

## A NEW MASTER'S PROGRAM - FALL 2023

The Master of Arts in Organizational leadership program returns to the School of Business after over a decade. The program has been reformatted to meet current accreditation standards, and will be offered in hybrid format, with the aim to go fully online in the near-future. Interested? Schedule an appointment. Found out more [here](#).



<p><b>ADAM WOOD, PH.D.</b> Inspiring Professor of the Year 2022-2023 <small>Elected by the School of Business Students</small> <small>Presented by</small> The School of Business WOODBURY UNIVERSITY</p>	<p><b>WENDY BENDONI, M.A.</b> Faculty Ambassador 2022-2023 <small>Presented by</small> The School of Business WOODBURY UNIVERSITY</p>
<p><b>PAUL SABOLIC, ED.D.</b> Faculty Making a Difference 2022-2023 <small>Presented by</small> The School of Business WOODBURY UNIVERSITY</p>	<p><b>YASUO NISHIYAMA, PH.D.</b> Dean's Award 2022-2023 <small>Presented by</small> The School of Business WOODBURY UNIVERSITY</p>

## Woodbury's School of Business '22-'23 Faculty Awards

The '22-'23 faculty awardees have been elected, and here's the outcome.

**Inspiring Professor of the Year:**

*Dr. Adam Wood*

**Faculty Ambassador:**

*Wendy Bendoni*

**Faculty Making a Difference:**

*Dr. Paul Sabolic*

**Dean's Award:**

*Dr. Yasuo Nishiyama*

## 7th Annual Business Summit

On March 24, the School of Business organized its seventh annual business summit. This year the event was conducted in hyflex format. Among the participants were representatives from *College of the Canyons, East Los Angeles College, Glendale Community College, LA Mission College, LA Valley College, Pasadena Community*

College, Rio Hondo College, and Santa Monica College. The participants collectively produced a SWOT analysis of current higher education in California, and decided on more intense future collaborations.



## ***The 6th Annual Career Development Encounter***



Student Winners:



As customary, the School of Business' advisory board sponsored this annual event again. Board members Michelle Azrialy and Dr. Mary Akpovi served as panel members, while Nick Mitchell, Jane Skeeter, and Noam Lotan sponsored the prizes.

The best performers for 2023 were:

***Alyana Castro*** – First Prize (\$250.00)

***Deven Momi*** – Second Prize (\$200.00)

***Gavin Lundin*** – Third Prize (\$150.00)

Congratulations to the winners, and a huge “Thank You!” to the advisory board!



## ***Honoring the 2023 Beta Gamma Sigma Inductees***

Congratulations to our 2023 Beta Gamma Sigma members! In an intimate but formal ceremony, a team of exemplary students were honored for their impressive scholastic accomplishments. This year's inductees were, ***Gayane Hovhanissyan*** and ***Inderjeet Viridi*** (MBA), and ***Arsen Mael*** (BBA).

The ceremony was led by Dr. Adam Wood, Advisor of the Woodbury Chapter. Dr. Wood was assisted by Dr. Svetlana Holt, Dr. Thomas Chapman, 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. Dr. Joan Marques, Dean of the School of Business was also in attendance to honor the inductees.

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## ***The Baron Business Plan Competition Dinner***

On Saturday, May 6<sup>th</sup>, the CEO team impressed all visitors with yet another wonderful Baron Business Plan competition dinner. Eight contestants participated in the competition with a set of impressive entrepreneurial projects. CEO President Gabriel Marrone and Vice President Gavin Lundin, did a great job leading this event.

This year's winners are:

***Alyana Castro and Deven Momi***  
(Business) - *Blue Shell Game Marketing Agency* - 1st place

***Arman Tarverdyan and Raj Kapoor***  
(Business) - *Dave's Hot Chicken* - 2nd place

***Angel Castro*** (Business) - *Bananaleaf Solutions* - 3rd place



Shawn Morey, member of the School of Business' Advisory Board, serial entrepreneur, School of Business alumnus, and former CEO President, gave a motivational presentation on using every opportunity to network, since most connections will turn out to be valuable at some point in the future.

Morey encouraged the students to take optimal advantage of their current student position, and obtain as much information as possible, as it is now given for free, and will turn out to be valuable later.

At the end of the evening, Dr. Sabolic, CEO advisor, expressed his gratitude to all who helped make this event a successful one.

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## ***Three Great Entrepreneur Lectures***



***Shawn Morey:  
Add Value to  
Everything You Do***

On February 22, Shawn Morey, Woodbury Business



***Shea Curry:  
Practice Humility  
and Gratitude***

On March 22, Shea Curry shared how she shifted her



***Emil Davtyan:  
Combine Passion  
with Purpose***

Emil Davtyan is the founder and managing attorney at Davtyan Law Firm, and a



alumnus and serial entrepreneur, shared some valuable insights with a student, staff and faculty audience. Shawn is a Realtor and Principal Broker and the owner of two Nutrishop stores.

Shawn advised to always work on a solid structure in order to “replicate” yourself before moving to the next project. He also recommended adding value to everything you do. He also encouraged the students among his audience to use every opportunity available to benefit from mentorship, as it is freely available to them now, but not anymore once they become professionals.

career from an award-winning actress to launching her own jewelry line. She co-founded *Celeste Jewelry*, which she ran for several years, after which she founded *Catch Social*, a social media management company that works with both product and service-based businesses across the US.

Shea shared the following pieces of advice:

- 1) Don't be afraid to ask. Many people will happily share their experiences where needed.
- 2) Align yourself with people who know more than you. This is how you make great progress.
- 3) Simple Thank You notes will get you a long way!

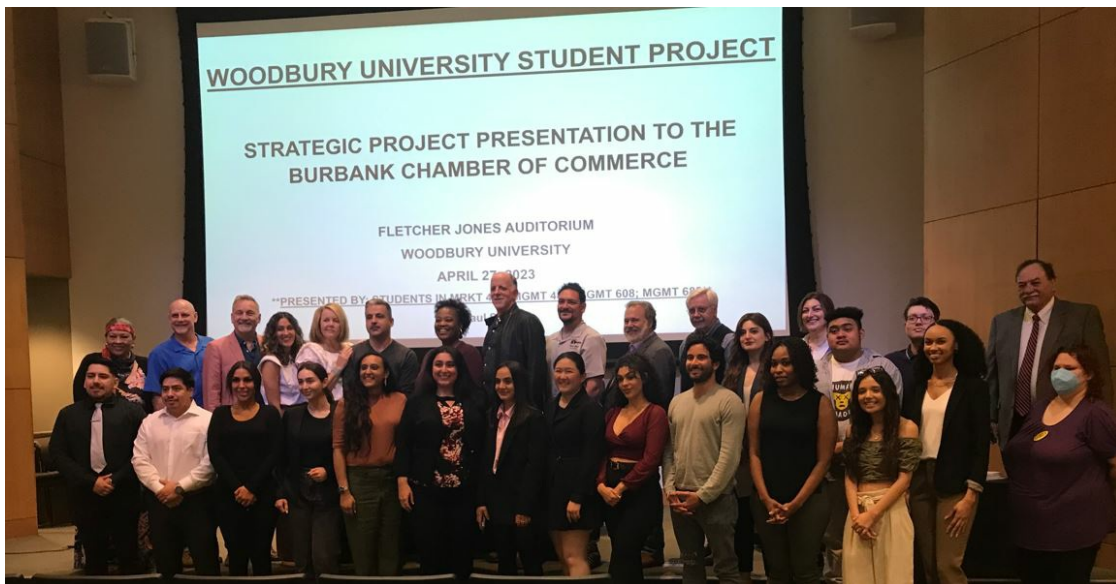
star-graduate from our B-School (Class of 2008)), He earned his Juris Doctor degree at Southwestern Law School, and subsequently combined his entrepreneurial spirit with his desire for justice in founding his firm.

Among the many great pieces of advice Emil shared were:

- 1) Make sure you have a great product or service.
- 2) Do your marketing well
- 3) Keep your financial planning is sound
- 4) Attract great people to run your business
- 5) Ensure that your business processes and procedures are sound.

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### ***Societal Impact: Business Students Prepare Comprehensive Strategic Proposal for Burbank Chamber of Commerce***



Over the Spring semester, Dr. Paul Sabolic coordinated a massive project, implemented by four Business classes: *Strategic Marketing* and *Business Policy and Strategy* (BBA courses) and *Entrepreneurship* and *Strategic Management and Consulting* (MBA courses). The students shared the SWOT analyses they prepared of a wide range of local, regional and national chambers of commerce, to highlight important do's and don'ts.

Student groups also shared creative insights on areas in which the Burbank Chamber could expand its membership through innovative services that could result in a more sustainable revenue base. The comprehensive proposal was well-received by the Chamber of Commerce leadership board members, who will study the useful suggestions offered.

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## Thought Leader Webinars

The School of Business initiated a 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.



### ***What Matters in Leadership Today***

In the first webinar, Dr. Marques, Dean and Professor of Management at the School of Business, used the word “Leader” as an acronym to highlight the areas of importance:

***Learning:*** Keep educating yourself, and regularly scrutinize your biases.

***Ethics:*** Do what is right in your perspective, even if you think no one cares or sees.

***Attitude:*** You cannot change what happens, but you can decide your attitude about it.

***Dependability:*** Being reliable will boost your reputation and help you on your way to progress.

***Equity:*** Equality is not sufficient, because people have different needs. Try to establish equity.

***Reflection:*** Contemplate at the end of every day how you can be a better person tomorrow.



### ***Ten Things to Know When Filing Taxes***

In the second webinar, Dr. Alice Shiotsugu and Mr. Jeff Neumeister, co-chairs of the Accounting department, shared ten important pieces of advice on taxes with the public. Some of these points were:

~ Keep in mind due dates for filing requirements: Different tax forms have different due dates.

~ Be aware of the triggers for further examination after filing tax returns. Some common causes are, a) abusive tax avoidance transactions; b) information Matching; c) related issues or transactions with other taxpayers.

~ Taxpayers can appeal audit findings, which may result, upon further review in:

- Agreement to the protest letter and signing a settlement.
- Disagreement to the protest letter, upon which the case is remanded to one of the tax or district courts selected by the taxpayer.



### ***Living a Fulfilled Life: Journey from Success to Significance***

In the third webinar, Dr. Satinder Dhiman, Associate Dean and MBA/MOL Chair in the School of Business, focused on the importance of safeguarding the quality of our lives.

He emphasized that happiness should be sought as an end itself and not as a means to an end. He then shared seven habits/gifts of fulfillment, being: 1. The Gift of Pure Motivation; 2. The Gift of Gratitude; 3. The Gift of Generosity; 4. The Gift of Harmlessness; 5. The Gift of Selfless Service; 6. The Gift of Total Acceptance, and 7. The Gift of Presence.

Dr. Dhiman also shared the wise insight of “N-1”, indicating that everything you practice, or experience, makes one less in the entire number of actions or experiences granted in your life. This thought can help you place things in context and make more responsible decisions about the sacrifices you are willing to bring.

The Management Department organized its first Elevator Pitch Competition this year. Students from local community colleges, high schools, and Woodbury University, competed for appealing prizes while sharpening their elevator pitch skills. The three Amazon Fire HD 10 Tablets went to winners: **Alyana Castro**, **Macyn Monegain**, and **Joseph Boucher**!



Thanks to our panel of judges and the supporting members of the School of Business Executive Committee.

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## ***Business Ethics Students Give Back to the Local Community***

Each semester, student teams enrolled in Business Ethics (Management 350) are tasked with a civic engagement project that is aimed at helping students connect with real-life problems and take on a leadership role in assisting towards their alleviation. Here are two outstanding projects from this semester.



### ***Organizing a Clothing Drive for Hope of the Valley***

Management students Lilit Ashchyan and Selena Markarian teamed up to organize a clothing drive for Hope of the Valley Rescue Mission. The students collected donations for clothing items, with an emphasis placed on shirts, pants, jackets, and shoes. Lilit and Selena were able to collect over forty articles of clothing, which is enough for fifteen to twenty outfits. The pair chose clothing for a variety of reasons including how it can be recycled, repurposed, resold, remade, upcycled, and how it can protect and help those in need.



### ***Removing Trash for Better Angels***

Fashion Marketing student Catherine Bernal, and Management students Genesis Hernandez, Eric Martirosian, and Sydney Reyes teamed up to work with Better Angels, an organization that seeks to confront and solve the problems that create homelessness, while also meeting individuals' urgent needs.

The students volunteered to clean up trash underneath freeway overpasses and in a nearby park. They remained respectful towards the homeless space, ensuring they asked prior to picking up any trash, and assisting each other in their work.

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## ***Alumni News***

The School of Business alumni advisory council implemented its first successful virtual



webinar. Three of the board's members shared valuable insights on weathering the recession in a successful manner.



Matthew Gilbert (MBA Class of 2005), started out with a personal excellence perspective. He advised to build your lifeboat by starting to define your “why” regarding what you do. This will clear your sight and keep you on the right and fulfilling path. He also encouraged his audience to decide on the “how” toward making progress, which can entail anything from earning certificates to expand your knowledge, to networking and establishing yourself as a thought leader.



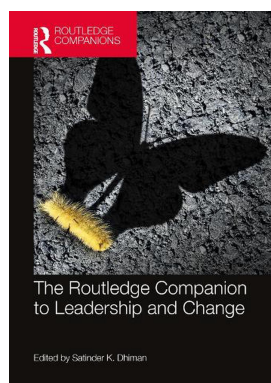
Mariya Palanjian (MBA Class of 2004), offered a marketing perspective, encouraging us to maintain our personal and professional brand awareness and keep differentiating ourselves from others. She encouraged her audience to identify where their best opportunities for growth are, and to focus on those, rather than on things that are time and energy consuming without yielding advancement.



Charbel Ghaby (MBA Class of 2014), provided a financial perspective. He highlighted the extreme hardship that comes when one retires with a fixed income and suggested working toward not letting this happen. He called for us to leverage our finances and our team and protect our wealth today by looking for solid and reliable investment advice, so that our income can keep thread with our current and future expenses.

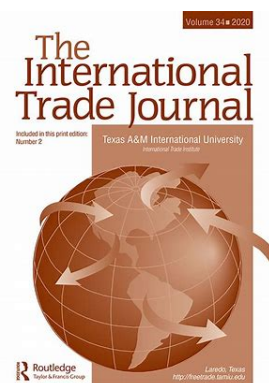
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## Faculty Corner



**Dr. Satinder Dhiman** published “**The Routledge Companion to Leadership and Change**”. This compilation consists of 33 chapters, contributed by a global team of leadership scholars.

*The uniqueness of this book lies in its anchorage in the moral and spiritual dimension of leadership, an approach most relevant for contemporary times and*



**Dr. Yasuo Nishiyama** published “**Uruguay’s Wine Export Strategies**”, upon a double-blind peer review process, in *The International Trade Journal* (Taylor & Francis). The paper was co-authored with Dr. Angelo Camillo.

*This article investigates whether Uruguay followed the path of its South American neighbor (Chile) in*

organizations. It represents an important milestone in the perennial quest for discovering the best leadership models and change practices to suit the contemporary organizations.

terms of wine quality improvements and pricing. Using the nonparametric test, we examine whether Uruguayan scores and/or prices shifted closer to Chilean scores and/or prices from vintage year 2000 to vintage year 2015.



**Dr. Joan Marques** recently completed a major academic review project as the Scholarly Program Chair for the *Management, Spirituality and Religion* (MSR) Division of the Academy of Management (AOM). In this role, she coordinated the preparation, reviewing, and clustering process for more than 70 scholarly paper-submissions and 10 academic symposia in preparation of the 83rd annual meeting of the Academy of Management in August 2023. This annual meeting - the largest gathering of management and organization scholars in the world - will be held in Boston, MA., this year, under the theme “*Putting the Worker Front and Center*”.



**Dr. Brett Kawada** participated in a team of 327 co-authors from 186 educational institutions in 14 countries in a BYU-led study testing the capacity of ChatGPT to handle university-level accounting exams. The team contributed 25,181 classroom accounting exam questions to see if the bot could outscore students. The paper, which has been published in *Issues in Accounting Education*, compares ChatGPT and student performance for 28,085 questions from accounting assessments and textbook test banks.

*Issues in Accounting Education* is ranked as an A-level journal is the Australian Business Dean's Council, a prominent quality parameter for AACSB publishing scholars.



**Dr. Alice Shiotsugu** has been invited, as a member of The American Institute of Certified Public Accountants, AICPA, to serve as a subject expert in the new 2024 CPA review. A team of fifteen CPAs compared the national exam with the portion of the California exam for questions duplicity. The team also reviewed the four parts of the exam to ensure questions were included in the correct exam sections. Dr. Shiotsugu has also been involved in the evolution of the exam, including lecturing to faculty from different business schools on what the new CPA exam will include in its new format. Dr. Shiotsugu is currently also attending *Morning Coffee*, a series of deliberating sessions, with the Board of Accountancy.



## ***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 Woodbury Cares Awards, 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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