THE DEPARTMENT OF BUSINESS ANALYTICS AND STATISTICS’ ADVISORY BOARD AND CORPORATE PARTNERS MET IN APRIL TO DISCUSS PROGRAM GROWTH AND THE FUTURE OF THE DISCIPLINE.

WENJUN ZHOU IS CO-CHAIRING THE 2019 KNOWLEDGE DISCOVERY AND DATA MINING CUP AFFILIATED WITH THE ASSOCIATION FOR COMPUTING MACHINERY. ZHOU AND PHD STUDENT WANGCHEN YAN WERE AWARDED THE BEST PAPER AWARD AT THE 2018 INFORMS WORKSHOP ON DATA SCIENCE FOR THEIR PAPER ON EMPLOYEE RIDE SHARING.

THE BUSINESS ANALYTICS FORUM DREW MORE THAN 100 PROFESSIONALS IN OCTOBER, INCLUDING TOP NAMES FROM AMAZON, IBM WATSON, AND OAK RIDGE NATIONAL LABORATORY.

Hamparsum Bozdogan published in the Journal of Statistical Computation and Simulation, and was invited to present at the INFORMS 2019 Business Analytics Conference in Austin, Texas, and Dokuz Eylul University and Istanbul University in Turkey.

Melissa Bowers published in the INFORMS Journal on Applied Analytics and Analytics Insight, and was interviewed by Analytics Insight magazine.

Michel Ballings received the Thomas P. Hustad Best Paper Award from the Journal of Product Innovation Management.

Emre Demirkaya will join the Department of Business Analytics and Statistics as an assistant professor. He joins the college from the University of Southern California.

Justin Jia will join the department as an assistant professor. He comes to Haslam from the Krannert School of Management at Purdue University.

Bogdan Bichescu and Randy Bradley published on process excellence as a competitive advantage for hospitals in the International Journal of Production Economics.

Mary Holcomb published in the Transportation Journal.

Haslam and FreightWaves, a data, analytics, and risk management company, have signed an MOU to enhance one another’s programs through joint events and research.

The Global Supply Chain Institute issued two new white papers during their forum in April: “End-to-End Supply Chain Planning Framework and Key Concepts,” and “Driving Shareholder Value with your Supply Chain.”

U.S. NEWS & WORLD REPORT RANKED HASLAM FOURTH AMONG PUBLIC BUSINESS SCHOOLS FOR SUPPLY CHAIN MANAGEMENT.
LINDA MYERS IS AN ACADEMIC on the go. As one of the top five accounting researchers worldwide, her work takes her to universities around the globe to present and share insights. “I’ve had the opportunity to travel to Europe and Asia and am always eager to experience new places,” Myers says. “The research questions I ask, such as what are the determinants of high quality financial reporting, are fairly fundamental so they’re applicable to accounting audiences in other countries.”

She deftly juggles the many trips with her responsibilities on campus, collaborative research, writing, and serving as an editor or on editorial boards for several academic journals. Lauren Cunningham, assistant professor of accounting at Haslam, describes Myers as persistent, organized, and well read. “She works like crazy,” says Cunningham. “But she’s also a caring person who makes time for the people around her.”

Myers directs the PhD program in accounting and works extensively with doctoral students. “Although she’s one of the top researchers in the world, she reserves quite a bit of time for us,” says Andrew Doucet, a doctoral candidate in accounting at Haslam. “She teaches our classes, reads our research, and gives us detailed feedback. That level of involvement is extremely rare for someone in her position.”

Myers’ research examines a wide range of issues in accounting, including factors that encourage companies to provide better quality financial information to investors, auditor independence, and the quality of audits that are delivered to companies. “Recently, I’ve been presenting a paper coauthored with Lauren Cunningham and Justin Short, a former PhD student, that asks, ‘What happens to the financial reporting quality at the home firm when the CFO of a company serves on the board of directors of an outside company?’” she says. “Serving on the board of another company could be a distraction, but could also present opportunities to improve financial reporting practices.”

When she’s not traveling for work, Myers enjoys spending time with her family at home and abroad. In 2016, she joined the University of Tennessee, Knoxville, as the college’s first Haslam Chair of Business, and her husband, James, joined as the Hendrix Distinguished Professor of Accounting.

The Myers family cruises at least twice a year, and Linda has begun introducing their children to global travel. “My son, Justin, likes cities so last year we did Barcelona and Madrid, and this year we’ll go to Rome,” she says. “My daughter, Payton, loves wilderness, so we did Iceland last year, and this year she chose Ireland.”
**ECONOMICS**

**Marianne Wanamaker** won the Alexander Prize, which honors a UT faculty member for exceptional teaching and distinguished scholarship. She was also appointed to the American Workforce Policy Advisory Board, which provides advice and recommendations to the interagency National Council for the American Worker.

**Celeste Carruthers** was chosen as outstanding reviewer for 2018 by the journal Educational Evaluation and Policy Analysis.

**Matthew Murray** was recognized by the Tennessee Economic Development Council with its Jim Spradley Volunteer of the Year Award. The award is presented to individuals who give their time and talent to further the economic progress of Tennessee.

**Enda Hargaden**, professor of economics, analyzed Irish history with researchers at Queen’s University Belfast. They determined that the victory of the Sinn Fein party in the Irish election of 1918 was due to electoral reforms.

**Wanamaker Joins US Workforce Advisory Board**

Marianne Wanamaker, an associate professor of economics in the Haslam College of Business, was named to the American Workforce Policy Advisory Board in February.

Wanamaker joined the CEOs of Apple, the United States Chamber of Commerce, Siemens USA, Visa, SAP America, Walmart, Lockheed Martin, and Home Depot as well as other private sector professionals, the governors of Iowa and Indiana, and leaders of educational institutions and nonprofits on the 25-member board.

Established by executive order as part of the National Council for the American Worker, it aims to develop and implement a strategy to revamp the American workforce for the well-paid, in-demand jobs of the 21st century.

“It is an honor to be called to serve on the Workforce Policy Advisory Board,” Wanamaker says. “The economics profession has produced a wealth of evidence to inform some of the board’s key questions, and I look forward to bringing those perspectives to the board’s process.”

The board’s members will serve through July 2020. They were selected for their insight on the public and private sectors and how the two can work together to combat a skills crisis and encourage a culture of lifelong learning through education and job training. The board also will promote private-sector investments in American workers.

In April, Wanamaker’s achievements in public policy and academics were applauded when she received the Alexander Prize, an award that recognizes superior teaching and distinguished scholarship at the Haslam College of Business. She also has recently been named a co-recipient of the International Health Economics Association’s Arrow Award for research showing the Tuskegee syphilis study decreased the overall life expectancy of black men.
Celebrity CEO Behavior
A Boon and a Curse for Companies

CELEBRITY CEOS SUCH AS TESLA co-founder Elon Musk owe their celebrity to four media narratives that can benefit their companies but also trap them if business conditions change. Those narratives—creator, transformer, rebel or savior—are tropes through which the media elevates CEOs to fame.

Tim Pollock, distinguished professor of entrepreneurship at the University of Tennessee, Knoxville’s Haslam College of Business, recently published “The Shackles of CEO Celebrity: Sociocognitive and Behavioral Role Constraints on ‘Star’ Leaders” in the Academy of Management Review. The paper contends that just as every detail of celebrity athletes and actors’ lives are publicized, these CEOs become household names because of the public’s desire to live vicariously through them. The research is Pollock’s first published as the Haslam Chair in Business after joining the college from Pennsylvania State University.

Pollock says Elon Musk is a good example of a celebrity CEO, as defined in his research.

“With Tesla and SpaceX, he’s taking on these audacious goals and doing things everybody says you can’t,” Pollock says. “He’s become a celebrity for it, but they have yet to make money. They have produced some interesting technology, but it’s still all about the promise of where it’s going.”

This type of celebrity generates attention and resources for CEOs and their companies, but may also limit their ability to grow as conditions change. Celebrity CEOs are likely to repeat behaviors that made them famous in the first place, and even increase the intensity of those behaviors over time.

“These CEOs become celebrities because they are doing things differently than everybody else,” Pollock says. “They either under-conform and do what no one else is doing, or they are exemplars and the epitome of what is good. The problem is that the line shifts. What seems out-of-bounds and abnormal can become more normal over time. Others may start to do it as well, and the CEO’s behaviors might become more extreme to continue standing out. Then the behavior can go from being a good to a bad thing.”

The four archetypes of celebrity CEOs defined by Pollock and his co-authors are:

| CREATORS, who start new and innovative enterprises, such as Bill Gates of Microsoft, Jeff Bezos of Amazon and Howard Schultz of Starbucks. | REBELS, who defy conventional norms, such as John Legere of T-Mobile and Tony Hsieh of Zappos. |
| TRANSFORMERS, who redefine existing companies’ roles in the world, such as Jack Welch of GE and Indra Nooyi of PepsiCo. | SAVIORS, who pull companies back from the brink of failure, such as Lee Iacocca of Chrysler and Lou Gerstner of IBM. |

“Celebrity CEOs become stars that are cast by the media as protagonists in these different dramas,” Pollock says. “That creates value for their companies because they possess this celebrity, which is an intangible asset.”

“The Shackles of CEO Celebrity: Sociocognitive and Behavioral Role Constraints on ‘Star’ Leaders” was published in 2018 in the Academy of Management Review and co-authored by Jeffrey B. Lovelace of the University of Virginia, Jonathan Bundy of Arizona State University, and Donald Hambrick of Pennsylvania State University. More information is available from the Academy of Management Insights at https://tiny.utk.edu/CelebrityCEOs.
Lauren Cunningham had papers accepted by the Accounting Review, Issues in Accounting Education, and the Review of Accounting Studies.

James Chyz had two papers accepted in the Review of Accounting Studies.

The Tennessee Society of CPAs featured Amelia Hart in the recent Tennessee CPA Journal.

Linda Myers published and has had papers accepted in: Journal of Accounting, Auditing & Finance, Journal of International Accounting Research, and the Accounting Review. She was cited by the Public Company Accounting Oversight Board and Bloomberg, and presented at Antwerp University in Belgium, Lingnan University in Hong Kong, the Doctoral Consortium of the Second Annual Scandinavian Accounting Research Seminar at BI Norwegian Business School, and the NHH Norwegian School of Economics. She served as conference editor for the 2019 Journal of Accounting, Auditing and Finance conference in Santiago, Chile, and served on the selection committee for the McLaughlin Prize in Accounting and Ethics Award, the American Accounting Association’s Financial Accounting Reporting Section steering committee, and on the competitive manuscript award committee of the American Accounting Association. A working paper coauthored by Myers and PhD student Xi Ai has been accepted for presentation at the International Symposium on Audit Research conference to be held this summer in Boston. Xi will present the research on behalf of the research team. Myers and Roy Schmardebeck published in Contemporary Accounting Research.

Amanda Warren presented a teaching case created with Lauren Cunningham at the American Accounting Association’s Teaching, Learning and Curriculum Section Midyear Colloquium in Dallas, Texas.

Lauren Cunningham had papers accepted by the Accounting Review, Issues in Accounting Education, and the Review of Accounting Studies.

FINANCE
A teaching award was endowed and named to honor emeritus professor John Wachowicz. The first recipient was associate professor Eric Kelley.


Suzan Murphy and Laura Cole led a group of Financial Management Association student members to New York during fall break.

Kathleen Hamm, board member of the Public Company Accounting Oversight Board, visited campus as one of several Neel Corporate Governance Center speakers.

Izabela VanDeest was appointed secretary/treasurer of the Knoxville chapter of the Tennessee Society of CPAs.

HASLAM Awards
The Haslam College of Business at the University of Tennessee, Knoxville, announced its annual awards during a celebration held in April. The awards recognize outstanding faculty and staff accomplishments.

HASLAM AWARDS
STAFF AWARD: SUPERIOR CUSTOMER RESPONSIVENESS
Tracy Falls, MARKETING
TIM WILLIAMS STAFF AWARD FOR PROFESSIONALISM
Jeannie Goodman, FINANCE
STAFF AWARD: INNOVATION AND CREATIVITY
Mark Willoughby, UNDERGRADUATE PROGRAMS
DIVERSITY & INCLUSION AWARD
Freda Johnson, DEVELOPMENT
BANK OF AMERICA FACULTEY LEADERSHIP AWARD
Don Bruce, ECONOMICS
VOLUNTEER SPIRIT AWARD
Tom Van Dorselaer, MARKETING
RICHARD C. REIZENSTEIN OUTSTANDING COMMITMENT TO STUDENTS AWARD
Laura Cole, FINANCE
ALLEN H. KEALLY EXCELLENCE IN TEACHING AWARD
Benjamin Compton, ECONOMICS
VALLETT FAMILY OUTSTANDING RESEARCHER AWARD
Linda Myers, ACCOUNTING AND INFORMATION MANAGEMENT
MARTIN & CAROL ROBINSON EXCELLENCE IN TEACHING, RESEARCH, AND SERVICE AWARD
Eric Kelley, FINANCE
MBA AWARDS
OUTSTANDING FIRST YEAR FACULTY AWARD
Ted Stank
OUTSTANDING SECOND YEAR FACULTY AWARD
Wendy Tate
MS IN BUSINESS ANALYTICS AWARDS
OUTSTANDING COMMITMENT TO STUDENTS AWARD
Haileab Hilafu
EXECUTIVE MASTER’S AWARDS
PROMBA OUTSTANDING FACULTY AWARD
Jim Reeve
AEROSPACE AND DEFENSE MBA OUTSTANDING FACULTY AWARD
Tim Munyon
EXECUTIVE MBA FOR STRATEGIC LEADERSHIP OUTSTANDING FACULTY AWARD
Michael McIntyre
EXECUTIVE MBA FOR GLOBAL SUPPLY CHAIN OUTSTANDING FACULTY AWARD
Jim Reeve
PHYSICIAN EXECUTIVE MBA OUTSTANDING FACULTY AWARD
Bruce Behn
PHYSICIAN EXECUTIVE OUTSTANDING TEACHING AWARD
Chuck Noon

GEE AWARDS
STAFF EXCELLENCE AWARD FOR OUTSTANDING SERVICE
Michele Domkowski and Christine Johnson
STAFF EXCELLENCE AWARD FOR OUTSTANDING RESULTS
Recruiting Team: Adam O’Dell, Kitty Cornett, and Tom Brown
STAFF EXCELLENCE AWARD FOR OUTSTANDING INNOVATION
DART: Sharath Sriman, Roger Cutrell, Taylor Brewster, George Fields, and Bill Topley

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STAFF EXCELLENCE AWARD FOR OUTSTANDING TEAMWORK & COLLABORATION
Jericho Hawkins
GEORGE MILLER, JR. AWARD FOR LIFETIME ACHIEVEMENT IN EXECUTIVE EDUCATION
Jim Wachowicz
RICHARD SANDERS FACULTY LEADERSHIP AWARD
Randy Bradley

Above: Kathleen Hamm with students.
No. 1 Worldwide with Bloomberg

Haslam Leads World in Certifications, Trades $3 Million in Funds
TOM VAN DORSELAER is on a mission to connect students with the sales training and resources they need to succeed. Many students come to class with misconceptions about the definition of professional sales. “It’s not about convincing customers to buy something they don’t want—it’s about understanding customers’ needs and solving their problems,” says Van Dorselaer, executive director of the Professional Sales Forum, introduced last year by the Department of Marketing. “The way you get to understand their needs is through great communications skills. We teach students to listen actively, ask open-ended questions, and use the customer’s comments to draw conclusions.”

The Professional Sales Forum is designed to connect companies to the college’s educational programs, to leaders in the field, and to each other. The forum hosts events for corporate partners twice a year, providing opportunities for students to mingle with industry leaders and demonstrate their skills at sales competitions. Currently, 23 companies take part in the forum, including AT&T, Whirlpool, Cintas, Ryder, and PepsiCo.

THE UNIVERSITY OF TENNESSEE, Knoxville’s Haslam College of Business is first in the world for number of students earning Bloomberg Market Concepts certification and first in the Southeastern Conference (SEC) for number of Bloomberg terminals. An average of 1,200 Haslam students yearly earn the certification consisting of e-learning modules in economics, currencies, fixed income, and equities.

“This is important because, not only does it distinguish our business program, it gives our students a chance to leverage assets in the college of business to use outside in the work world,” says Laura Cole, director of the Masters Investment Learning Center. “Most corporations, not just on Wall Street but nationally and internationally, have Bloomberg terminals in their headquarters. Our students learn how to navigate them, and this gives them an advantage.”

Located behind a glass wall in the atrium of the Haslam Business Building, the Masters Investment Learning Center offers an impressive sight for passers-by. Inside the center, stock ticker prices light up a wall as students trade more than $3 million in funds at 20 Bloomberg terminals.

Students complete their Bloomberg Market Concepts certification as part of an upper-level finance course, and are invited to hone their knowledge by participating in a number of different organizations. Those include the University of Tennessee Investment Group, Trade Like a Girl and the Tennessee Capital Market Society.

Katie Fowlkes, a senior finance major, got her first real-world trading experience with one of the college’s five individual Torch Funds. She used the Bloomberg terminals to research and value companies, and to develop an investment thesis. Now she’s certified in Bloomberg Market Concepts and interviewing for positions.

“I’ve had a lot of interviewers comment on my certification because Bloomberg is very expensive software that a lot of students don’t have access to,” Fowlkes says.

For Carson Hollingsworth, a recent MBA graduate now working for the valuations department of KPMG in Cincinnati, the Bloomberg training he received at Haslam provided an advantage while interviewing with recruiters.

“It really sets you apart when you’re going into the industry,” Hollingsworth says. “Training with the software and creating actual outcomes in real-life scenarios was truly helpful to me, and I’m incredibly proud that we have the No. 1 status.”
**DEPARTMENT & FACULTY NEWS**

**NEWS**

The **Professional Sales Forum** brought together sales talent with representatives from companies around the nation in April. Company representatives served as judges in a competition, witnessing students’ sales talents first-hand. Meghan Griffin, a junior marketing major, and Abby Panter, a junior business analytics major, won first place in the sales competition.

**MARKETING**

**Kelly Hewett**, associate professor of marketing, was named editor-in-chief of the *Journal of International Marketing*.

**STEPHANIE NOBLE**

**CO-CHAIRIED THE ORGANIZATIONAL FRONTLINES RESEARCH CONFERENCE IN AUSTIN, TEXAS.**

**GRADUATE AND EXECUTIVE EDUCATION**

The **Aerospace & Defense MBA** program hosted 2008 alumnus Greg Ulmer during its second residence period. Ulmer is the vice president and general manager of the F-35 program at Lockheed Martin Aeronautics.

**Pedro Gonzalez**, director of career management for Graduate & Executive Education, wrote about the power of soft skills for the AACSB blog.

**Blake Renfro**

**was named director of corporate engagement.**

Haslam climbed in the Poets & Quants 2018 MBA ranking, which pulls data from leading surveys by *U.S. News and World Report*, *Forbes, Business Week*, *the Financial Times* and the *Economist*. The college came in at No. 26 among public institutions and 52nd overall.

**John Mac Namara**, head of global leadership development with FedEx, visited the **Executive MBA – Strategic Leadership program**.

**Haslam welcomed the MBA Class of 2008 to Knoxville for their tenth reunion.**

**Michael Grojean** was named director of the Executive MBA–Strategic Leadership. He joins Haslam from a consultancy role he took on after his tenure at Rice University.

**Tom Falk**, chairman of the board and chief executive officer of Kimberly-Clark, spoke at the annual **First Tennessee Foundation Graduate Business Symposium**.
TORCHBEARER AWARD

Three Haslam College of Business seniors were recognized for their academic achievement, leadership, and outstanding service with the university’s highest student honor, the Torchbearer award. They are Xavier Greer, a member of the Greg and Lisa Smith Global Leadership Scholars Program majoring in accounting; Jack Larimer, of Brentwood, Tennessee, a Haslam Scholar double majoring in economics and political science; and Mickayla Stogsdill, of Knoxville, a Chancellor’s Honors student majoring in public administration and Russian studies.

ALEXANDER PRIZE

Marianne Wanamaker, an associate professor of economics at Haslam, was presented the Alexander Prize. Named for former UT president and now US Senator Lamar Alexander and his wife, Honey, this award recognizes superior teaching and distinguished scholarship.

ADDITIONAL 2019 AWARDS WENT TO HASLAM STUDENTS, STAFF, AND FACULTY IN THE FOLLOWING CATEGORIES:

2019 EXTRAORDINARY COMMUNITY SERVICE (STUDENTS AND ORGANIZATIONS)
- Grant Williams

2019 EXTRAORDINARY PROFESSIONAL PROMISE
- Ryan Cunningham
  - Tyler Davis
  - Sarah Estes
  - Kendall Grafton
  - Jasmen Grant
  - Xavier Greer
  - Richmond Hall

2019 TOP COLLEGIATE SCHOLAR AWARDS
- Eunice An
  - Iris DeVault
  - Nicholas Lauerman
  - Whittney Lee
  - Reid Parker
  - Britanny Reid
  - Alexia Vaccaro

2019 EXCELLENCE IN ADVISING
- Betsy Gullett

CONSTRUCTION INDUSTRY RESEARCH & POLICY CENTER

Researchers at the Construction Industry Research & Policy Center studied the context of injuries in construction in Tennessee in 2014 through 2015, examining the nature, cause, and affected body part of injuries in addition to the age, gender, and tenure of the injured workers.