Welcome to fall 2020. Not anywhere in our recent memory have we had a new academic year begin with so much uncertainty along so many dimensions. Yet, the Huskie spirit of grit keeps our focus on marching ahead to achieve and exceed our goals. Our faculty and staff have adapted quickly to the new mode of delivering courses and engaging with our students and each other. Even with short notice, during the spring semester, our team supported the move of 290 courses from the face-to-face format to online. For this semester, our portfolio is comprised of a significant number of offerings in the online mode, some in the hybrid mode and a few that meet face-to-face. We welcomed a strong class of new freshmen and transfer students and broke enrollment records on our graduate enrollment in some of our online programs.

Our success in delivering cutting-edge graduate programs is enabled by the exceptional work our faculty do in advancing knowledge. Scholarly work is considered the lifeblood of institutions as it is an important driver of the intellectual curiosity of our faculty, who in turn bring this knowledge into the classroom to benefit and inspire our students. Here are a few points of pride related to the scholarly work of our faculty:

1) Six faculty members were published in some of the top 50 journals used by The Financial Times to rank research. The proud professors are Balaji Rajagopalan, Onkar S. Malgonde, Yipeng Liu, Matthew D. Pickard, Mark Mellon and Timothy L. Michaelis.

2) The college had 68 peer-reviewed scholarly publications by 40 tenure-track faculty authors. This calculates to 1.7 publications per tenure-track faculty per year.

3) Four faculty members were selected as Dean’s Summer Research Fellows. Each awardee was given a grant to continue their research. The fellows include Bethany Cockburn, Mahesh Subramony, Matt Pickard and Furkan Gur.

With great pride we showcase a few exemplars of the exceptional scholarly work of our faculty. Your support makes it possible for us to continue initiatives like the Summer Research Fellows for our faculty to engage in research. While this support is always critical, during this time of great challenge, your support makes all the difference. Thank you.

Sincerely,

Balaji Rajagopalan, Ph.D.
Dean, College of Business
busdean@niu.edu
A peek at our tenure-track faculty researchers

Northern Illinois University is considered a public “research university.” Faculty members are not only great teachers, they also are on a quest to discover new information, create inventions and innovations, push the boundaries of their artistry, and help solve complex, real-world problems. Their research benefits our students, who work alongside professors and receive hands-on learning experiences in the classroom and the field. The College of Business is proud to highlight the following professors who are currently conducting research.

Matthew D. Pickard, Ph.D.  
ACCY

Pickard received his Ph.D. in management of information systems at the University of Arizona and both his MBA and B.S. in computer engineering at Brigham Young University. He teaches data and analytics. His primary research interest is using artificial intelligence applications to solve business problems. He is currently working to grow a cross-disciplinary artificial intelligence lab at NIU. He also explores ways to use computer technology to increase both the amount and quality of information disclosed in accounting-related interviews such as audits and fraud investigations. Pickard is currently expanding upon an automated interviewing system that leverages avatars (virtual humans) as interviewers. His research examines how automated, virtual interviewers compare to human interviews for conducting audit interviews with three experiments. Read more.

Mahesh Subramony, Ph.D.  
MGMT

Subramony joined the Department of Management of NIU after serving as an assistant professor of industrial/organizational (I/O) psychology at the University of Wisconsin-Oshkosh. He received his Ph.D. in I/O psychology from Central Michigan University and an M.A. degree in applied psychology from the University of Delhi, India. Prior to joining academia, he worked for two Fortune 500 companies in human resources functions. He brings this experience to bear in his human resource management (HRM) courses and applied research. Subramony’s research interests are in the emerging field of strategic HRM. Specifically, he is interested in examining the reasons why organizations make various types of human resource investments, and the processes through which these investments affect employee, customer and financial outcomes. Subramony has published several articles in top-tier scholarly journals including Human Resource Management and the Journal of Applied Psychology. Read more.

Timothy Michaelis, Ph.D.  
MGMT

Michaelis is an assistant professor of entrepreneurship. He received his undergraduate and master’s degrees in innovation management at NC State University and IAE-Graduate School of Management in France. He received his doctorate in applied social psychology at NC State University. Michaelis focuses primarily on developing original research around the topics of resourcefulness and the efficient (i.e., frugal) use of resources in entrepreneurial ventures. Overall, this work is to help increase the survival rates and performance of startups and corporate spinoffs. Additional research interests include, developing a clinical model for entrepreneurship teaching, research and practice, advancing quantitative methodologies in management research, self-regulation and regulatory focus in entrepreneurial decision-making, and the role of physical and mental health in association with new venture creation. Read more.
As a passionate award-winning teacher, Tang brings to her class nearly two decades of market research experience, as well as seven years of new product development experience in the biotechnology and pharmaceutical industries. While a doctoral research fellow at the Donald W. Reynolds Journalism Institute, she published a lead article in *The International Journal on Media Management*. Tang’s current research interests focus on sustainability, corporate social responsibility, innovation, sales and big data analytics. Her work has appeared in the Financial Times’ top business journals such as *Journal of the Academy of Marketing Science*, *Marketing Science*, *Journal of the American Statistical Association*, and other leading academic journals such as *Industrial Marketing Management*, *Journal of Interactive Marketing* and *Psychology & Marketing*. Her research has been funded by the American Marketing Association (AMA), American Statistical Association (ASA), EBSCO Information Services and Carolan Research Foundation. Her work has been featured by Adweek, CBS, Marketing Science Institute, Missourian and Reynolds Journalism Institute. Read more.

Sullivan is an associate professor in the Department of Marketing. She completed her Ph.D. in marketing at Northwestern University. She also holds a B.B.A. in international business from the University of Texas at Austin and a Master of Science in marketing from Northwestern University. Her teaching covers many aspects of marketing strategy, including multinational and global marketing, biotech marketing, international channel strategy and purchasing, and supply chain management. Sullivan’s research focuses on marketing strategy. In particular, her published work covers global distribution and supply chain alliances, sales channel strategy and branding. She has presented her research at several academic conferences and her publications can be found in various business journals including: *Journal of Marketing, Industrial Marketing Management* and *Journal of Supply Chain Management*. She received the 2011 MBAA International McGraw-Hill/Irwin Distinguished Paper Award for her research on supply chain alliances. She also won the Best Paper in the Global Marketing Track from the Marketing Management Association in 2013 for her research on international distribution alliances. Read more.

Malgonde is an assistant professor who joined NIU in fall 2018 after completing his master’s and Ph.D. in information systems from the University of South Florida. He completed his undergraduate degree in information technology from the University of Pune, India. Following his undergraduate degree, he worked with Infosys Technologies as a systems engineer. He teaches graduate courses in the management information systems (MIS) and data analytics (MSDA) programs. In addition, he designed and introduced the Python Programming Bootcamp at NIU. His research interests are at the intersection of data analytics, digital platforms and software systems. His research has been published in business journals including *MIS Quarterly, Empirical Software Engineering* and *Electronic Markets*, and in the proceedings of the Workshop on Information Systems and Technology (WITS), International Conference on Design Science Research in Information Systems and Technology (DESRIST) and Americas Conference on Information Systems (AMCIS). Read more.
Our new faculty and staff members

Bringing new and diverse individuals into the college makes for a richer experience for our students. We recently hired a variety of tenure and non-tenure track professors, as well as staff members. Welcome to the new faces!

**New Tenure-track Faculty**

**Youngwoog (Andy) Jeon, Ph.D.**

MKTG

Yongwoog “Andy” Jeon is assistant professor of marketing. He teaches and researches digital marketing. In his research, Jeon applies social psychological perspectives in building theoretical models that attempt to provide practical answers to the questions of how consumers think, feel and act in digital environments. He has examined how individuals psychologically respond to marketing messages delivered via interactive technologies such as skippable YouTube video ads or immersive VR. Jeon builds and uses experimental platforms where research participants’ real-time digital behaviors such as ad-skipping/blocking, viewing duration and gaze movement are tracked, quantified and analyzed to provide input in developing effective digital marketing tactics. Currently, he has been researching the roles of social artificial intelligence (AI) such as smart speakers or chatbots in the process of marketing communications. He has been researching AI in various contexts including branding, retailing, health and social marketing. His works have been published in various journals including *Journal of Interactive Marketing, Journal of International Advertising* and *Media Psychology.*

**Jinhak Kim, Ph.D.**

OMIS

Formerly an assistant professor in marketing and quantitative methods at the University of South Alabama, Jinhak Kim received his Ph.D. in management from Purdue University in 2016 and two master’s degrees in applied mathematics and mathematical statistics from Purdue in 2009 and 2011, respectively. His teaching interests lie in data analytics, decision analysis, machine learning, data visualization and operations management. His research interests are in data analytics and mathematical programming modeling. His work has been published in the journals *Mathematical Programming* and *Decision Sciences.*

**Chad Baker, JD, MBA**

MGMT

Chad Baker graduated from Southern Illinois University in 2012, where he earned a B.S. in business management. In 2019, he graduated from NIU with a dual law/MBA degree. Baker received the Clover Family Award for achieving the most pro bono hours in law school and was named to the Dean’s List. While attending law school, Baker worked as a graduate assistant in the management department. He now works there part time as an adjunct professor lecturing on the legal environment in business.
Part-time Instructors

Jayoung Sohn, Ph.D.  
OMIS

Jayoung Sohn is an adjunct professor in the Department of Operations Management and Information Systems. She earned her Ph.D. in hospitality and tourism management from Purdue University and MBA from the University of South Alabama. Prior to joining NIU, she was an instructor in quantitative methods and economics at the University of South Alabama. Her teaching interests lie in business statistics, data analytics, data visualization and corporate finance. Her research interests are in financial and strategic management in the hospitality industry.

Jasbir Patel  
MGMT

Jasbir Patel was most recently CEO of Snapfish, a global digital photo retailer. He’s an innovative senior executive with a visionary approach to applying time-tested principles to global organizations through new channels, environments and technology. His career trajectory has taken him from stock clerk to divisional VP at Walgreens, then Snapfish’s transformational leader as president and CEO. He is an exceptional communicator, addresses cost issues head-on, challenges status quo to adapt to emerging markets and technology, and leads global cross-functional teams to boost reputation and bottom line. He has an M.S. in communication from Northwestern in 2018 and an Executive MBA from Northern Illinois University in 2007. He also has a B.S. degree in history from NIU.

Karla MacAulay, Ph.D.  
MGMT

K. Doreen MacAulay, Ph.D. is an instructor teaching organizational behavior analysis and strategic management. Her research focuses on identity, employee well-being, gender studies and organizational studies. MacAulay was awarded the 2017 Women in Leadership and Philanthropy Research Award. She earned a Ph.D. in management from St. Mary’s University in Nova Scotia, Canada, an MBA from the University of New Brunswick, Canada and a B.S. in psychology from St. Francis Xavier University in Nova Scotia. MacAulay teaches in the areas of management, organizational behavior and executive leadership. She is the 2018 Muma College of Business Teacher of the Year and is a member of the Academy of Management Association, the Southern Academy of Management Association and USF’s Women in Leadership and Philanthropy. She has served as a faculty consultant for SOF-ONE, Inc., as well as a reviewer for several conferences and journals.
Faculty distinction

Faculty recognition and awards are an outward expression of what we already know – our faculty are amazing teachers who create knowledge and help develop principled, adaptable students who become global citizens. Awards are called “professorships” or “fellowships” and acknowledge excellence in teaching, research, artistry and engagement. Professors who received these awards are typically given a monetary stipend. We are proud to recognize faculty members, their research and awards. Read 2019 College of Business Research Report.

You can make a difference

Contributing to the Dean’s Strategic Fund gives the college additional funding to invest in top priorities including research, student success and alumni relationships.

You can make a difference by creating opportunities that will transform the lives of current and future Huskies.

Briscoe becomes new chair of management

On July 1, Jon Briscoe, a professor in the Dept. of Management accepted the appointment of chair for the department. Sarah Marsh will return to her first love, teaching in the classroom. Read more.

Research Rookies

Nathaniel Narofsky is a junior from the Naperville area who is majoring in OMIS with a focus on business analytics and a minor in applied mathematics. He will work with instructor Kerry Fechner (OMIS) on a few projects for the Northern Illinois Food Bank in Geneva, including analysis of the location offerings to determine if it has grown or changed due to COVID-19. He is also working as a volunteer to rework the transportation logistics between the various food pantry clientele.

Research Rookies (RR) provides undergraduate students with a chance to explore their research interests while gaining the skills and knowledge needed to effectively conduct professional research. The rookies spend the fall semester participating in research exploration activities, then transition to undergraduate research assistants in the spring semester, assisting a faculty member on a research project. Research Rookies receive a $500 stipend upon completion of the program. Learn more about Research Rookies here.