

WOODBURY UNIVERSITY SCHOOL OF BUSINESS

Where Your Legacy Begins

Spring 2024 Newsletter

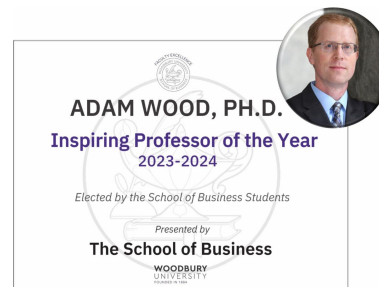




School of Business '23-'24 Faculty Awards

As has become customary, the School of Business granted the 2023-2024 faculty awards in four categories to members who made outstanding contributions in a variety of ways. Selecting the faculty members for the awards was a major challenge, since all members have performed excellently in scholarship, professional performance, service, and teaching.

The Inspiring Professor of the Year Award was granted this year to *Dr. Adam Wood*, Professor of Management, who demonstrated for the second year in a row that an interactive and creative approach in course facilitation is much appreciated amongst the students.



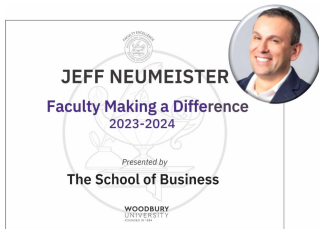
The Faculty Ambassador Award was granted this year – also for the second year in a row - to *Wendy Bendoni*, Assistant Professor of Marketing and Fashion Marketing, who continues to invest ample time and effort in connecting with potential students as well as alumni. Prof. Bendoni’s initiatives in that regard remain a source of pride to the School of Business.

The Faculty Making a Difference Award went to *Prof. Jack Condon* and *Prof. Jeff Neumeister*.

Prof. Condon is a well-liked instructor, who has made a great mark on the lives of many students over the years, through his outreach and motivational approach. His



energy, sense of humor, and empathy make him one of the students' favorite professors.



Prof. Neumeister has been an unwavering supporter of students and alumni in numerous ways and remains an avid source of pride in serving as a role model to our students. His firm has kindly facilitated multiple student internships over the years. Both faculty members are proud alumni from the School of Business.

The Dean's Award was granted this year to *Dr. Svetlana Holt*, who has served as the Chair of Management for the past eight years and keeps presenting her students at both the undergraduate and graduate levels with insights that turn out to be invaluable in their personal and professional performance.



Honoring the 2024 Beta Gamma Sigma Inductees



Please join us in celebrating the 2024 inductees into Woodbury University's School of Business Honor Society. In an intimate but formal ceremony, a team of exemplary students were honored for their impressive scholastic accomplishments. This year's inductees were: April Bouchard, Alyana Castro, Inna Chukhajyan, Rachel Farnsworth, Laura Isaacs-Galvan, and Diana Mkrtychyan. While not all inductees could be physically

present, the event was as festive and impressive as usual.

The ceremony was led by Dr. Adam Wood, Advisor of the Woodbury Chapter. Dr. Wood was assisted by Dr. Satinder Dhiman, Dr. Svetlana Holt, and Dr. Paul Sabolic in explaining the principles of Beta Gamma Sigma, which are represented by three Greek words, the initials of which form the name of this Society.



The Baron Business Plan Competition Dinner: A CEO Success!



On Saturday, April 27th, the Collegiate Entrepreneurship Organization (CEO) team impressed participants and guests with yet another wonderful business plan competition dinner. Eight contestants participated in the competition with a set of impressive entrepreneurial projects. CEO President Austin Tham and Vice President Alexis Leal, did a wonderful job addressing the audience and announcing the winners. A week before the dinner, the business plans had been presented before a judging panel.

The winners of the 2024 Baron Business Plan competition are:

1st Place (\$3,000): **Mekyla Basconcillo- Shot Counter**

2nd Place (\$1,200): **Deven Momi & Alyana Castro- Pixel Talent**

3rd Place (\$800)- **Norlyn Hooriani- Sunday Apparel**



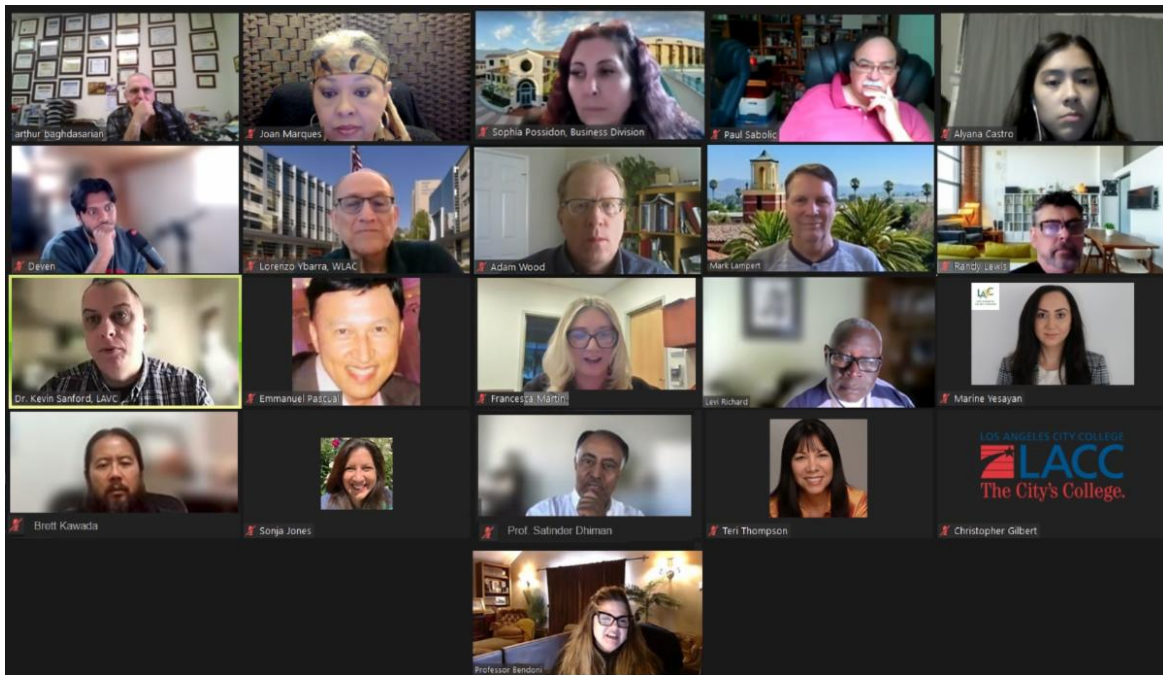
The annual Business Plan competition is sponsored by School of Business alumnus Mr. Tom Baron, who also sponsors the accompanying dinner event. Mr. Baron is a retired real estate entrepreneur, who has demonstrated an ongoing desire to pay it forward and give young people the opportunity to cultivate their entrepreneurial skills in a profitable, yet morally responsible way.

The 2024 Business Summit

On Friday, April 5th, the School of Business organized its 8th annual business summit in virtual format.

This event, which is open to business faculty and administrators from local community colleges, aims to strengthen the connection between Woodbury University's School of Business and these institutions, many of which serve as feeder colleges of our transfer student population.

The theme of this year was "*The Changing Climate of Business Education*", and representatives from the following eight colleges were in attendance: Glendale Community College, College of the Canyons, Los Angeles Valley College, Pasadena City College, Citrus College, Los Angeles Mission College, Los Angeles City College and West Los Angeles College.



Three brief presentations served as instigators for dialogues during the summit:

- ***Innovative Trends and Models in Today's Business Education***, presented by **Dr. Joan Marques**
- ***The Renewed Importance of Experiential Learning in the Changing Business Climate***, presented by **Dr. Adam Wood**
- ***Robots & AI in Education***, presented by **Dr. Mark Lampert**

Each of the presentations resulted in a lively reflective session of best practices, challenges, and perspectives on the path forward.

Two graduating Woodbury business students, Alyana Castro and Deven Momi, joined the session to share their rich community college experience prior to or during their Woodbury journey.

As has also become customary in this annual summit, there were trivia questions, which resulted in five participants winning Amazon gift baskets. All participants praised the pace and the content of the summit, the constructive interaction, and the opportunity to expand their circle of business educator contacts.

WUSB Welcomes Two New

Advisory Board Members



Emil Davtyan

Emil is the founder and managing attorney at Davtyan Law Firm, also referred to as **D.Law**. Mr. Davtyan earned his Bachelor of Science degree in Business Finance at Woodbury University (2008), graduating at the top of his class.

He served as an honorable member of national and international honor societies, and subsequently earned his Juris Doctor degree at Southwestern Law School, where he was honored with prestigious academic-based scholarships and graduated cum laude and in the top 10% of his class.

Emil combined his entrepreneurial spirit with his desire for justice in founding D. Law, an employment law firm focused on defending the rights of workers under California employment law.



Nowell Grossman

Nowell is the Senior Vice President of Production Finance at **NBC Universal Television**. Dating back to 1988, Nowell has an impressive track record in the entertainment industry, starting as a manager of production budgeting at Columbia Pictures, moving to Granada Entertainment, Lynch/Frost Productions, and now for many years with NBC.

His stellar record of production accounting experiences comprises well-known productions such as Judge Judy, Spin City, Bionic Woman, Jimmy Kimmel Live, and a wide range of series.

From 2015 – 2022 Nowell served as the Vice President of Universal Television, and since 2022 he is the Senior Vice President Production Finance at the Universal Studios Group.

STUDENT NEWS

Marketing Students Collaborate in PR Project

Two stellar Marketing students, Alyana Castro & Deven Momi, collaborated on a PR project featuring seasoned Woodbury University student artists. The students were tasked with communicating and marketing to artists toward submitting their work, and then marketing the exhibition toward attracting visitors.



The students felt that their Marketing classes in Public Relations, Marketing Strategies, and Communication Approaches were extremely useful. Deven and Alyana made good use of social media by creating catchy and funny clips that turned out to be enticing to the audience. This project aimed to support and promote “*The Age of Identity Exhibition*” in the Nan Rae Gallery on the Woodbury campus. *The Age of Identity* exhibition offered works of art that expanded the personal meaning of identity, and ran through April 20th.



Fashion Marketing Field Trip Courses Bring Students Great Opportunities

During the Spring 2024 semester, Marketing and Fashion Marketing students took advantage of a career-enhancing opportunity created by Fashion Marketing Chair, Wendy K. Bendon.

The students paid visits to several high-profile local business headquarters, such as TikTok, Mattel, and Warner Bros, where they were not only treated to eye-popping tours, but also had the opportunity to engage in conversations with managers in various marketing and communications related departments.

ALUMNI NEWS



Marijane Kantzabedian (B.Sc. Accounting, Class of 2007) has been recognized as a Trailblazer by CalCPA for her expertise and leadership within the firm and the accounting industry. Marijane, who is a partner at Miller Kaplan, one of the top 100 certified public accounting firms in the United States, has also been appointed to the Accounting Principles and Assurance Services Committee, which is responsible for serving as the official voice concerning proposed changes to standards affecting accounting principles and assurance services. Marijane will work with the committee to keep CalCPA members informed of current accounting and reporting issues, and to serve as a leader in the profession for the state of California.



Daniel Martinez (BBA Management, Class of 2013) recently completed the “*Leadership, Coaching, Facilitation, and Training*”, certificate course from Maxwell Leadership. During this rigorous 8-month program, Daniel completed over 50 courses and presented to coaches across the nation.

Daniel is currently the Senior National Maintenance Trainer at Liberty Military Housing, an organization that partners with the Department of Defense to provide quality homes for military families. The organization secures over 36,000 rental homes in more than 200 communities across the U.S. for military service members and their families.



Danielle Olson (B.Sc. Management, Class of 2011, MBA, Class of 2012) was recently featured in **Medium** – Authority Magazine after her script was officially selected in the New Media Film Festival. Authority Magazine is devoted to sharing in-depth, and interesting interviews, featuring people who are authorities in Business, Pop Culture, Wellness, Social Impact, and Tech. The article in which Danielle is featured is titled [*Danielle Olson: 5 Things I Wish Someone Told Me When I First Became a Content Creator.*](#)

Danielle is an entertainment underwriting specialist (Film, TV, DICE, Other Entertainment) at Chubb, where she assists with special entertainment projects, trains, and mentors other entertainment underwriters, develops and manages corporate policies and blanket Film/TV programs for various high-profile studios, and much more.



Tania Sarin Araradian (BBA Fashion Marketing, Class of 2013) was recently featured in **The Cut**, a New York Magazine site dedicated to women’s lives and interests.

With over 500k followers, Tania is making waves in the world of fashion. The article, titled, “[Where a Content Creator Finds Vintage Gucci](#)” Tania Sarin is described as a content creator and entrepreneur who knows how to put an outfit together, which her many social-media followers love to watch.

She has documented countless outfits and shopping trips with friends, through which she discovers hidden gems sourced from her favorites, like Moji Farhat, Egerie Paris, and Tab Vintage. Read more about Tania’s wonderful discoveries [here](#).

FACULTY HIGHLIGHTS

The Spring 2024 Thought Leader Webinars

The School of Business resumed its thought leader webinar series this semester. On

every last Thursday in the month, a faculty member from the school shares some useful insights related to their area of expertise. The sessions are promoted on social media and are accessible to all interested parties. Interest has been very good so far. Below is an excerpt of the first three webinars of 2024.



Leadershift: From Me to We

In this year's first webinar, held in February, Dr. Marques, Dean and Professor of Management at the School of Business, focused on three main points:

- *The Path toward Leadership*
- *The Awareness that Arises in Becoming a Leader*
- *Leadershift: How and Why*

Dr. Marques explained that today's general work milieu is one with far more complexities than those of the past, exhibiting greater diversity, holding higher levels of collective intelligence amongst

stakeholders, and being exposed to an accelerated degree of change. She stressed that the above combination of factors demands amplified levels of insight and flexibility that challenge us outside of our comfort zones. She illustrated through her own interpretation of a term coined by John Maxwell, *leadershift*, the mental adaptation leaders have to implement once in their position.

Among the driving motives that propel us into leadership positions Marques mentioned ambition, vision, resilience, courage, perseverance, and confidence, a set of skills that are closely associated with our ego. Among the factors that will keep us in leadership she mentioned altruism, reciprocity, team spirit, intrinsic motivation, collective repute and collective excellence.

Interested in this interpretation of leadershift? View the presentation [here](#).

Tax Readiness in 2024

In the second webinar, held in March, Prof. Jeff Neumeister, Co-Chair and Faculty of Accounting, shared some critical

alerts on tax filing.

He reminded the audience on the following crucial aspects when filing taxes:

1. *Filing requirement due dates:*

Form 1040 is usually due on 4/15; while W-2's and 1099's are generally due on 1/31.



2. *Audit selection:*

Be mindful of abusive tax avoidance transactions, information matching, and related issues or transactions with other taxpayers.

3. *Reporting digital assets:*

Trading, mining, validating, staking etc. all have tax consequences

4. *Tax strategies:*

Some ways to mitigate taxes include (but are not limited to) contributing to a retirement plan, writing off all legitimate business deductions, taking advantage of specialty credits, and purchasing a personal residence.

5. *Consult a professional:*

They can help navigate complicated tax situations, help save money on taxes, help avoid an examination, serve as a tax deduction in business, and help with long range tax planning.

Interested in tax readiness information? View the presentation [here](#).



Emotions as Information

The third webinar was held in April and presented by Dr. Adam Wood, Professor of Management. Since we all have emotions, this presentation was very relatable to the audience. Dr. Wood emphasized the importance of our emotions in our decision making and compared their importance to an iceberg in the ocean. Our emotions are

not always visible, but they can greatly determine our actions. Our emotions also get reflected through our communication, whether verbal or non-verbal, and many of those

aspects don't have to be taught: we can see this in babies who know how to express their emotions at the earliest stages.

Dr. Wood shared four roles of emotions:

- *Individual – which influence our personal decision making*
- *Dyadic – which influence our relational emotions*
- *Group based - Our emotions also regulate our group behavior and can be influenced by members of the group.*
- *Cultural – this aspect plays an important role in larger communities, such as individual versus collective communities.*

An important observation Dr. Wood shared was that in professional settings (work environments) we are encouraged to suppress or conceal our “negative” emotions such as anger. Yet, the most withheld emotion in such environments turns out to be joy.

Dr. Wood also emphasized the act of emotional regulation, whereby we reframe our emotions through reflection. Where we may initially have been upset, we may place ourselves in the shoes of others and convert our emotions to sympathy. Interested in learning more about emotions and behavior?

View the presentation [here](#).



Prof. Bendoni Takes on Leadership Position at American Influencer Council

Prof. Wendy Bendoni, chair of Fashion Marketing, recently accepted a leadership position at



Dr. Mark Lampert Presents at FIRST Conference

Dr. Mark Lampert, faculty of Management and Information Technology, gave a presentation at the *FIRST Conference* in Houston

the [American Influencer Council \(AIC\)](#), serving as the *Board Advisor, Learning & Development*. This position enables our research in digital culture to flourish with the next generation of content creators.

The influencer marketing business includes many constituents including creators, consumers, brands, social media platforms, social media users, talent agencies, technology providers, content management platforms, analytical software and research firms, creative vendors, and regulatory agencies. The interactions between all these different constituents are the business dynamics of the influencer marketing industry. The Council is devoted to improving business dynamics within the influencer marketing industry.

Texas from April 16th - 20th to an audience of high school students and teachers.

The conference was very well attended, and there was major interest for Dr. Lampert's topic, which was *What is Computational Thinking (CT), Computer Science (CS), and what are its disciplines?*

The conference attendance proved again that many high school students are interested in Computer Science (CS) and want to pursue a CS major in college which entails much coding as well as many other aspects.

The Spring 2024 Faculty Colloquium



This semester, the School of Business organized two faculty colloquia, to which faculty members from all four Woodbury teaching units were invited. In the meeting on April 23, members from all four schools shared some of their research and project passions.

Dr. Eric Carbonnier (SoA) discussed his project developments in the area of sustainable practices, which he aims to make available to multiple student groups on campus.

Prof. Michael Dee (MCD) shared some of his captivating sculptures and photographic projects, including the work currently done on an owl sculpture, which will be displayed at MADE at Woodbury. Prof. Dee shared his broad area of capturing colors in their natural habitat by displaying a collection of breathtaking works.

Dr. Mark Lampert (CLAS | WUSB) then discussed his presentation on computational thinking (as described above) and shared that the 300+ students attending his session were highly interested in his ideas about employment after higher education, given the eruption of AI in today's world. This resulted in a vivid dialogue to which all attendees, including colloquium organizer Dr. Tom Chapman and B-School Dean Dr. Joan Marques, participated. The group agreed that the application of AI, once perfected throughout its developmental stages, will have to be regulated to a point that it will refrain from becoming a major threat to the livelihood of large sections of humanity. This, of course, will lead to the societal balance between greed and moral responsibility, which will have to be determined as the future unfolds.

Dr. Joan Marques was cited in a recent Forbes article titled, "[4 Ways Young Entrepreneurs Can Leverage Their Education.](#)" The article, written by Serenity Gibbons, discusses the value of education for entrepreneurs. Gibbons thereby presents 4 ways to leverage your education toward entrepreneurship:



1. *Get involved in entrepreneurial groups and extracurriculars.*
2. *Leverage academic research.*
3. *Seek out mentorship and mentee opportunities.*
4. *Cultivate interdisciplinary skills.*

The entire article can be read [here](#).

Dr. Marques also had a short article accepted for publication in *Development and Learning in Organization*,



A Practitioner-Focused Emerald journal, listed in the ABDC registry.

The article is titled “**Conflict Resolution: How to LEVEL**”, and discusses how utilizing a mindful strategy of listening, empathizing, visualizing, considering effects, and liaising with involved parties can lead to conflict resolution in a mutually considerate way.

Prof. Wendy Bendoni was recently interviewed in the “Fashion Trends” section of *Sourcing Journal*. As a prominent trend forecaster, Prof. Bendoni’s explanation of the “cultural contagion” experience that drives contemporary trends, was received with much interest.



Bendoni clarified that much of the contagiousness of trends takes place online, leaving a digital footprint that retailers should leverage in their decision-making process. The article, titled, “*‘Mob Wife’ and ‘Librarian-Core’ Trends Dominate at Project, Magic*” can be found [here](#).



The Fashion Marketing department recently also organized a two-day workshop on *The Future of the Fashion Industry* for the California Board of Education: Family & Consumer Sciences Professional Development. This two-day workshop included an AI workshop, Virtual Design Branding and licenses, a DEI Workshop, the Business of Influencer Marketing, Learning SEO to Website Marketing, Social Media Digital Marketing, and a trip to the Fashion Design Department, where they learned 3D design.

SUPPORT OPPORTUNITY: THE WOODBURY UNIVERSITY SOCIAL JUSTICE SCHOLARSHIP FUND

Woodbury University has launched a [Social Justice Scholarship Fund](#) that provides scholarships to undergraduate students from underrepresented groups. This scholarship, as well as the [School of Business' Dean's Fund](#) and the [Atlas Diversity and Inclusion Fund](#) financially assist students who are in need of support in obtaining their higher education with us. Your kind support is very much appreciated.



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