo, A. A., (Ed). Vol. I., *Global Enterprise Management: A New Perspective on Challenges and Future Development*. Palgrave McMillan.

In addition, Dr. Camillo had five peer-reviewed conference papers accepted:

- Camillo, A.A., Camillo, I.C., Presenza, A, & Di Virgilio, F. (2015). *An Investigation of the*

*Strategic Enterprise Risk Management, Crisis Communication and Preparedness*. Third World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships, University of Central Florida, Rosen College of Hospitality Management, December 15-19, 2015

- Presenza, A., Camillo, A.A., Camillo, I.C. (2015). *Sustainable innovations in the accommodation sector. The dynamic development of the emergent "Albergo Diffuso" (Diffused Hotel) in Italy*. Third World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships," University of Central Florida, Rosen College of Hospitality Management, December 15-19, 2015
- Camillo, A. A., Holt, S., Presenza, A. & Di Virgilio, F. (2015). *A Global Perspective on the Strategic Enterprise Risk Management and Crisis Preparedness*. Published proceedings of the Italian Management Journal "Sinergie" annual conference. University of Molise, Termoli, Italy, July 9-10-2015
- Di Virgilio F., Holt S. & Camillo A. A. (2015) *Are Gender differences in workplace conflict important? A study on influence of Informal conflict Management*, Annual 15th EURAM (European Academy of Management) Conference, Warsaw, Poland.
- Presenza, A., Murat Y. & Camillo A. A. (2015). *Passion before profit in hospitality ventures. Some thoughts on Lifestyle Entrepreneurs and Albergo Diffuso*. Accepted paper included in the published proceedings of the Italian Management Journal "Sinergie", University of Molise, Termoli, Italy, July 9-10-2015. Awarded one of the top ten best papers.

Dr. Camillo also:

- Has been invited to serve as the International conference coordinator for the XXVIII Annual Conference of *Sinergie Italian Journal of Management* on 9-10 June 2016 at the University of Udine, Italy.
- Was featured and listed in the *Journalistic Professional referral Network* (Profnet).
- Received an *Award for Excellence* for the paper "Gender and motives for accountancy", published in *Journal of Applied Accounting Research*, 15(2), 175 – 196 (along with Dr. Y. Nishiyama and Dr. R. Jinkens)
- Was nominated and accepted to represent Woodbury University as "Case competition judge" at the *International Case Study Competition*, University of St. Gallen, Switzerland
- Launched the academic Journal: *International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)*

**Dr. David Cho (Management)** successfully obtained his PhD in Management from the Kelley School of Business, Indiana University, by defending and finishing his dissertation:

- "*Behavior, Flexibility, and Quality in Service Operations Management*", August 2015.

**Dr. Satinder Dhiman (Management)** has written and published an academic book:

- Dhiman, S. (2015). *Gandhi and Leadership: New Horizons in Exemplary Leadership* Palgrave McMillan.

He also co-edited two academic books, and contributed multiple chapters to these books:

- Dhiman, S., Marques, J. & Mitroff, I. [Eds.] *Spirituality and Sustainability: New Horizons and Exemplary Approaches*. (Springer, USA: Summer 2016)
- Marques, J. & Dhiman, S. [Eds.] *Leadership Today - Practices for Personal and Professional Performance* (Springer, USA: Summer 2016).

Dr. Dhiman further had the following peer-reviewed articles accepted and published:

- Dhiman, S. (2015). Gandhi and the Making of Great Leaders. *Ivey Business Journal*. Feature Article.
- Dhiman, S. (2015). Bhagavad Gītā & the Art of Leadership: Old Text, New Context! *The Journal of Values-Based Leadership*, (8) 1, Article 7.
- Marques, J., Dhiman, S., & Holt, S. (2016). Reassessing our Perspectives in Leading, *Organization Development Journal* (in print, Spring 2016).

He also had the following editorially reviewed article accepted/published:

- Dhiman, S. (October 5, 2015). Lead Effectively: 7 Exemplary Gandhian Values. *HR Magazine*.

Dr. Dhiman further conducted the following academic presentations and invited key guest lectures:

- Dhiman, S. (January 5, 2016). *Attaining Clarity, Confidence, and Conviction: The 3C's of Effective Leadership Development*. Faculty Development Workshop, Rajagiri College of Social Sciences Society, Cochin, India.
- Dhiman, S. (December 28, 2015). *Rethinking MBA Curriculum: Gaining International Competitiveness in the Changing Markets*. Faculty Development Workshop, Thiagarajar School of Management, Madurai, India.
- Dhiman, S. (April 24, 2015). *Skilled Workforce: A Gateway to Global Markets*. Leading the Panel Session at the 1st Global Indian Exhibition on Services, April 23-25, 2015, New Delhi, India. [Panel led via Skype].
- Dhiman, S. (August 27, 2015). *Gandhi: The Leader of the Millennium*. Lecture for eminent artists, scholars, and dignitaries. Pasadena, California.
- Dhiman, S. (January 8, 2015). Plenary Session, Annual Pravasi Bharatiya Divas titled

*“Soft Power in India’s Global Engagement.”* On the special invitation of Ministry of External Affairs, India.

- Dhiman, S. (January 8, 2015). *Soft Power in India’s Global Engagement*. Plenary Session Speaker, Pravasi Bharatiya Divas, Gandhinagar, Gujarat, India.
- Dhiman, S. (May 5, 2015). *Gandhi: The Quintessential Servant-Leader. “Yet More Past and Present Leaders of Our Times”* A Distinguish Guest Lecture Series at Sydney University, Australia. Invited Special Lecture to Professor Margaret McDonough-Glenn’s class comprising retired professionals such as teachers, scientists, writers, editors, doctors, engineers, accountants etc. [Lecture conducted via Skype].
- Dhiman, S., Marques, J., & Biberman, J. (June 17–20, 2015). *Learning together through metaphors: An interactive session on the use of metaphors (short stories) as an inspiring teaching method*. OBTC 2015 at University of La Verne, California (peer-reviewed).
- Marques, J., Dhiman, S., & Biberman, G. (June 17-20, 2015). *The Rule of Three: A Practice of Reflective Writing and Learning*. OBTC 2015 at University of La Verne, California (peer-reviewed).
- Marques, J., Dhiman, S., Biberman, J., & Holt, S. (August 7-11, 2015). *Nurturing Governance by Treading the Noble Eightfold Path*, The 2015 Academy of Management Annual Meeting, Vancouver, BC, Canada (peer-reviewed).

**Dr. Nathan Garrett (Management)** published two peer-reviewed journal articles:

- Garrett, N. (2015). PowerPoint Outside Class: The Impact of Slide Design on Student Use. *Journal of Educational Technology Systems*. 44 (September), 69-85.
- Garrett, N. (2015). Textbooks for Responsible Data Analysis in Excel. *Journal of Education of Business*. 90(4), 169-174.

Dr. Garrett also conducted the following peer-reviewed conference presentation:

- Garrett, N. (2015). Eye-Tracking Analytics in Instructional Videos. *Information Systems Education Conference*, November 5-7 (ISECON), Orlando, FL.

**Dr. Svetlana Holt (Management)** (co-)wrote the following peer-reviewed book chapters:

- Holt, S. (2015). *The role of emotional intelligence in global leadership*. Book chapter in: Camillo, A. A., (Ed). (2015). “Global Enterprise Management: A New Perspective on Challenges and Future Development. NY, NY: Palgrave McMillan.
- Holt, S., & Wood, A. (2015). *Leadership and Emotional Intelligence*. Accepted book chapter in Marques, J., & Dhiman, S., (Eds.) *Leadership today: practices for personal and professional performance*. Springer Academic Publishers. (Forthcoming 2016).
- Camillo, A. A., Minguzzi, T., Presenza, A., Holt, S. (2015). *The role of natural*

*environmental sustainability and the effect on tourist satisfaction in emergent micro-tourism destinations: the case of southern Italy.* In Parsa, H.G. and Navapareddy, V. (Eds.) Sustainability, Social Responsibility and Innovations in Hospitality-Tourism. CRC, Apple Academic Press. London, UK.

- "Bajada, A., Camillo, A. A. Erskine, A., Holt, S., (2015). *Medtronic, Inc.: A Competitor's Strategic Audit*, Book chapter in: Camillo, A. A., (Ed), Vol. II., (2015). "Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.
- Erskine, A., Camillo, A. A., Bajada, A., Holt, S. (2015). *Home Depot, Inc.: A Strategic Investigation*. Book chapter in: Camillo, A. A., (Ed); Vol. II., "Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.
- Hamzah, H., Karim, M. S. A., Holt, S., Camillo, A. A. (2015). *The challenges in establishing environmental management systems in tourism and hospitality establishments – ISO 14001*. Chapter in Camillo, A. A., (Eds.), Handbook of Research on Global Hospitality and Tourism Management. Ch. 2, pp 13-22. USA: IGI Global.
- "Presutti, M., Holt, S., Camillo, A. A. (2015). *The Glocalization of International Firms: an empirical investigation in the hospitality sector*. Book chapter in: Camillo, A. A., (Ed). Vol. I., Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.
- Di Virgilio, F., Bova, N., & Holt, S. (2015). *Physical and psychosocial sources as potential predictors of job stress in the workplace*. Book chapter in: Camillo, A. A., (Ed). (2015). "Global Enterprise Management: A New Perspective on Challenges and Future Development. Palgrave McMillan.

Dr. Holt also co-wrote the following peer-reviewed article:

- Marques, J., Dhiman, S., & Holt, S. (2016). Reassessing our Perspectives in Leading, *Organization Development Journal* (in print, spring 2016).

In addition, Dr. Holt participated in the following peer-reviewed conference paper and presentations:

- Camillo, A. A., Holt, S., Presenza, A. & Di Virgilio, F. (2015). *A Global Perspective on the Strategic Enterprise Risk Management and Crisis Preparedness*. Published proceedings of the Italian Management Journal "Sinergie" annual conference. University of Molise, Termoli, Italy, July 9-10-2015.
- Di Virgilio F., Holt S. & Camillo A. A. (2015) *Are Gender differences in workplace conflict important? A study on influence of Informal conflict Management*, Annual 15th EURAM (European Academy of Management) Conference, Warsaw, Poland.
- Marques, J., Camillo A. A., Holt, S. (2015). *The Starbucks Culture: Responsible, Radical Innovation in an Irresponsible, Incremental World*. Case study in Palmer, D. E. (Ed.).

(2014). Handbook of Research on Business Ethics and Corporate Responsibilities. Hershey, PA: IGI Global

- Marques, J., Dhiman, S., Holt, S., & Biberman, J. (2015). *Nurturing Governance by Treading the Noble Eightfold Path*. Professional Development workshop presented and sponsored by the Academy of Management, Vancouver, BC, August 8, 2015.

**Dr. Craig Keller (Accounting)** published a peer-reviewed paper:

- Keller, AC. (2015) Service department cost allocations using the net services model and the MDTERM function in Excel. *Journal of Accounting Education*, Vol. 33, (241-255).

**Dr. Li-Lin (Sunny) Liu (Accounting)** published the following peer reviewed paper:

- “Ownership Structure, Capital Reduction, and Firm Performance,” (with Leonard Branson and Xinmei Xie), *Journal of International Finance and Economics* (October 2015).

Dr Liu also had her work accepted for presentation at the following peer-reviewed conferences:

- Liu, L. (2015). New Clients, Audit Quality, and Auditor Industry Expertise. *International Conference on Business and Information* (BAI2015)
- Liu (2016). New Clients, Audit Quality, and Auditor Industry Expertise. *Management Theory and Practice Conference* (2016)
- Liu (2016). New Clients, Audit Quality, and Auditor Industry Expertise. *American Accounting Association Annual Meeting* (2016)

**Dr. Joan Marques (Management)** has written and published an academic book:

- Marques, J. (2015). “*Business and Buddhism*”, Routledge, Taylor & Francis Group.

She co-edited two other academic books, and contributed multiple chapters to these books:

- Marques, J. & Dhiman, S. [Eds.] *Leadership Today - Practices for Personal and Professional Performance* (Springer, USA: Summer 2016).
- Dhiman, S., Marques, J. & Mitroff, I. [Eds.] *Spirituality and Sustainability: New Horizons and Exemplary Approaches*. (Springer, USA: Summer 2016)

Additionally, Dr. Marques had two peer-reviewed chapter-submission published:

- Marques, J., Holt, S., & Camillo, A.A. (2015). *The Starbucks Culture: Responsible, Radical Innovation in an Irresponsible, Incremental World* (updated text). In Palmer, D. E. (Ed.). Handbook of Research on Business Ethics and Corporate Responsibilities. Hershey, PA: IGI Global.

- Marques, J. (2015). *The Confluence of Diversity and Ethics in Global Managerial Performance*. Book chapter in: Camillo, A. A., (Ed) (2015). "Global Enterprise Management: A New Perspective on Challenges and Future Development. NY, USA: Palgrave McMillan.

Dr. Marques had the following peer-reviewed articles accepted/published:

- Marques, J. (2015/2016). The Changed Leadership Landscape: What Matters Today. *Journal of Management Development* 34(10), 1310 - 1322.
- Marques, J. (2016). Shaping Morally Responsible Leaders: Infusing Civic Engagement into Business Ethics Courses. *Journal of Business Ethics\**, forthcoming
- Marques, J. (2016). Understanding and Achieving Social Responsibility. *Journal for Quality & Participation* (Lead article, print segment - forthcoming).
  - Marques, J. (2016). Integrating Social Responsibility Into the Organization and its Improvement Efforts. *Journal for Quality & Participation* (Lead article, online segment - forthcoming).
- Marques, J. (2015). Universalism and Utilitarianism: An Evaluation of Two Popular Moral Theories in Business Decision Making. *Journal of Values Based Leadership* 8(2), art. 3.
- Marques, J., Dhiman, S., & Holt, S. (2016). Reassessing our Perspectives in Leading, *Organization Development Journal* (in print).

She also had the following editorially reviewed articles published:

- Marques, J. (2015). Awakened leadership. *Leadership Excellence*, 32(8), 17.
- Marques, J. (2015). SPINE: Where inspiration comes from. *Personal Excellence*, 20(4), 18.
- Marques, J. F. (2015). Why wakeful leadership is more important now than ever. *Development and Learning in Organizations*, 29(3), 18-20.
- Marques, J. (2015). Leading with COURAGE. *Leadership Excellence*, 32(5), 24-25.

Dr. Marques further conducted three peer-reviewed conference presentations:

- Marques, J., Dhiman, S., & Biberman, G. (June 17-20, 2015). *The Rule of Three: A Practice of Reflective Writing and Learning*. OBTC 2015 at University of La Verne, California.
- Dhiman, S., Marques, J., & Biberman, J. (June 17-20, 2015). *Learning together through metaphors: An interactive session on the use of metaphors (short stories) as an inspiring teaching method*. OBTC 2015 at University of La Verne, California.
- Marques, J., Dhiman, S., Holt, S. & Biberman, G. (August 7-11, 2015). *Nurturing*



*Governance by Treading the Noble Eightfold Path.* The 2015 Academy of Management Annual Meeting, Vancouver, BC, Canada.

**Keith Nishida (Fashion Marketing)** contributed a chapter to an academic book:

- Nishida, K. “*The Future of Fashion Shows.*” Chapter contribution to appear in Bendoni, W. K. [forthcoming]. *Fashion Marketing; Storytelling in a Digital World.* Social Media; textbook Bloomsbury Publishing, London UK (submitted, Dec. 2015)

He also participated in the following peer-reviewed conference research paper and poster presentations:

- Reeves-DeArmond, G., Mower, J., & Nishida, K. “Student, faculty, and industry professionals’ perceptions of the development and use of Massive Open Online Courses (MOOCs) in clothing and textiles education: Continuing studies.” Poster presentation at 2015 *International Textiles & Apparel Association annual conference.* Santa Fe, New Mexico. November 2015.
- Reeves-DeArmond, G., Mower, J., & Nishida, K. “What skills and knowledge do clothing and textile graduates need for the workforce? Qualitative reflections from clothing and textile faculty and industry professionals.” Poster presentation at 2015 *International Textiles & Apparel Association annual conference.* Santa Fe, New Mexico. November 2015.
- Reeves-DeArmond, & Nishida, K. Student and faculty perceptions of online clothing and textile courses. Selected for oral presentation at 2015 *International Textiles & Apparel Association annual conference.* Santa Fe, New Mexico. November 2015.

Mr. Nishida further conducted several invited presentations:

- Nishida, K. “Latest trends and career projections in Fashion and related Creative Industries.” Invited conference presentation at 2015 *Home Economics Careers and Technology (HECT) Leadership and Management Conference.* Funded by the California Board of Education. Burlingame, CA. May 2015
- Nishida, K. “Providing Excellent Customer Service: What we can learn from the best.” Invited lecture series presentation, sponsored by *LA Valley College Job Training Department and the City of Burbank Economic Development Department.* April, 2015
- Nishida, K. “Future Career Opportunities in Fashion Industry.” Invited presentation at *Home Economics Careers and Technology (HECT) Educator’s Seminar Day.* Woodbury University. March 2015.

Keith was also profiled in an industry publication interview:

- Grigoryants, O. (December 21, 2015). Professor lets Kitty out of Bag: Keith Nishida puts love for Japanese icon on display with museum exhibitions. *Los Angeles Business Journal*, 37(51).

In the professional area, Mr. Nishida provided the following organization/publication

contributions:

- Assistant Director of Events, staff supervisor for annual *Popular Culture Association/ American Culture Association conference*. New Orleans, LA, March 2015.
- Editor, *Journal of Popular Culture*, Special Issue on Global Fashion: Media, Consumption & Technology. September 2015.

**Dr. Danielle Ramirez (Marketing)** conducted three peer-reviewed presentations:

- Way Ramirez, D. (Jan. 2015). Course Design and Assessment of Civic Engagement Initiatives in the Classroom, *Lilly Conference on Teaching and Learning*.
- Way Ramirez, D. (2015). Civic Engagement and Cross---disciplinary Curriculum Development. *Lilly National Conference on Teaching*, January 4---7, 2015. Austin, TX. Concurrent Session Presenter. Published Proceedings.
- Way Ramirez, D. & Schiele, K. (2015). Civic Engagement and Cross---disciplinary Curriculum Development. *MEA Conference Research Presentation*. Published Proceedings

**Dr. Alexandra Saba (Management)** presented two peer-reviewed papers:

- Saba, A. (October 2015). "21st Century Global Workforce: Managing Human Capital: Who are they and what do they want?" *International Academy of Business and Public Administration Disciplines*, Las Vegas, NV. (Presenter, Session Chair)
- Saba, A. (January 17 – 19, 2015). "Life In The Fast Lane: Navigating The New World Order", *Global Business and International Management Conference*, Los Angeles, CA.

**Dr. Tony Stovall (Marketing)** successfully obtained his PhD in Retailing & Consumer Sciences from the University of Arizona by defending and finishing his dissertation:

- "A Tale of Two Cities (San Francisco and Tucson): The Effects of Retail Assortment on the Perceived Value, Place Identity and Willingness to Pay to Live in the City"

Dr. Stovall also had a peer-reviewed paper accepted:

- Stovall, T. (2016). Unravelling the Meanings of Ownership: A Comparison of Physical and Digital Possessions. *AMA Winter Marketing Academic Conference*, Las Vegas, NV.

**Dr. Mine Üçok Hughes (Marketing)** had three peer-reviewed papers accepted/published:

- Üçok Hughes, M., Bendon, W., & Pehlivan, E. (forthcoming). Storygiving as a co-creation tool for luxury brands in the age of the internet: A love story by Tiffany and thousands of lovers. *Journal of Product and Brand Management – Special Issue: Technology's*

### Transformation of People, Products and Brands

- Pehlivan, E., Berthon, P., Üçok Hughes, M., & Berthon, J. P. (2015). Keeping up with The Joneses: Stealth, secrets, and duplicity in marketing relationships. *Business Horizons* – Special Issue: The Magic of Secrets, 58 (6), 591-598. – Lead article.
- Üçok Hughes, M., Eckhardt, G., Kaigler-Walker, K., & Gilbert, Z. (2015). The discontinuous evolution of women’s fashion in China. *Qualitative Market Research: An International Journal* – Special Issue: “Journey to the West”: Rethinking the Role of Asian Business and Consumer Culture in the Global Marketplace, 18 (4), 391-408. – Lead article.

Her work was also published through two academic peer-reviewed conference proceedings:

- Üçok Hughes, M. (2015). Design and Implementation Recommendations for an Undergraduate Sustainable Marketing Course. In G. Black, & M. M. Nelson (Eds.), Teaching Marketing to New Generations and Non-Traditional Students. Paper presented at *Marketing Educators’ Association Conference*, Las Vegas, NV, 15-17 April (pp. 163-169).
- Üçok Hughes, M., & McConnell, W. (2015). A Journey Towards an Interdisciplinary Integrated Marketing Curriculum. In G. Black, & M. M. Nelson (Eds.), Teaching Marketing to New Generations and Non-Traditional Students. Paper presented at *Marketing Educators’ Association Conference*, Las Vegas, NV, 15-17 April (pp. 44-48).

Dr. Üçok Hughes further conducted the following academic peer-reviewed paper and poster presentations:

- Üçok Hughes, M., Bandoni, W., & Nagel, A. (2015, June). Fashion Disruption in the Digital Age. Paper presented at GAMMA Fashion Management Conference, Florence, Italy.
- Üçok Hughes, M. & Martin, D. (2015, June). Community Consumption: An Urban Ecovillage Ethnography. Poster presented at Consumer Culture Theory Conference, Fayetteville, AR.
- Üçok Hughes, M. & McConnell, W. (2015, May). Changing Social Behavior by Giving Power to the People: A Successful Community-Based Social Marketing Youth Littering Campaign. Paper presented at Academy of Marketing Science Annual Conference, Denver, CO.
- McConnell, W. & Üçok Hughes, M. (2015, April). Enviro-ethical Dialogism: Implications for CSR and Consumer Engagement. Paper presented at World Social Marketing Conference, Sydney, Australia.

**Dr. Adam Wood (Management)** (co-)wrote the following peer-reviewed book chapter:

- Holt, S., & Wood, A. (2015). *Leadership and Emotional Intelligence*. Accepted book chapter in Marques, J., & Dhiman, S., (Eds.) *Leadership today: practices for personal and professional performance*. Springer Academic Publishers. (Forthcoming 2016).

Dr. Wood also participated in the following peer-reviewed conference paper presentation as a Discussant:

- “Affect and Interpersonal Relationships” (AOM-1116) that included four peer-reviewed papers presented and sponsored by the *Academy of Management*, Vancouver, BC (August 10, 2015).

In addition, Dr. Wood received professional development certification in the following:

- *Myers-Briggs Type Indicator* (MBTI) Steps I and II: Pasadena, CA (April 28–May 1, 2015)
- *Hogan Assessment Systems*: Portland, OR (December 3-4, 2015).
- *Emotional and Social Competency Inventory* (ESCI): San Francisco, CA (January 19, 2016).

The preparation of this list of achievements is updated annually as an inspiration to the School of Business faculty, and as a means of sharing our ongoing accomplishments with others.

The administrative team of Woodbury University’s School of Business is extremely proud of the achievements of its faculty team, and confirms that this team is continuing to reflect on- and emanate the Schools mission: *Woodbury University’s School of Business cultivates the distinctive talents of each student to prepare future leaders of business who communicate effectively, act ethically, and think globally.*