During the spring semester, the college offered a series of moderator-hosted webinars that examined the economic, labor, financial market, and industry implications of the novel coronavirus pandemic.

$210,000
Big Orange Give raised more than $210,000 for the Haslam College of Business in November 2019.

**Rankings**

**#16** Bloomberg Businessweek’s learning index ranked the college’s MBA program at No. 16 for learning experience among business schools nationwide.

**#21** The full-time MBA program ranked at No. 21 among U.S. public universities and No. 79 in the world, according to the *Economist*.

**#1** The Financial Times ranked Haslam as No. 1 in the world for custom executive education facilities and program support. Among US public institutions the college rose by one, to No. 3, and among all US schools (public and private), it climbed two spots to No. 6. Haslam’s ranking among all schools remained at No. 20 in the world. This marks the sixth consecutive year that Haslam’s custom executive education programs have been ranked in the top five among US public institutions by *The Financial Times*.

**27th** The Haslam undergraduate program placed 27th in the nation among public universities and 63rd among all institutions in *Poets&Quants*’ ranking of the Best Undergraduate Business Schools.

**#25** The Haslam College of Business MBA rose to No. 25 among US public university full-time master’s programs and climbed to No. 49 among all institutions in *Poets&Quants*’ latest Top 100 US MBA rankings.

**3rd** U.S. News & World Report’s 2021 Best Graduate Schools ranked Haslam’s Supply Chain Management program 3rd among publics and 4th overall.

**23rd** U.S. News & World Report’s 2021 Best Graduate Schools list ranked Haslam 23rd among US public universities and 46th overall.

**Mike Grojean**, director of the Executive MBA in Strategic Leadership, organized “Leadership in Trying Times,” a free webinar series open to all of those interested in learning skills and sharing ideas on leadership during calamitous events, such as the COVID-19 pandemic.

**Stephen Alfieri** joined the management team as director of operations in August 2019.

A poignant moment for the program occurred at the fall commencement ceremonies, when Professional MBA graduate Ian Miller was presented with his hood in a surprise gesture by his father, management and entrepreneurship professor Alex Miller. Alex Miller’s father also graduated from the ProMBA program, which inspired Alex Miller to become a business professor himself and then to lead the restructuring of the ProMBA program in the 1990s, to better accommodate the needs and schedules of working professionals.
Alex Rodrigues brings a truly global perspective to his role at the Haslam College of Business. A native of Rio de Janeiro, Brazil, he also has spent significant time in Spain, Germany, and the United States. “Working in different places has substantially shaped my career,” Rodrigues says. “I’m thankful for the broad view across countries and industries that I can incorporate into my lectures and research.”

During childhood vacations on the coast of Brazil, Rodrigues developed a talent for surfing that sparked a love of nature that has stayed with him. He spent long summers floating in the water, feeling connected to the ocean and the world around him.

While he enjoyed the outdoors, Rodrigues also cultivated an interest in technology. “I got an Apple II Plus computer in the late 1980s and became a nerd,” he says. “Those were good times on a beautiful monochrome green world.” He studied industrial engineering at the Federal University of Rio de Janeiro and took an early interest in supply chain management. He was fascinated by the interrelationships and trade-offs in primary business logistics functions. The complexity caught his interest.

After earning a master’s degree in Brazil, Rodrigues relocated to the US to pursue a doctorate at Michigan State University. Meanwhile, he delved into research projects, cultivating an interest in empirical and theoretical modeling of supply chains driven by his quantitative and analytical background in engineering.

Rodrigues spent a few years developing applied research in Europe before returning to Brazil in 2009 as a professor at his alma mater. In addition to teaching, he began developing academic research on humanitarian and disaster relief logistics with the civil defense and military community in Brazil. “The research field is very different from supply chain management in the business world,” he says. “The value of life is infinite when compared to maximizing profits and reducing costs.”

Rodrigues came to Haslam in 2014 as a lecturer in supply chain management. Since then, he’s continued to teach and to conduct research, including a partnership project with Cass Information Systems, Inc., which maintains transportation indexes that represent $28 billion in annual transactions across US industries. Rodrigues developed a quantitative methodology that reengineered the calculation of the index.

When he’s not working, Rodrigues enjoys reading, spending time with his family, and playing the drums. “I’m part of an amateur band called Shadyland with other Haslam faculty,” he says. “We play blues, classic rock, and some country music.”
ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

$20,000 Students in Alex Miller’s 2019 Learning by Giving course distributed $20,000 to 10 regional nonprofits. The course is taught through the Consortium for Social Enterprise Effectiveness, housed in the center.

GLOBAL SUPPLY CHAIN INSTITUTE

The Global Supply Chain Institute partnered with freight audit & payment provider Cass Information Systems, Inc. to support two of Cass’s transportation indexes—the Cass Truckload Linehaul Index® and the Cass Intermodal Price Index®. In collaboration with IHS Markit and the Council of Supply Chain Management Professionals, the institute developed the EPIC Global Supply Chain Readiness Index 2020, which assesses risks and measures supply chain capability in key markets around the globe by reviewing economy, politics, infrastructure, and competencies—four important factors that contribute to supply chain performance.

The institute presented the “Empowering Women in Supply Chain” webinar in partnership with the Council of Supply Chain Management Professionals.

The institute released two new white papers: Managing Cyber Risks in Global Supply Chains: The Four Fundamentals and End-to-End Supply Chain Synchronization.

BOYD CENTER FOR ECONOMIC RESEARCH

Gov. Bill Lee’s Complete Count Committee to achieve a full and accurate count of the state population.

Kuhn participated as a speaker and panelist in the February 2020 Census Multicultural Outreach Meeting. Other speakers and panelists included City of Knoxville Mayor Indya Kincannon and Youth Organizer Cesar Bautista of the Tennessee Immigrant Refugee Rights Coalition.

According to the center’s 2018–2070 Population Projections, by 2040, the state’s population is estimated to grow by more than one million people, and one in five of those Tennesseans will be 65 or older, with more growth projected for Middle Tennessee.

NEEL CORPORATE GOVERNANCE CENTER

The Neel Corporate Governance Center, in partnership with the Institute of Internal Auditors (IIA), released its Guiding Principles of Corporate Governance and the inaugural American Corporate Governance Index. In relation to the release, Terry Neal and Lauren Cunningham traveled to press events to field questions with the IIA in Washington, DC, and New York City in December 2019.

CONSTRUCTION INDUSTRY RESEARCH AND POLICY CENTER

The Construction Industry Research and Policy Center completed a three-year project to improve occupational health and safety in Tennessee and beyond. The project’s reports cap CIRPC’s research, which was sponsored by a $600,000 grant from the National Institute of Occupational Safety and Health (NIOSH).

Using data from 300,000 Tennessee workers’ compensation claims from 2014–2016, the CIRPC produced five reports for the project, including a comprehensive report detailing claim counts and rates for nearly 300 separate industries as well as aggregating injuries by their proximate cause (e.g., lifting), type (e.g., strain), and body part (e.g., back).

MASTERS INVESTMENT LEARNING CENTER

Haslam’s Masters Investment Learning Center is No. 1 in the world for the number of students earning Bloomberg’s Markets Concepts Certification (more than 1,150 in 2019), No. 1 in the SEC with 20 Bloomberg terminals, and one of three universities in the world to offer proprietary Bloomberg training.

UT will be featured in Bloomberg’s marketing materials for 2020 as its flagship university for highlighting their “Bloomberg for Education” offerings, and is one of 10 universities selected for Bloomberg’s Alexa program.
Entrepreneurial Passion Differs Between Men and Women

Although a growing body of research demonstrates that passion is a key factor in entrepreneurial performance, few researchers have studied what sparks this passion. Recognizing the social context of entrepreneurship, Melissa Cardon, Nestlé Endowed Professor of Business Administration in the Haslam College of Business, investigated how social considerations such as gender drive passion among entrepreneurs.

The study, “Fueling the fire: Examining identity centrality, affective interpersonal commitment and gender as drivers of entrepreneurial passion,” which appeared in January in the *Journal of Business Venturing*, found that the origins and types of passion entrepreneurs experience differ markedly along gender lines. Charles Y. Murnieks, of Oregon State University College of Business, and J. Michael Haynie, of Syracuse University’s Whitman School of Management, co-authored.

The researchers note that due to societal gender norms, male and female entrepreneurs may encounter different obstacles when forming companies, take different approaches to identifying opportunities, and have different priorities for their businesses. While society tends to expect women to focus on care, empathy, and relationship formation, popular accounts of entrepreneurship typically portray it in terms of a desire for power, independence, and autonomy—characteristics often associated with men.

Using a seven-point scale ranging from “strongly disagree” to “strongly agree,” the researchers asked 166 active American entrepreneurs in a variety of industries to respond to statements such as: “Being an entrepreneur is an important part of who I am,” and “It is important to me that my best friend(s) view(s) me as a good entrepreneur.” The study then looked at harmonious entrepreneurial passion, in which an entrepreneur participates “willingly, free of contingency or constraint,” versus obsessive entrepreneurial passion, in which an entrepreneur feels a compulsion to engage.

Because prior studies had shown that when deciding whether or not to start a firm, women tend to rely on social support more than men do, the researchers expected relationships to be equally important in fueling female entrepreneurs’ obsessive passion after founding their firms. Contrary to their predictions, the authors observed that the role of relationships was significantly linked to obsessive passion for men, but not for women. In terms of harmonious passion, the importance of identifying as an entrepreneur appears to motivate men, but not women.

Cardon finds it interesting that although men and women reported experiencing the same amount of entrepreneurial passion, the factors that sparked men’s passions did not seem to drive passion for women.

“This means we need more research into how passion evolves for women,” Cardon says.

She emphasizes that societal influence affects identity evolution and can determine whether someone experiences entrepreneurship as an obsessive or harmonious aspect of their lives. For example, the study indicated that although male entrepreneurs may rely on social support to help them through adversity, this encouragement can create additional stress. When male entrepreneurs fear that stopping their entrepreneurial endeavors will cause them to lose prestige and relationships, they may feel obligated or compelled to continue.

“Entrepreneurs should think carefully about who they include in their social environment,” Cardon says. “Identities and passions do not get created in a vacuum.”

“Fueling the fire: Examining identity centrality, affective interpersonal commitment and gender as drivers of entrepreneurial passion” is available in the January 2020 issue of the *Journal of Business Venturing* and online. —Stacy Estep
IN THE FALL, THE DEPARTMENT TEAMED WITH GOOGLE TO HOST A GOOGLE CLOUD COMPETITION AT HASLAM. THE EVENT FAMILIARIZES STUDENTS WITH CUTTING-EDGE CLOUD APPLICATIONS.

BEN MARTIN, HANESBRANDS’ CHIEF DATA ANALYTICS OFFICER, WAS NAMED PRESIDENT OF THE HASLAM BUSINESS ANALYTICS ADVISORY BOARD.

Michele Ballings’ research with marketing faculty member Kelly Hewett on how companies can use social media to ameliorate customers’ bad experiences with the organization was featured in the Harvard Business Review.

Mike Galbreth • was appointed department editor at Decision Sciences. • Galbreth’s paper, “Using Transactions Data to Improve Consumer Returns Forecasting,” was published in Journal of Operations Management. • Galbreth spoke to BusinessStudent.com about Haslam’s MSBA program.

Missie Bowers • was elected vice president of education for INFORMS to serve through 2022. • Bowers was also named UT Center for Transportation Research Fellow 2019-2020.

Chung Eun Lee’s paper, “Envelopes in Multivariate Regression Models with Nonlinearity and Heteroscedasticity,” was published in Biometrika.

Mike Galbreth • was appointed department editor at Decision Sciences. • Galbreth’s paper, “Using Transactions Data to Improve Consumer Returns Forecasting,” was published in Journal of Operations Management. • Galbreth spoke to BusinessStudent.com about Haslam’s MSBA program.

Terry Higgins joined the department as a lecturer in 2019.


Chuairen Liu • Liu’s paper, “Automatic Treatment Regimen Design,” was published in IEEE Transactions on Knowledge and Data Engineering. • was also selected as a judge on the prize committee for the 2020 Syngenta Crop Challenge in Analytics at the INFORMS conference.


Allen Pannell is leading a working group for the State of Tennessee to determine the feasibility of the State Cancer Registry counting recurrent metastatic breast cancer patients. If successful, this effort would make Tennessee the first state in the country to do so, providing invaluable data on the second-leading cancer killer of Tennessee women.

Christine Vossler spoke to the UT Women’s Club in February.

Brian Stevens redesigned his online Stats 201 course to facilitate live interaction between his students and him, allowing for questions to be asked with immediate responses, and his students are enjoying it. A sample of the course can be viewed at: HTTPS://YOUTUBE/HLKE4ZLST/7LIST=PL-BLP-0UTMDWJ0HCKQMFV9Q_TRUNUTS=1407.
Management Welcomes Entrepreneurship into the Fold

IN FEBRUARY 2020, the Department of Management at the Haslam College of Business became the Department of Management and Entrepreneurship. The name change, department head and King and Judy Rogers Professor in Business Anne Smith, says, was about creating an identity for entrepreneurship in the department.

“Over the past several years, we’ve brought in the talent and intellectual capital to do that successfully,” says Smith, who cites faculty members Melissa Cardon, David Gras, Tim Pollock, Jessica Jones, and David Williams as prominent entrepreneurship scholars.

Student interest in entrepreneurship is on the rise. Many of the department’s doctoral students choose entrepreneurial topics for their dissertations, and the university-level minor in entrepreneurship has proven popular. Smith and other faculty noticed this trend and investigated the national movement to embrace entrepreneurship as an academic field. “We spoke to department heads at other universities and leaders at companies that would be hiring some of our graduates,” she says. “We came away from those conversations excited about the possibility of a shift toward entrepreneurship in our program.”

A change in curriculum goes hand in hand with the renaming, starting with the undergraduate degree program. While courses in entrepreneurship have been part of the department’s offerings for some time, they will now become integral to the major, which includes three possible tracks: leadership and organizational effectiveness; entrepreneurship and emerging enterprises; and workforce analytics. “We’ve never had a career narrative for our undergraduates, and each of these possibilities prepares students for positions to launch and grow their careers,” Smith says. The department also is exploring several less-studied sectors, such as medium-size private enterprises and family businesses. “Students who plan to work in a family business after graduation are interested in courses aimed at their concerns.”

Many entrepreneurship courses that were previously part of the collateral are now fused to the major, allowing students to choose another minor. “It’s a way for them to add an additional skillset,” David Williams, associate professor of management and William B. Stokely Faculty Research Fellow, says. “We think this will provide even better preparation for their careers.”

The changing of a department’s moniker denotes significance. “I think entrepreneurship has emerged as a unique strength over time,” says Williams. “This change reflects the competency we’ve developed and remains reflective of all the other wonderful things our department is doing.”

Don Bruce has been serving on the NCAA’s Federal and State Legislation Working Group, which has been exploring opportunities to allow student-athletes to receive compensation for the use of their name, image, or likeness. He is the only faculty athletics representative on the 18-member national working group.

Celeste Carruthers has been appointed editor-in-chief of the Economics of Education Review. She is the journal’s third editor-in-chief in its 39-year history and the first woman to serve in that role.

$500,000 IN GRANTS

Charles Sims received grants totaling $500,000 from the National Science Foundation and the Sloan Foundation to study the efficient integration of renewable energy into the electrical grid. Sims also served on TVA’s Integrated Resource Planning Working Group and was a technical editor for Governor Bill Haslam’s state water plan.

Marianne Wanamaker gave keynote addresses at the November conference of SEC Vice Presidents of Government Relations and the December Appalachian Leadership Institute in Dalton, Georgia.

The department hosted a dozen high school economics teachers from Knox County Schools as part of KCS District Learning Day.

Department Head Scott Gilpatric and Georg Schaur offered their expert insight into the shape, scope, and future of the local craft beer scene in a story for the Knoxville News Sentinel. (HTTP://KNOXVILLENWSTNAPPNEWS-MEMORY.COM/?PUBLIC=269778R&B=ClID =26626K0HN5USYXZSLNBYATFOEOEOMSU YHTBWHIP_P5DDZ2AC__10060HMMDWW)

Charles Sims received grants totaling $500,000 from the National Science Foundation and the Sloan Foundation to study the efficient integration of renewable energy into the electrical grid. Sims also served on TVA’s Integrated Resource Planning Working Group and was a technical editor for Governor Bill Haslam’s state water plan.

Marianne Wanamaker gave keynote addresses at the November conference of SEC Vice Presidents of Government Relations and the December Appalachian Leadership Institute in Dalton, Georgia.

The department hosted a dozen high school economics teachers from Knox County Schools as part of KCS District Learning Day.
The Department of Management is now officially known as the Department of Management and Entrepreneurship. The name change, requested by the department, was approved by the UT Board of Trustees in February, and reflects the department’s entrepreneurial commitment.

The 40th annual Babson College Entrepreneurship Research Conference (BCERC), which was to be hosted at UT in June, will now be hosted here in June 2023. The 2020 Doctoral Consortium will continue this summer in a virtual format. (HTTPS://HASLAM.UTK.EDU/BCERC)

MANAGEMENT AND ENTREPRENEURSHIP

Top 100

The department was ranked in the top 100 management departments in the US for research productivity in the TAMUGA ranking.

Melissa Cardon
- was nominated to the 21st Century Entrepreneurship Research Fellows, a select group of academics devoted to furthering the study of entrepreneurship. She will be inducted in the fall.
- was selected for the Riata Researcher of the Year Award by the School of Entrepreneurship at Oklahoma State University.
- gave a keynote address at the US Association for Small Business and Entrepreneurship in New Orleans.

Russell Crook
- published papers in Family Business Review and Journal of Organizational Behavior.
- published two chapters (one with current doctoral student Ace Beorchia) in Research Methodology in Strategy and Management, a book series he co-edited with Anne Smith.

Anne Smith developed a new pop-up class, “Family Business Bootcamp” (BUAD 499), with Jenny Banner and Alex Miller. The course helps students gain an understanding of key issues related to family businesses. The one-credit course addresses generational succession, family dynamics in business, and strategies for family firms’ growth and success. Smith also published papers in Organization Research Methods and Research Methodology in Strategy and Management, a book series she co-edited with T. Russell Crook.

David Gras

Tim Munyon

Codou Samba
- published papers in Strategic Organization and Leadership Quarterly.

David Williams
- published in Journal of Business Venturing with recent PhD graduate Justin Yan. He also published in The Leadership Quarterly.

HASLAM Awards

Due to the COVID-19 crisis, the annual Haslam College of Business faculty and staff awards were presented remotely. Recipients are recognized here and in a special issue of Pac, the college’s e-newsletter.

STAFF AWARD FOR SUPERIOR CUSTOMER RESPONSIVENESS
Dwight Campbell, TIS

TIM WILLIAMS STAFF AWARD FOR PROFESSIONALISM
Janice Wade, Business Analytics and Statistics

STAFF AWARD FOR INNOVATION AND CREATIVITY
Sharath Sriman, Graduate and Executive Education

RICHARD C. REIZENSTEIN OUTSTANDING COMMITMENT TO STUDENTS AWARD
Lance Saunders, Supply Chain Management

ALLEN H. KEALLY EXCELLENCE IN TEACHING AWARD
Brian Stevens, Business Analytics and Statistics

RISING STAR RESEARCH AWARD
Lauren Cunningham, Accounting and Information Management

VALLETT FAMILY OUTSTANDING RESEARCHER AWARD
Tim Pollock, Management & Entrepreneurship

MARTIN AND CAROL ROBINSON EXCELLENCE IN TEACHING, RESEARCH AND SERVICE AWARD
Wendy Tate, Supply Chain Management

OUTSTANDING DOCTORAL STUDENT TEACHER AWARD
Odysseus Bostick, Economics

OUTSTANDING DOCTORAL STUDENT RESEARCHER AWARD
Riley Krotz (Marketing) and Justin Yan (Management & Entrepreneurship)

DIVERSITY AND INCLUSION AWARD
Tammi Small, Undergraduate Programs

BANK OF AMERICA FACULTY LEADERSHIP AWARD
Russell Crook, Management & Entrepreneurship
Clarence Vaughn III became the Director of Diversity and Community Relations in the spring.

PepsiCo Power of One: Diversity Leadership Development program was held in February, during which 22 sophomore and juniors were accepted into the program. The program included a training course on diversity, leadership, and personal brand.

Office of Diversity and Community Relations

Approximately 120 attendees, speakers, and volunteers participated in the 2020 Women in Business, Entrepreneurship, and Leadership Summit. The half-day conference featured break-out sessions centered on networking, starting a business, and working in the nonprofit sector culminating with a luncheon keynote address from Dee Haslam, Cleveland Browns co-owner, partner in Pilot Corporation, and founder and CEO of RIVR Media Companies.

Lauren Cunningham received the 2020 Innovation in Auditing and Assurance Education Award. She had research papers accepted to international accounting conferences: three different papers accepted to the European Accounting Association’s Annual Meeting (Bucharest) and one paper accepted to the Swiss Accounting Research Alpine Camp (Andermatt). She was invited to join Contemporary Accounting Research’s editorial board.

Jong Lee had research articles published in two information management journals, Information Systems Research and Journal of the Association for Information Systems.

LeAnn Luna had two papers presented at the National Tax Association meetings. She participated in the “Working with Government Data” panel at the American Taxation Association’s Mid-Year meeting in Fort Worth.

Linda Myers was the invited speaker at the Erasmus School of Economics Female Network Lunch, Rotterdam. She joined the Organizing Committee for the CAFR Symposium on Fundamental Analysis, in Helsinki, Finland. She was the selection committee member for the 2020 McLaughlin Prize for Research in Accounting Ethics. She is member of the Scientific Committee for the CAFR Annual Conference, in Xiamen, China. She published an article in Journal of Accounting, Auditing & Finance.

Developed with guidance from the Department of Accounting and Information Management professional advisory board, a new seminar for the Master of Accountancy program was presented in spring 2020, Accounting 593-Individual Research in Accounting. Led by Ron D. Ford, it provides students an opportunity to create a personal plan for their professional success in the accounting profession.

FINANCE

James A. Haslam II was a special guest of the department, joining the Haslam Torch Fund managers for lunch after their presentation at the department’s advisory council meeting.

The Security and Exchange Commission frequently cited Roy Schmardebeck’s paper “Have the Costs and Benefits of SOX Section 404(b) Compliance Changed Over Time?,” in amending the definitions of accelerated and large accelerated filers. Schmardebeck and his colleagues presented the paper to SEC Commissioner Rob Jackson in October. See the SEC ruling at HTTPS://WWW.SEC.GOV/RULES/FINAL/2020/34-88365.PDF.
MARKETING

Neeraj Bharadwaj, in collaboration with business analytics faculty member Michel Ballings, published a paper on Super Bowl advertising in the Journal of Interactive Marketing.

Kelly Hewett • The Journal of International Marketing launched its first issue under new editor-in-chief Kelly Hewett. The issue highlights the digital environment’s impact on international marketing.

• Hewett shared insights on her research involving international emerging markets at Clemson University’s College of Business.

STAFF

Geoff Freeman, director of Technology Integration Services, was inducted into the UT Army ROTC Hall of Fame.

Jane Moser, program resource specialist for PhD candidates in the business analytics and statistics department, retired in the spring.

Kerry Roehr’s submission on behalf of the Haslam College of Business won the 2020 University of Tennessee Beautification Award.

CHANCELLOR’S Awards

While the annual Chancellor’s Honors Banquet could not be held due to COVID-19, faculty, staff, and students were recognized in a remote presentation of awards.

TORCHBEARER AWARD

Mustafa Ali-Smith

Mustafa Ali-Smith, of Nashville, is a December 2019 graduate of the Haslam College of Business with a major in public administration and a minor in political science. Ali-Smith served in multiple leadership roles with the Jones Center for Leadership and Service and was founder and first president of the Student Political Alliance, a senator in the Student Government Association, a Daily Beacon columnist, a member of the Kappa Alpha Psi fraternity, and president of UT’s NAACP chapter, dedicating his time to uplifting underrepresented students on campus. His life’s mission is to create a more equitable world and disrupt the barriers that hurt marginalized communities. Ali-Smith is currently pursuing a Master of Liberal Arts with a concentration in law, crime, and race at the University of Pennsylvania.

“The culmination of my undergraduate years has been filled with many great memories and people, but if I were to identify one favorite memory, it would be becoming a member of Kappa Alpha Psi Fraternity, Inc.,” said Ali-Smith. “This lifelong organization taught me values that I will carry with me throughout my life—brotherhood, service, and altruism. I am thankful for all of the brothers within this illustrious organization, especially those that have shaped my experience on Rocky Top.”

L. R. HESLER AWARD

Russell Crook

Named for a longtime head of the botany department who also served as dean of the College of Arts and Sciences, the L. R. Hesler Award recognizes exceptional teaching and service. Crook, the First Horizon Professor of Management, teaches strategic planning and implementation. He helped create the TakeOff program to provide support and guidance to first-generation business students from disadvantaged backgrounds. Crook continues to hold a leadership role in TakeOff in addition to being an active member of the college’s Diversity Council and contributing to other service initiatives within the university and community. He was recently elected to a five-year leadership track with the Southern Management Association.

When asked what it means to be a Volunteer, Crook said, “Candidly, I don’t think I could articulate it any better than the Volunteer Creed—‘One that beareth a torch shadoweth oneself to give light to others.’ I think it is incumbent on everyone in the Volunteer family to share light in any way they can.”

THE HASLAM COLLEGE OF BUSINESS HOSTED THE 2020 SCAN HEALTH VIRTUAL BUSINESS CASE COMPETITION.