

WOODBURY UNIVERSITY SCHOOL OF BUSINESS

Where Your Legacy Begins

Spring 2026 Newsletter



A Snapshot of our 2026 Student Awardees



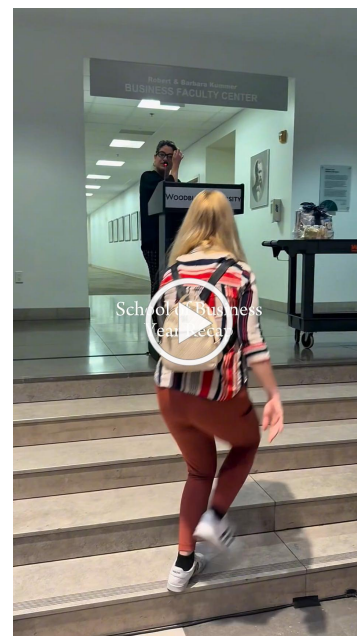
As the academic year came to a close, the School of Business honored its best and brightest students in the BBA and MBA programs. The thumbnails above provide an overview of this year's stellar performers. A small group of awardees were unable to attend. These students received their awards in the mail. We congratulate all awardees with their tokens of recognition, and hope they will tread a rewarding and fulfilling path as they move on toward new horizons.

School of Business at a glance

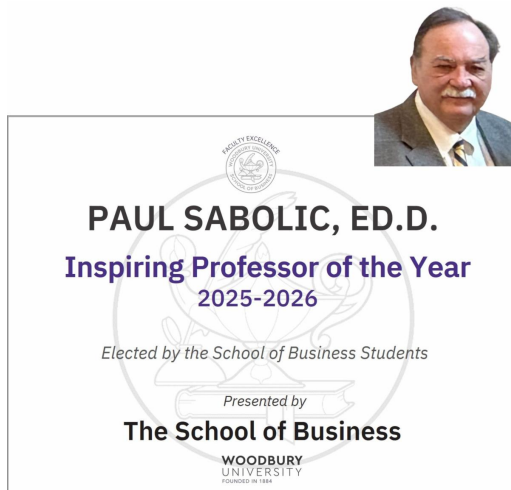
The '25-'26 year brought u a wide range of activities, as has become customary in the School of Business.

From the buzzing Creative Minds Conference to the Connect & Reflect meetings between current and future students, faculty, and alumni; from a career-preparation focused Rotating Executive in Residence program to a series of interesting Thought Leader presentations from our faculty, and from MADE at Woodbury to the Baron Business Plan Competition.... There was never a dull moment.

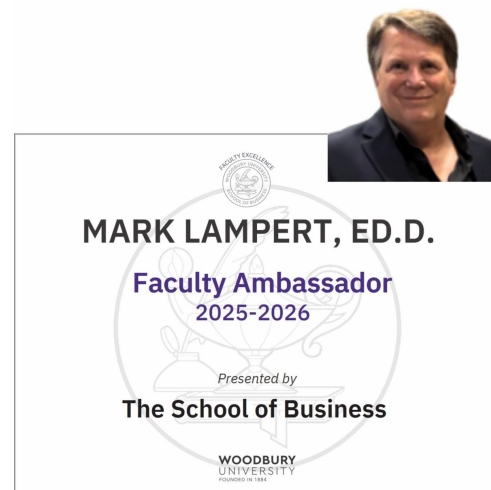
Thank you, to all students, faculty, staff, advisory board members, alumni, and friends, who made these events unforgettable. We promise the same fun and dedication in the coming academic year!



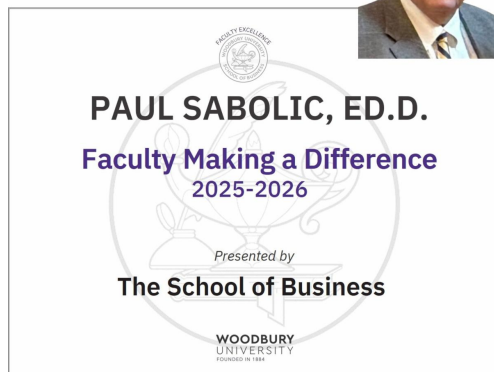
Congratulations to Our Outstanding Faculty



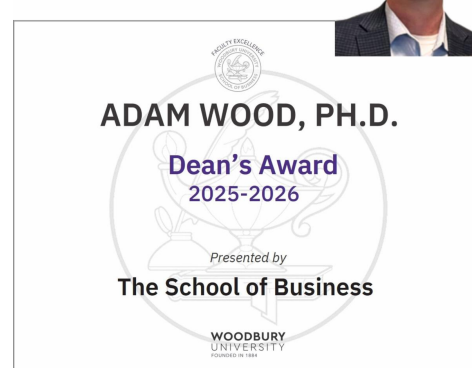
The ***Inspiring Professor of the Year Award*** was granted this year to Dr. Paul Sabolic, for his interactive and engaging approach in course facilitation.



The ***Faculty Ambassador Award*** was granted this year to Dr. Mark Lampert, who has done a great job visiting colleges and schools and inviting potential student groups to campus.

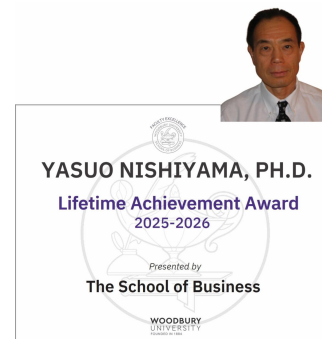
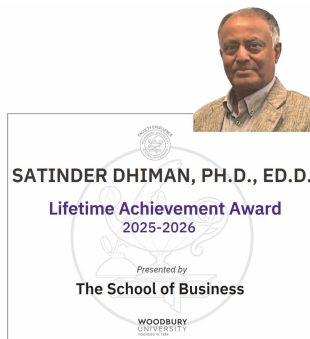


The **Faculty Making a Difference Award** went to Dr. Paul Sabolic, based on his tireless investment in students' engagement and professional growth in and outside the classroom.

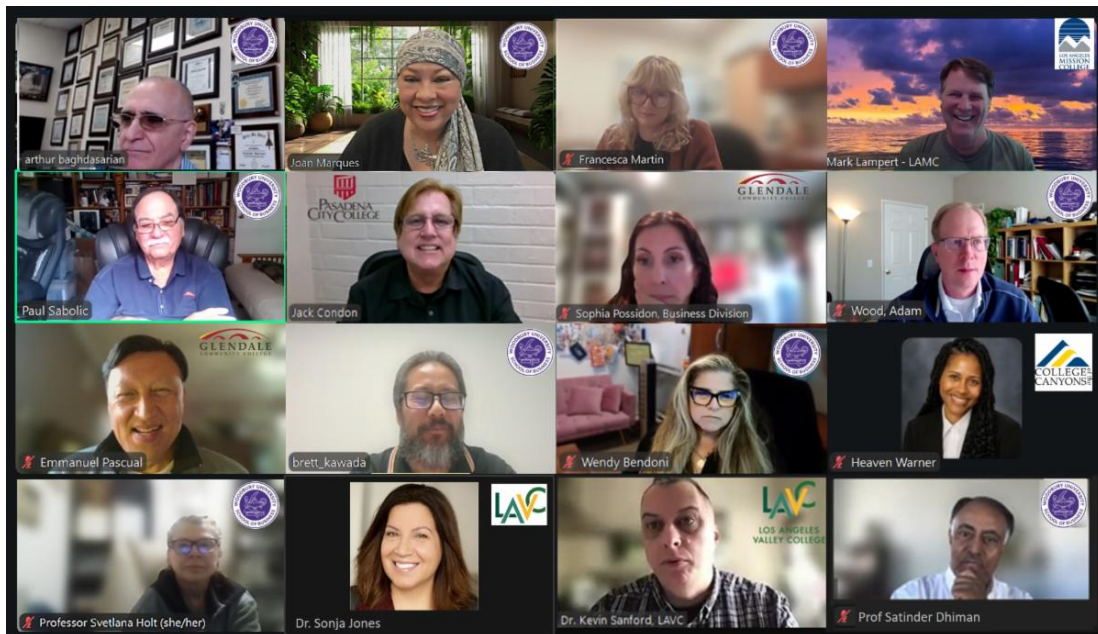


The **Dean's Award** was granted this year to Dr. Adam Wood, who has championed the School's representation in the Faculty Senate, while maintaining his role of creative and engaging professor.

Drs. Satinder Dhiman, Svetlana Holt and Yas Nishiyama were granted the **Lifetime Achievement Award** for their extensive and much-appreciated investments in the school and the Woodbury community, through engaged course facilitation, stellar research, and unwavering service. These three valuable faculty members will explore new horizons, but may hopefully still remain involved in our community in non-traditional ways.



Business Roundtable Session: Harnessing AI in the Classroom



On Thursday, April 2nd, the School of Business organized a roundtable session with colleagues from five local community colleges. This was the 10th annual meeting of our school with colleagues from community colleges.

The theme of this year was "***Harnessing AI in the Classroom***", and representatives from Glendale Community College, Los Angeles Valley College, Pasadena City College, Los Angeles Mission College, and College of the Canyons discussed the integration of artificial intelligence in education. Participants shared their experiences with AI tools like ChatGPT, Claude, and Perplexity, discussing both their benefits and challenges in teaching environments.

The group explored how AI affects different disciplines, with some faculty reporting that their institutions either embrace or restrict AI usage, and discussed the importance of proper citation and ethical use. One faculty participant raised concerns about the future of white-collar jobs, suggesting that many traditional business roles may be automated within the next 3-5 years, leaving trade jobs as potential survivors. The conversation concluded with agreement that educators must adapt to this changing landscape by staying current with AI developments and reimagining their teaching approaches.

THE CREATOR'S CIRCLE SOCIAL

"Where Ideas Meet Opportunity"



An Initiative of the Fashion Marketing & Marketing Department

What Is the Creators Circle?

The Creator's Circle is a community-driven initiative co-launched by Dr. Bendoni and the students of the Fashion Marketing and Marketing departments within the School of Business. It is a deliberate, open, and inclusive space designed to unite students, alumni, industry professionals, entrepreneurs, tech founders, and cultural tastemakers around one shared belief: that the most powerful ideas are born when the right people are in the same room.

Honoring the 2026 Beta Gamma Sigma Inductees



On April 14th, we celebrated the 2026 inductees into Woodbury University's School of Business AACSB Honor Society, Beta Gamma Sigma. Four exemplary students were honored for their scholastic accomplishments. This year's inductees were:

- Sirvard Chaparyan (MBA)
- Erandy Miranda Peregrino (MBA)
- Talar Zaki (MBA)
- Bryan Skirius (BBA)

The ceremony was led by Dr. Adam Wood, Advisor of the Woodbury Chapter. Dr. Wood was assisted by Dr. Joan Marques and Dr. Satinder Dhiman 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 Annual Baron Business Plan Competition Dinner: A CEO Highlight!



On Friday, April 17th, the Collegiate Entrepreneurs' Organization (CEO) team celebrated the culmination of this year's Baron Business Plan competition with an elegant dinner party. CEO President Brendon Curiel, supported by CEO advisor Dr. Paul Sabolic, made sure all guests had a wonderful time.

The winners of the 2026 Baron Business Plan competition are:

1st Place: Erandy Miranda Peregrino - \$3,000 (Business)

2nd Place: Hannah Waldron - \$1,200 (Interdisciplinary Studies)

3rd Place: Mekyla Basconcillo - \$800 (Graphic Design)

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.





On April 25th, the School of Business participated in the annual “MADE at Woodbury” event, in which work from students and faculty created over the past year is displayed. This event has increased in popularity over the past four years, as parents and other interested parties enjoy seeing the work of their loved ones placed in the spotlight.

The School of Business presented its displays in the Malburg Atrium in the Business building, with work created by Fashion Marketing, Management, Marketing, and MBA students. The works varied from posterized course take-away collages to impressions from courses in leadership, marketing, business ethics and diversity. Of high appeal were the magazines and posters, prepared in several Management and Marketing classes.



True to its reputation of massive societal impact, there was also an appealing display of faculty work, consisting of scholarly articles and books published in recent semesters. The MADE event is a great way of demonstrating the creative spirit that lives among all Woodbury programs.

INTRODUCING THE NEW WOODBURY **RISE** MBA SCHOLARSHIP:



Woodbury University's
1-Year, Fully-Accredited
**Core MBA is
Now \$35K!**

Our Core MBA^{*} is More Affordable Than Ever!



Did you ever wish getting an accredited MBA was affordable? Now it is!

Every incoming MBA student is eligible for our RISE MBA Scholarship! Our MBA students automatically receive a \$22,000 scholarship, which enables them to complete the core program for just \$35,000! That makes getting your MBA not only convenient but affordable as well.

The best part? It doesn't matter what your incoming GPA is. Every student starting the WUSB MBA in Fall 2026 will receive this scholarship.

All our Business programs are AACSB accredited-the highest business accreditation possible-ensuring that you will have a better position in the job market upon graduating.

*CORE MBA is 9 courses plus 3 electives

[Click Here for More Information and APPLY!](#)

APPLY TODAY! 

This is a limited-time offer! Apply by July 1, 2026

**WOODBURY
UNIVERSITY**
FOUNDED IN 1884

7500 N. Glenoaks Blvd.
Burbank, CA 91504

Now accepting applications for Fall 2026.
Click [here](#) for application information.

Thought Leader Presentation

Kevin Sanford Presents: *Doing Business in the emerging Blue Economy and Aquaculture*

In our March webinar, Dr. Kevin Sanford, Adjunct Faculty in the Management Department, provided some enlightening information about the Blue Economy.

He explained how Blue Economy and Climate Action Pathways (BECAP) and aquaculture support business growth by aligning education and industry partnerships with the expanding ocean-related labor market while promoting environmentally responsible development across the Los Angeles coastal region.

Dr. Sanford shared how business-related courses and degrees could strengthen this effort by providing students with essential skills in accounting, entrepreneurship, finance, management, and marketing, preparing them to launch, operate, and grow sustainable ventures within the blue economy. He also demonstrated and discussed options to relate and incorporate the Blue Economy into our classes. Interested? View the entire presentation [here](#).

WOODBURY UNIVERSITY'S SCHOOL OF BUSINESS
THOUGHT LEADER WEBINAR

Doing Business in the emerging Blue Economy and Aquaculture



Blue Economy and Climate Action Pathways (BECAP) and aquaculture support business growth! Dr. Sanford will demonstrate and discuss options to relate and incorporate the Blue Economy into our classes.

Dr. Kevin Sanford
Management Faculty



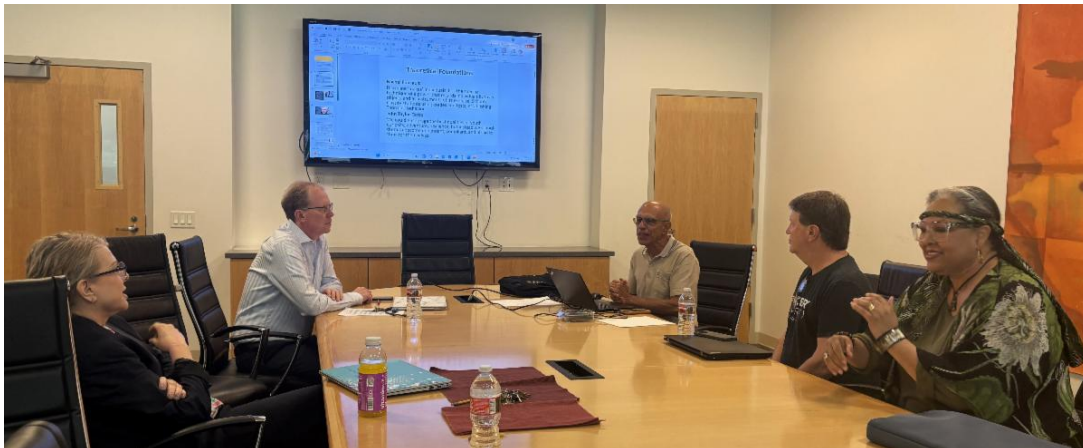
April 2, 2026
4:00 pm - 5:00 pm (PST)

<https://bit.ly/WUSB-webinar>

FREE ACCESS



Spring 2026 Faculty Colloquium



Three faculty members presented their research projects in the March faculty colloquium.

- Dr. Joan Marques (Business) provided an excerpt of her paper, "Awakening Organizations: Buddhist Psychology as a Framework for Ethical Leadership in the Polycrisis Era"
- Dr. Adam Wood (Business) discussed his ongoing research project, "Why We Believe What We Believe: The Social Foundations of Ideological Formation"
- Dr. Eugene Allevato (Liberal Arts) discussed his longitudinal study, "Resisting Conformity in Education: Rethinking How Students Learn".

The presentations were delivered in an interactive manner, resulting in vivid dialogues and recurring moments of insights. The faculty colloquium has been a School of Business practice since 2012. The event, which is open to faculty from all campus departments, serves to encourage faculty to share their research plans and projects and invite collaboration where possible.

Alumni Updates



Matthew Gilbert (MBA, 2005) recently presented his conceptual research, "Selling the Self: Personal Branding and Impression Management on LinkedIn" at the annual conference of the Association of Marketing Theory & Practice (AMTP) in Myrtle Beach, SC. This work is intended to examine how professionals strategically construct personal brands on LinkedIn.

Drawing on Erving Goffman's dramaturgical theory, Matthew aims to investigate how personal identity is performed and converted into professional capital. Mr. Gilbert is a faculty of Marketing at Coastal Carolina University and is a member of Woodbury University School of Business' Alumni Advisory Council.

Fahad Alyousef (BBA, 2014), accepted a new position as Vice President - Head of Planning & Performance unit at **Public Investment Fund (PIF)**, Saudi Arabia's sovereign wealth fund.

The Public Investment Fund aims to be a global investment powerhouse and the world's most impactful investor, enabling the creation of new sectors and opportunities that will shape the future global economy, while driving the economic transformation of Saudi Arabia.



HAVE YOU HEARD ABOUT OUR WOODBURY **RISE MBA** SCHOLARSHIP?

Companies can receive
a 30% discount on our
Fully-Accredited Core MBA*!

**Send 10.
Pay for 7.**
Graduate all of them.

Woodbury presents the only business decision that pays you back in MBAs.



Woodbury University is proud to offer our **RISE MBA Scholarship** at a **30% discount for companies that enroll 10 students.**

This Fall, every Incoming MBA student is eligible for our **RISE MBA Scholarship**! Our MBA students automatically receive a \$22,000 scholarship, which enables them to complete the core program for just \$35,000! And when an organization brings together a group of 10 people who hold a Bachelor's degree, Woodbury will trigger an additional 30% tuition reduction on the core program for each of the group members. That makes getting an MBA not only convenient but affordable as well.

The best part? It doesn't matter what their incoming GPA is. Every student starting the Woodbury School of Business MBA in **Fall 2026** will receive this scholarship.

All our Business programs are AACSB accredited—the highest business accreditation possible—ensuring that you will have a better position in the job market upon graduating.

*CORE MBA is 9 courses.

RISE MBA DETAILS



CONTACT FOR CORPORATE DETAILS

Joan F. Marques, Ph.D., Ed.D.
Dean | Professor & Chair of Management
818.394.3391
joan.marques@woodbury.edu

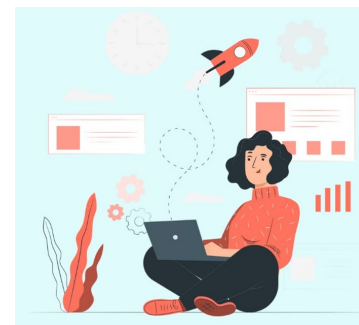
**WOODBURY
UNIVERSITY**
FOUNDED IN 1884

7500 N. Glenoaks Blvd., Burbank, CA 91504
woodbury.edu

SUPPORT OPPORTUNITY: THE STUDENT ENTREPRENEURS SUPPORT FUND

Please consider supporting our student entrepreneurs by donating to the [student entrepreneurs support fund](#)!

This fund honors and encourages the efforts of budding entrepreneurs, who are students at Woodbury's School of Business, or are members of one of the School of Business-headquartered professional student organizations.



Emphasis on High Quality and Readily Applicable Education



AACSB
ACCREDITED

Granted to Less Than 5% of
Business Schools Globally



Rigor in Education and
Continuous Improvement



Cultivating Innovative Leaders for a Sustainable Society



Woodbury University School of Business | 7500 N. Glenoaks Blvd | Burbank, CA 91504-1052 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!