

WOODBURY UNIVERSITY SCHOOL OF BUSINESS

Where Your Legacy Begins

Summer 2023 Newsletter



SIXTH ANNUAL SUMMER SPEAKER SERIES

The School of Business' sixth annual summer speaker series was broadcast between August 2 and 11. The presentations focused on assisting listeners in taking charge of their own future in a time where change, uncertainty, and unpredictability are the new normal. The speakers represented a variety of professional backgrounds, including entrepreneurship, psychology, finance, accounting, and law. The presentations can be viewed [here](#).

NAVIGATING UNCERTAINTY: *Own Your Future*

left to right
Mercedes Coffman
Charbel Ghabby
Mariam Kuregyan

left to right
Carmenta Heltigar
Jeff Neumeister

Join us!
Wednesday, August 2 -
Friday, August 11

WU
SB Woodbury University
School of Business



THE 2023 ALUMNI REUNION

On July 20th, 2023, about [90 alumni gathered](#) in the old familiar Woody's Café to enjoy each other's presence, hear about one another's progress in life, hug old friends and make new ones. There was an opportunity to purchase beautiful African art, sponsored by School of Business Advisory Board member, Dr. Mary Akpovi, with the funds donated to the School of Business' Dean's Fund to help our students in need.

A silent auction also acquired much interest amongst the alumni. This year, five alumni awards were announced:

Distinguished alumni:

- *Kenneth Mejia* (Accounting Class of 2010) – LA City Controller
- *Roubik Golanian* (MOL class of 2009) – City Manager of Glendale
- *Mariam Kuregyan* (Business Administration, class of 1999) - Founder, Davana Law

Devoted alumna:

- *Mariya Palanjian* (Marketing class of 2001, MBA class of 2004) – Founder, Globafly

Flame keeper:

- *Alice Rogers* (Studio Executive Secretarial, class of 1958) – Fmr Mayor, Cypress County



**DIVERSE VOICES RISING:
ARMENIAN CELEBRATION OF SUCCESS**



WOODBURY UNIVERSITY SCHOOL OF BUSINESS
presents

**ARMENIAN
CELEBRATION
of SUCCESS**

SATURDAY, JUNE 24, 2023
11:00 AM – 1:00 PM - PST
7500 Glenoaks Blvd, Burbank, CA 91504



Moderator
Araksya Karapetyan
Good Day LA Anchor



The first-ever “Diverse Voices Rising” event was a great success! Spearheaded by the School of Business’ Dean’s Office and alumna Mariya Palanjian, a group of nearly 400 guests showed up on June 24th to enjoy the Woodbury atmosphere. The main attraction of the event was a [panel-conversation with two teams](#) of well-established Armenian members in society, many of whom were alumni from the School of Business.



Arthur Sarkissian
Film Producer
Rush Hour Movie



Roubik Golanian
City Manager
City of Glendale



Mariam Kuregyan, Esq.
Founder and CEO
Davana Law Firm



Arthur Zenian
Founder and CEO
enBio, Corp



Mariya Palanjian
Founder and CEO
Globafly & Roma Leaf



Emil Davtyan
Founder and
Managing Attorney
Davtyan Law Firm



Robert William
Police Captain
City of Glendale



Arpi Khachatryan
Founder and Designer
Luli Bebé

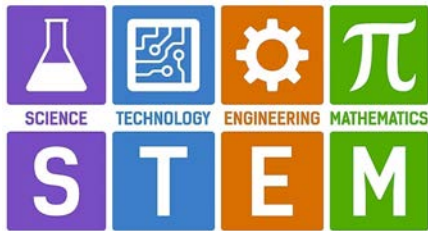


Teni Panosian
Beauty Creator
and Founder,
Monday Born



Lilit Caradanian
Founder and CEO
Elcie Cosmetics
& Elcentials

The moderator to the panel was Good Day LA anchor Araksya Karapetyan. In addition, there was a wide variety of attractions, from information and merchandise stands, free food, influencers who interviewed many high-profile guests for their outlets, and scores of attractive prizes. The guests expressed their elation about and gratitude for this wonderful event and requested a continuation of this initiative, which the School of Business is planning to implement.



NSTEM AT WOODBURY

Woodbury's local NSTEM (National Society of Science, Technology, Engineering, and Math) chapter seeks to foster community and recognize student excellence in the

fields of science, technology, engineering, and mathematics. It currently spans between our university's four computer science disciplines (Computer Science and Data Analytics, Applied CS - Media Arts, Computer Information Systems, and Design Computation), and open to all STEM majors, to connect students with professional opportunities, events, and venues that advance their portfolios and immerse them in the current discourse of their fields. NSTEM is seeking to expand its student body with representatives from SoA, MCD, and BUS. For general inquiries, please contact our chapter president Natalia Campos (natalia.campos@woodbury.edu).

THE DIFFERENCE BETWEEN A COLLEGE EDUCATION AND AN APPRENTICESHIP

Fox-11 News Anchor Araksya Karapetyan interviewed Woodbury University School of Business Dean Joan Marques about the often-asked question what the benefit is of a college education over an apprenticeship. The video above provides the answer in a nutshell.

STUDENT CORNER



ASTGHIK PILOYAN'S ELLETTÉ CANDLES

MBA Student Astghik Piloyan is embodying the spirit of entrepreneurship with her own business, Ellétté Candles. Ellétté creates candles with Parisian inspired scents that are reminiscent of designer perfumes. As the company's website states, "Ellétté was founded to redefine your candle experience by bringing you candles with natural and eco-friendly ingredients while keeping the exquisite fragrance and elegant look." Astghik had the chance to share her company with the Woodbury Community at May's MADE at Woodbury event as part of the School of Business' exhibition of student work. To learn more about Ellétté, visit www.ellette.com.



INNA CHUKHAJYAN ATTENDS HACU CONFERENCE

In April, MBA student Inna Chukhajyan attended the Hispanic Association of Colleges and Universities (HACU) 28th Annual National Capitol Forum on Hispanic Higher Education in Washington, D.C. along with MBA Chair Dr. Satinder Dhiman and Accounting Department Co-Chair Dr. Alice Shiotsugu.

On her experience at the conference, Inna says "Attending the HACU conference in Washington, D.C. as an MBA student from Woodbury University was an incredible experience. I had the opportunity to participate in various sessions and connect with unique individuals from the government sector. The conference was an excellent platform to learn, grow, and make valuable connections; I feel fortunate to have participated in it."

ALUMNI CORNER



ALICE ROGERS: A CHANGE-MAKING FLAME KEEPER

Graduating in 1958 from then-Woodbury College with a degree in Studio Executive Secretarial, Ms. Rogers has visited Woodbury twice in the past two years, to attend the alumni event in July. Aside from a proud Woodbury alumna, Alice is a longtime resident from Mililani, a city located near the center of the island of O‘ahu in Honolulu County, Hawai‘i. After excelling in a variety of administrative positions, Alice took on some prominent roles, such as serving on the Cypress City Council, as Mayor, Vice-Mayor, and Councilman, a title she successfully turned around into Councilwoman -along with a team of women- in 1972. By 1978, Ms. Rogers was elected President of the Orange County League of Cities, the second woman in 50 years to hold that position! Alice is still very socially active on the Mililani Neighborhood Board, Friends of the Library, and as a volunteer for other non-profits, among which, the Woodbury University School of Business Alumni Advisory Council! This year, Alice Rogers was awarded the 2023 flame keeper alumna award.



ALEX DADASHEV: MENTORING ACCOUNTING GRADUATES

School of Business alumnus Alex Dadashev may have graduated from the School of Business with his Bachelor of Business Administration degree in Accounting in 2012, but that was not the end of his journey with Woodbury.

After graduating, Alex spent over seven years at Ernst and Young, one of the Big Four accounting firms. While at Ernst and Young, Alex returned to Woodbury as an alumni recruiter where he helped recruit School of Business students to work at the firm.

Alex credits the School of Business’ emphasis on presentation practice as one of the benefits of how his education helped prepare him for his career. Alex is also a member of the School of Business’ Alumni Advisory Council. To hear more about Alex’s time at Woodbury and his journey since graduating, watch our interview with him [here](#).

FACULTY CORNER

THOUGHT LEADERSHIP SERIES

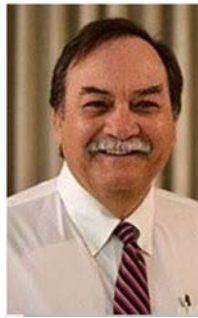
Earlier this year, the School of Business started a new monthly thought leadership series, whereby a business faculty member conducts a free virtual presentation on a

topic within their area of expertise. These presentations are made available to the local and global community. Following presentations from Dr. Joan Marques (February), Dr. Alice Shiotsugu and Jeff Neumeister (March), and Dr. Satinder Dhiman (April), the following three additional presentations have been delivered:



Dr. Thomas Chapman:
Public Perceptions of AI: An Honest Discussion of the Perils and Promises of the Technology

On May 25, Dr. Chapman addressed some of the most pressing concerns regarding Artificial Intelligence (AI), while he also advocated for openness to this phenomenon, that has been a part of our lives for multiple decades already. As AI continues to sweep through today's professional performance world, the presentation was well-received. Dr. Chapman chairs the CIS department, conducts his research in the areas of cybersecurity, analytics, block chain and digital currencies, and social inclusion in IT. He is a professional member of the Association of Information Systems (AIS) and the Foundation for IT Education.



Dr. Paul Sabolic:
The Business Plan: Key Sections

On June 29, Dr. Paul Sabolic, the School of Business' foundational professor of entrepreneurship and consultancy, shared some powerful insights in business plan structuring and presentation, while also explaining the most common perils in the process of putting together such a project.

A visiting professor in Business, Dr. Sabolic has a multi-decade experience in business and management with multinational corporations and in the academic and administrative. His expertise encompasses management, marketing, economics, media studies, information technology and education.



Dr. Kevin Sanford:
Aspects of Organizational Culture: One Team, One Mission, One Goal

On July 27th, Dr. Kevin Sanford shared his insights on "Aspects of Organizational Culture: One Team, One Mission, One Goal". In this well-attended session, Dr. Sanford addressed some critical focus points in organizational performance, with respect, appreciation, and empathy being some of the mindful points he mentioned to underscore his call for team-spirit and maintaining a strong mission focus. Dr. Sanford teaches management classes at Woodbury, and has been a faculty member at Los Angeles Valley College in a variety of roles for the last nine years. Prior to his teaching career, Dr. Sanford spent over 15 years in the United States Marine Corps.

**WOODBURY MANAGEMENT FACULTY TEAM PRESENTS AT
ACADEMY OF MANAGEMENT'S 83RD ANNUAL MEETING**

In early August, a management faculty team visited the prestigious annual conference of the Academy of Management (AOM), world's largest congregation of management scholars. This year's conference theme was *"Putting the Worker Front and Center"*. The five management faculty members attending the conference, which was held in Boston this year, collaborated in multiple presentations.



Dr. Joan Marques chaired and co-presented a panel symposium titled, *"Revitalizing Work: Taking the Mindful Path Toward Greater Collective Fulfillment."* In her role as the Scholarly Program Chair within the leadership track of AOM's Management, Spirituality and Religion (MSR) division, she was responsible this year for coordinating the entire review and planning process for all scholarly submissions to MSR, as well as the organization of a series of major events at the annual meeting, such as the MSR Plenary session, the MSR & Friends Social session, the daily morning meditation sessions, and the clustering of paper presentations.

Dr. Satinder Dhiman served as co-author and session co-chair of the showcase symposium: *"Management and World Peace"*, and presenter in the Professional Development Workshops, *"Four Yogic Pathways of the Bhagavad Gita for Workers in Pandemic Times"*, and *"Ghandi's Dignified Approach to Work and Workers."*



Dr. Adam Wood, Dr. Svetlana Holt, and Dr. Kevin Sanford presented a scholarly paper, titled, *"From the Military to Civilian Work Environment: A Study of Veterans' Career Transition."*

DR. JOAN MARQUES PUBLISHES IN AACSB INSIGHTS

This May, the School of Business Dean published a new article in AACSB's Insights, a monthly online source that presents thought leadership pieces from business school deans, administrators, and faculty; business leaders, strategic partners and collaborators.



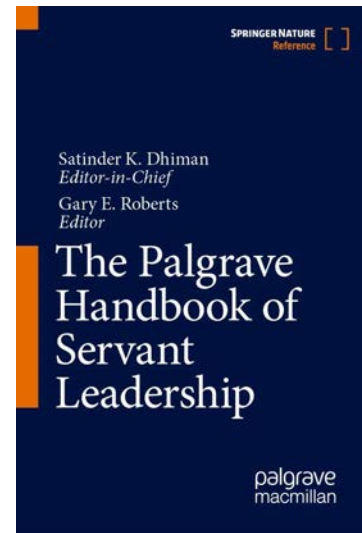
The article titled *"[The Fascinating Path Ahead for Business Schools](#)"* addressed a number of contemporary topics, including,

- The need for B-Schools and businesses to establish a reciprocal influence relationship that will improve learning needs of future business leaders.

- The need to design interdisciplinary programs that deliver compassionate and responsible leaders.
- The need to understand that good B-Schools infuse critical and creative thinking skills in their students, enabling them to choose for professional directions they might not have dared to select without the skills acquired in school.

DR. SATINDER DHIMAN PUBLISHES NEW HANDBOOK

Associate Dean, Dr. Satinder Dhiman, in collaboration with Dr. Gary Roberts, published “*The Palgrave Handbook on Servant Leadership*.” This is the first comprehensive reference work on servant leadership research spanning over 1,700 pages, showcasing the work of over 130 top scholar-practitioners working in this field. Featuring a cadre of leading world-class scholars, practitioners, and contributing authors from diverse fields of inquiry, it aims to collate research on servant leadership with a particular focus on its moral and spiritual dimensions.



SUPPORT OPPORTUNITY: THE WOODBURY UNIVERSITY SOCIAL JUSTICE SCHOLARSHIP FUND

Woodbury University has launched a new [Social Justice Scholarship Fund](#) that will provide 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](#) will 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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