

# HASLAM



Haslam Magazine is the premier publication of the Haslam College of Business at the University of Tennessee, Knoxville.

MAGAZINE  
Winter 2022

*Lisa & Greg Smith*

## GIVING STUDENTS THE WORLD

**INSIDE**

Scott Roe  
Embraces the  
Tapestry of Life

Strength Coach  
Brad Roll Sets  
New Student Goals

Haslam College of Business  
Celebrates 12th Annual  
Alumni Awards Gala



**February 1:** Priority consideration for merit-based scholarships/assistantships

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\*Class of 2020



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THE WORLD**



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**Forbes**

October 16, 2021

“It is difficult to get the shipment of raw goods from other parts of the world because of COVID and shortages of shipping containers and delays in the shipping industry.”

**Andrea Sordi**, clinical assistant professor of supply chain management and academic director for the executive MBA in global supply chain management, on the global unavailability of staple items on store shelves.

**NBC Nightly News**

October 13, 2021

“Something like the Python trying to swallow the alligator—that’s the kind of volume that we’re trying to send through our ports right now.”

**Tom Goldsby**, Dee and Jimmy Haslam Chair in Logistics, on the shipping gridlock gripping ports across the United States.

**Forbes**

October 13, 2021

“I do think that the White House posture is a very positive demonstration of government attempting to address a real and pressing problem in collaboration with industry. That said, it would be ideal to see a more holistic solution rather than addressing a specific bottleneck.”

**Tom Goldsby**, Dee and Jimmy Haslam Chair in Logistics, on the Biden administration’s plans for easing the ongoing supply chain crisis.

**The Washington Post**

August 20, 2021

“People left the labor market in droves during the pandemic and they’re not coming back. We are way behind the predicted employment recovery.”

**Marianne Wanamaker**, Spiva Scholar and Boyd Center for Business and Economic Research Fellow, on the country’s stagnant labor force participation rate.

**Supply Chain Dive**

August 17, 2021

“It’s still a male-dominated industry. I can’t tell you how many times when I’ve been in meetings and I’m the only woman. I think companies are making really good strides in looking around and saying, ‘oh we made a mistake.’”

**Wendy Tate**, William J. Taylor Professor in supply chain management and Ray and Joan Myatt Faculty Research Fellow, on the supply chain field’s recent increases in gender parity.

**Salon**

August 15, 2021

“I think that we need to acknowledge that there are interactions that we don’t yet fully understand and appreciate. We’ve got to go back to raw material extraction and we need to try to map it out and understand where those raw ingredients come from.”

**Tom Goldsby**, Dee and Jimmy Haslam Chair in Logistics, on how unanticipated hiccups in the supply chain can have far-reaching consequences.

**The Wall Street Journal**

July 21, 2021

“When you’re uncertain, it is really hard to leave the inertia of where you are and switch into some new thing not knowing whether that new thing is going to hold or not.”

**Marianne Wanamaker**, Spiva Scholar and Boyd Center for Business and Economic Research Fellow, on the hesitancy some workers feel about reorienting their lives to return to the labor market during the pandemic.

**Adweek**

July 16, 2021

“Agility provides degrees of freedom—the ability to pivot away from bad situations and toward good ones. That was something of a luxury before the pandemic, but it’s a vital form of business resilience now.”

**Tom Goldsby**, Dee and Jimmy Haslam Chair in Logistics, on how small brands are turning customer feedback into marketing strategies.

**POLITICO**

July 15, 2021

“For each of us, the way that we think about our own health, and the way we want to interact with other people and how often we want to be in the office, and whether we do or don’t want to be wearing masks around people who are unvaccinated, those elements of our preferences are important for our job match.”

**Marianne Wanamaker**, Spiva Scholar and Boyd Center for Business and Economic Research Fellow, on the reluctance some workers feel about returning to work during the pandemic.

**The New York Times**

July 10, 2021

“The crystal-clear message that college is free if you follow these steps and go to these places cuts through a lot of the clutter and opaqueness.”

**Celeste Carruthers**, associate professor of economics, on President Biden’s plan for free community college that would be similar to existing programs in states such as Tennessee.



# HASLAM

M A G A Z I N E

*Haslam* magazine is the alumni publication of the Haslam College of Business at the University of Tennessee, Knoxville.

## HASLAM COLLEGE OF BUSINESS EXECUTIVE LEADERSHIP

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### MEREDITH HULETTE

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### JESSICA LEIGH BROWN

Writer

### JILL KNIGHT

Design and Production

### CHARLES BROOKS

Photographer

### STACY ESTEP AND SCOTT MCNUTT

News Lists, Compilations, and Featured Research

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## WE WANT TO HEAR FROM YOU!

Haslam College of Business  
408 Haslam Business Building  
Knoxville, TN 37996 - 4140  
865-974-5061 | [haslam.utk.edu](http://haslam.utk.edu)  
Fax: 865-974-1766 | email: [tgbrown@utk.edu](mailto:tgbrown@utk.edu)



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**A** new year brings hope for discovery and reinvention. As we take stock of what occurred in the previous year and plan for new opportunities, we rediscover one of the great truths of humanity—each moment can be the one that enriches our lives, fulfills a dream, or benefits those around us.

Greg (HCB, '85) and Lisa Smith, this issue's cover subjects, dedicate much of their effort to changing the world around them for the better. Through Greg's impactful work in the global supply chain, to the couple's commitment to giving back to the world around them, they illustrate how there is no time like the present to make a difference.

Scott Roe (HCB, '87) also continually looks for new opportunities to make a difference. In the lives of UT students, this occurs through his funding of entrepreneurship competitions and judging of student presentations. Roe, whose background in accounting and information management has connected him to some of the top adventure, sports, and luxury brands in the world, also supports partnerships between community colleges and universities. "I think they are a big part of the future in building the skillsets we need," Roe says of the intersection of community and vocational schools with academia.

Brad Roll, sports performance coach for the volleyball and men's tennis programs at UT, has chosen to honor and support UT student athletes at the university with the new opportunity to pursue a graduate degree at the Haslam College of Business. The scholarship he's created in memory of a friend and mentor aims to bless students who have proven themselves through hard work and dedication on and off the field. Grit, according to Roll, is a virtue that is valuable all year round.

Grit is a characteristic our faculty and staff also display year after year. Our faculty completed a banner year of pertinent publications in high-level academic journals with applied research directly impacting how business is conducted, mentoring of increasing numbers of high quality, achievement-oriented students, and answering a plethora of calls from media who are trying to make sense of everything from a challenging job market to supply chain disruptions and rising inflation. Staff members spent the year helping keep students safe and on track while balancing challenging work and home duties. We are proud of each member of the faculty and staff team, including the 14 new faculty who joined the college last fall.

As we begin a new year and new semester here on campus, may your days be filled with opportunities, rewarding work, recognition for all that you do, and the chance to fulfill the possibility of every day.

With warmest regards,

Stephen L. Mangum  
DEAN AND STOKELY FOUNDATION LEADERSHIP CHAIR  
HASLAM COLLEGE OF BUSINESS  
THE UNIVERSITY OF TENNESSEE, KNOXVILLE



JORDAN GILL

## Moving Forward

**W**heels and pedals have been Jordan Gill's preferred mode of transportation since childhood. In high school, he'd bike to friends' houses, the gym, and around the neighborhood as a way to stay in shape for the wrestling team. As an undergraduate student, he pedaled everywhere—to the grocery store, to class, and to parties.

"I've always kept a working bike for exercise and getting around town," Gill says. "I love using it as a way to explore whatever neighborhood I'm living in."

His bicycle has accompanied him on several moves over the past several years. Initially on course to become an actuary, he pivoted into analytics when he enrolled in the Haslam College of Business MSBA program in 2015. The program helped him focus more on his presentation abilities and soft skills. "I emerged with the ability to communicate technical results to non-technical people," he says.

When he graduated in 2016, Gill took those skills to industry roles. He worked first with HanesBrands Inc. as an analytics technologist, then as a senior supply chain analyst for Williams-Sonoma, Inc. Most recently, Gill served as an analytics analyst at Brookdale, a company that operates more than 700 senior living communities across the United States.

In each role, he helped leaders make better decisions based on data analysis. His diverse background in

sales, marketing, and sourcing operations helped him contextualize theoretical concepts by telling real-world stories. "That ability to communicate helped me get projects implemented," Gill says. "You can do the best analysis, but if you can't sell it, it doesn't get adopted."

One of his projects at Brookdale was developing a way to predict how many people would move into their communities in the following month. He looked at sales activities, past moving trends, acuity scores, and how much care an individual would need. Combining all these data points, his team developed an algorithm to estimate the monthly move-in rate. The algorithm helped the company plan ahead more accurately and identify the best ways to use their marketing budget.

In 2021, Gill returned to Haslam as a lecturer and co-director of the MSBA program. Currently, he teaches data mining along with statistics and capstone courses. "Students coming into our programs invest a significant amount of trust that we will provide a high-level educational experience and equip them with the skills to succeed," he says. "My long-term goal is to see Haslam's MSBA program at the top of the national rankings." ●





Last year's transformative gift from the Haslam family was a significant part of the record nearly \$82 million that alumni and friends of UT invested in students during the 2020-21 fiscal year.



COLLEGE WIDE

**2021 HASLAM SUMMER SCHOLARS RESEARCH AWARDS**

A total of 32 faculty members received more than \$700,000 in grants from the 2021 Haslam Summer Scholars Research Awards program:

- Chad Autry**, Supply Chain Management - R. Stanley Bowden II Faculty Research Fellow
- Michel Ballings**, Business Analytics and Statistics - James and Joanne Ford Faculty Research Fellow
- John Bell**, Supply Chain Management - Nancy and David McKinney Faculty Research Fellow
- Neeraj Bharadwaj**, Marketing - Charlie and Caroline Newcomer Faculty Research Fellow
- Celeste Carruthers**, Economics - Haslam Family Faculty Research Fellow
- James Chyz**, Accounting and Information Management - John and Wanda Wisecarver Faculty Research Fellow
- Chris Craighead**, Supply Chain Management - Cheryl Massingale Faculty Research Fellow
- Russell Crook**, Management and Entrepreneurship - Cheryl Massingale Faculty Research Fellow
- Lauren Cunningham**, Accounting and Information Management - Haslam Family Faculty Research Fellow

- Larry Fauver**, Finance - Haslam Family Faculty Research Fellow
- Mike Galbreth**, Business Analytics and Statistics - Cheryl Massingale Faculty Research Fellow
- David Gras**, Management and Entrepreneurship - Ed Boling Business Faculty Research Fellow
- Matt Harris**, Economics - Joe Johnson Faculty Research Fellow
- Kelly Hewett**, Marketing - Charles P. & Dorothy N. Duggan Faculty Research Fellow
- Scott Holladay**, Economics - Haslam Family Faculty Research Fellow
- Eric Kelley**, Finance - Martin and Jean Mills Faculty Research Fellow
- Paolo Letizia**, Business Analytics and Statistics - Ray and Joan Myatt Faculty Research Fellow
- Tim Munyon**, Management and Entrepreneurship - Janet and Jeff Davis Faculty Research Fellow
- Linda Myers**, Accounting and Information Management - Haslam Family Faculty Research Fellow
- Terry Neal**, Accounting and Information Management - Haslam Family Faculty Research Fellow
- Charles Noble**, Marketing - Roy and Audry Fancher Faculty Research Fellow

- Stephanie Noble**, Marketing - William B. Stokely Faculty Research Fellow
- Tim Pollock**, Management and Entrepreneurship - Kinney Family Faculty Research Fellow
- Lance Saunders**, Supply Chain Management - Stewart Bartley Family Faculty Research Fellow
- Matthew Serfling**, Finance - Ray and Joan Myatt Faculty Research Fellow
- Wendy Tate**, Supply Chain Management - Ray and Joan Myatt Faculty Research Fellow
- Christian Vossler**, Economics - Haslam Family Faculty Research Fellow
- Sean Willems**, Business Analytics and Statistics - Haslam Family Faculty Research Fellow
- David Williams**, Management and Entrepreneurship - William B. Stokely Faculty Research Fellow
- Alex Zablah**, Marketing - Kinney Family Faculty Research Fellow
- Wei Zheng**, Business Analytics and Statistics - Haslam Family Faculty Research Fellow
- Wenjun Zhou**, Business Analytics and Statistics - Anonymous Faculty Research Fellow



**Chad Autry** is the new associate dean for research and faculty.

**Jennifer Rittenhouse** was appointed director of the Greg and Lisa Smith Global Leadership Scholars program.

**#30**

Haslam placed at No. 30 among public institutions in the 2022 U.S. News & World Report rankings.

Rankings

**Don Bruce**, associate director for the Boyd Center for Business and Economic Research, was consulted by local and regional media outlets, such as the *Knoxville News Sentinel*, the *Tennessee Ledger*, and WVLT on how so-called "portfolio players" affect local segments of the economy, on whether ending pandemic unemployment benefits would cause rising job applications, and the national growth of the Tennessee-based Dollar General chain. Bruce also was appointed to NCAA's Constitution Committee.

**BOYD CENTER FOR BUSINESS AND ECONOMIC RESEARCH**



**Bill Fox**, director of the Boyd Center, was a frequent media commentator, quoted in the *Knoxville News Sentinel*, *The Chattanooga Times Free Press*, WUOT, WJHL Tri-Cities, *The Tennessean*, and the *Pittsburgh Post-Gazette*.

**8.9%**

Tennessee's residential population is up 8.9 percent since 2010, according to the Tennessee State Data Center.

The Boyd Center's report, "**Tennessee Business Leaders Survey, Summer 2021**," compiled in August 2021, revealed about 75 percent of the business leaders surveyed expect the Tennessee economy to improve faster than the US economy over the next year, due primarily to good business investments. Almost 70 percent of respondents said Tennessee is doing a good or excellent job of creating a solid business environment.

The center published "**How Will Expanding Broadband Internet Access Benefit Knox County, TN?**" in the summer.



## HEATH INTEGRATED BUSINESS AND ENGINEERING PROGRAM (IBEP)

**Ben Skipper** is the new director of Heath IBEP. He is joined by Christine Johnson, Byron Risner, Jericho Hawkins, and Moira Vekovic.

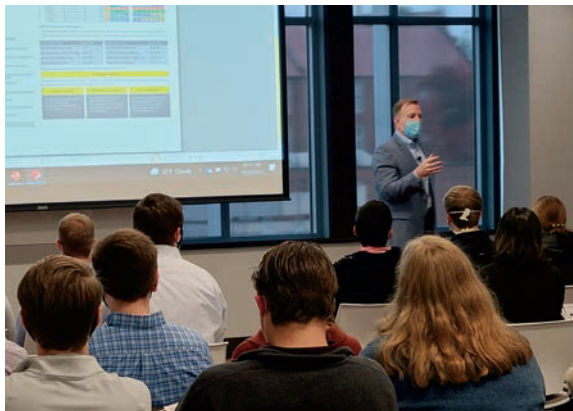
In November, a new electric vehicle charger on UT's campus was installed through a **partnership between the Heath IBEP, Seven States Power, and Knoxville Utilities Board**. This will be the university's only networked electric vehicle charger and will give valuable insight to the university and its partners about EV usage on campus.

**Heath IBEP** has graduated its original cohort, the members of which attained 100 percent job placement, among other achievements.

## NEEL CORPORATE GOVERNANCE CENTER

At The Institute of Internal Auditors Northeast District 2 Conference, **Lauren Cunningham**, associate professor of accounting & information management and director of research for the center, presented on common challenges and best practices for internal audit groups evaluating corporate governance.

The center's **2021-22 Speaker Series** kicked off in the fall with Bobby Stover, the leader of the EY Americas Family Enterprise and Family Office, and Carla Mashinski (HCB '84), chief financial and administrative officer for Cameron LNG.



## OFFICE OF DIVERSITY AND COMMUNITY RELATIONS (ODCR)



**Clarence Vaughn III**, director of ODCR, was a panelist at the Diversity, Equity, and Inclusion session of the Knoxville Chamber's 2021 Endeavor Summit.

This summer, 19 rising high school juniors took part in the **2021 Accounting & Information Management (AIM) Academy** and **Women Empowered through Business (WEB) Institute**, presented virtually by ODCR.

The **Master of Accountancy program** is recruiting for fall 2022: **Feb. 1:** Deadline for international students; **March 1:** Deadline for domestic applications.

# #28

The department placed 28th among publics in the 2022 *U.S. News and World Report* Best Undergraduate Business Programs rankings.

Rankings

## ACCOUNTING AND INFORMATION MANAGEMENT

Teens from the **Walter P. Taylor and Montgomery Village Boys and Girls Clubs** visited with Haslam faculty, advisors, and students on October 14. Highlights of their visit included a college tour, an information session with the undergraduate office and student leaders, and a discussion of student engagement with **National Association of Black Accountants** UT student chapter president, **Jada Worries**. Before departing, the teens enjoyed some recreational time at TRECS. A special thank-you to all who made this event possible and are helping to "ignite greatness" in the next generation.



**James Chyz** received the 2021 Doug Standifer AIM Faculty Award. Chyz has two co-authored papers forthcoming at *Journal of the American Taxation Association*: "Implicit Taxes of U.S. Domestic and Multinational Firms During the Past Quarter-Century" with **LeAnn Luna** and "The Association between Auditor Provided Tax Planning and Tax Compliance Services and Tax Avoidance and Tax Risk."

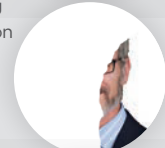
**Lauren Cunningham** was the winner of the 2021 Rhea & Ivy Excellence in Teaching Award, and her co-authored paper, "The SEC Filing Review Process: A Survey and

Future Research Opportunities," is forthcoming in *Contemporary Accounting Research*.

**Amelia Hart** received the 2021 Decosimo Faculty Leadership Award.



**James Myers** is the first Jan R. Williams Endowed Chair in Accounting Excellence, a position named for the former AIM department head and dean of the college.



**Linda Myers** won the 2021 Pugh AIM Faculty Award.



Clockwise from above left: Chyz, Cunningham, Hart, Myers, and Myers.



Representatives from Haslam and Jewelry Television (JTV) gathered in October to celebrate the naming of the college's new **JTV Center for Applied Business Analytics**.

Thanks to a generous contribution from **George and Peggy Melton**, the department opened the new **Melton Collaboration Space** in September, designed to promote collaborative initiatives among faculty and students.

With its new accelerated program, Haslam's **MSBA** will deliver the same elevated level of training in a more tightly focused, 10-month format.

In a *New York Times* article on congressional Democrats' attempts to broaden college accessibility, **Celeste Carruthers** said that research on community colleges had shown that waiving tuition would most likely increase enrollment, as well as wages for people who completed their degrees.

The study, "2021 American's Charity Checkout Champions," co-authored by **Christian Vossler**, shows participation rates in point-of-sale fundraising campaigns were highest in solicitations that asked consumers to round up to donate.

The US Department of Education awarded the Institute for Advanced Composites Manufacturing Innovation a \$1.5 million grant for innovative uses of South Appalachian coal resources. The project is guided by **Charles Sims**, associate professor of economics at Haslam and director of the energy and environment program at Howard Baker Jr. Center for Public Policy. **Sims** and his students also are collecting data about how many people use Knoxville's Urban Wilderness and how much money those visitors spend.

## BUSINESS ANALYTICS AND STATISTICS

The department held its first in-person Business Analytics Forum in two years. Thomas Potok of ORNL and Brian Worley, retired VP of Verana Health, were the keynotes.

# #11

The undergraduate business analytics program debuted at No. 11 among public schools, and No. 1 in the SEC, in its first appearance in the 2022 *U.S. News and World Report* Best Undergraduate Business Programs rankings.

Rankings

**Michel Ballings** and **Neeraj Bhavadwaj** (marketing) published "Why livestreamers should sell their products with a poker face - not a smile" in *The Conversation's* Research Brief, based on their recent peer-reviewed publication in the *Journal of Marketing*.

**Ken Gilbert** achieved certification as an Amazon Web Services (AWS) Cloud Practitioner and AWS Educator.

**Paolo Letizia** received the Advanced Supply Chain Collaborative Faculty Research Award from the supply

chain management department in recognition of his applied research. One of **Letizia's** co-authored research papers, "Customization and returns," was recently accepted for publication in *Management Science*.

John (Jianjun) Xie, director of analytic science with FICO and an expert in data mining for industrial and business applications such as identity risk management, fraud detection, credit risk modeling, and mortgage risk modeling, joined **Charles Liu's** BZAN

542 Business Analytics class to talk with MSBA students.

**Bobby Mee** had two co-authored papers accepted for publication: "Two-Level Parallel Flats Designs," in *Annals of Statistics*, and "Structure of Two-Level Nonregular Designs," in *Journal of the American Statistical Association*.

**Allen Pannell** was named the first Amy Foster Memorial Research Fellow. The new fellowship supports BAS research on metastatic breast cancer and is named for Pannell's wife, who died from the illness in 2014.

*Entropy Journal* selected as its Editor's Choice Article, "Segmentation of High Dimensional Time-Series Data Using Mixture of Sparse Principal Component Regression Model with Information Complexity," **Ham Bozdogdan's** paper with PhD student Yaojin Sun.



## ECONOMICS

In her new role as executive director of the Howard Baker Jr. Center for Public Policy, associate professor of economics **Marianne Wanamaker** wants to teach students how to engage in civil dialogue. **Wanamaker** was one of 10 labor and workforce experts *POLITICO* asked to identify emerging challenges and share ideas for creating new jobs and getting more workers back to earning a paycheck. She also was consulted on the economy's uneven return from the pandemic shutdown by media outlets nearby and far-flung, including WATE, the *Washington Post*, *The Wall Street Journal*, and the Urban Lab podcast.



Haslam and Dalton Education (a CeriFi company) have collaborated to offer financial planning professionals career-enhancing resources through a new certified financial planner certification education program. It prepares industry professionals to take and pass the exam in a year or less. Successful completion gains professionals a certificate of completion from UT Haslam.

The Financial Management Association hosted Jim Haslam at its meeting on August 31.

WalletHub asked **Hank Bahr**, adjunct lecturer in finance, for his expert opinion about gap insurance.

**Ramon P. DeGennaro** explained the basics of IPOs at The Great Courses.

**Ryan Farley**, director of Torch Funds, supervised Torch End of Year Presentations on Nov. 12, hosting Jim Haslam, Chris LaPorte, and guests from Fidelity, The Trust Company, Merrill Lynch, Rayburn West Financial, Bank of America, and Regions Bank. **Farley** also moderated a US Securities and

Exchange Commission panel discussion on financial fraud for Tennessee residents in the fall.

**Larry Fauver** was awarded the 2021-22 Southeastern Conference (SEC) Faculty Travel Program Award. He hopes to travel to the University of Florida in spring 2022.

**Matthew Serfling, David Maslar**, and co-author Sarah Shaikh wrote a blog post on the Columbia Law School Blue Sky Blog for their recently published *Journal of Accounting Research* paper, "Economic Downturns and the Informativeness of Management Earnings Forecasts."

## FINANCE



On November 4, a reception was held to honor Tom Graves, who retired from UT after 15 years of service and now holds the title of distinguished lecturer emeritus.



**Melissa Cardon** was appointed as an associate editor for the *Journal of Management*, effective July 1, 2021. She had papers accepted in *Human Resource Management Review* ("HRM in entrepreneurial firms: A systematic review and research agenda"), *Journal of Business Venturing* ("Toward a Theological Turn in Entrepreneurship: How Religion Could Enable Transformative Research in Our Field"), and *International Small Business Journal* ("Everyday Social Support Processes: Household Members' Instrumental and Emotional Support of Entrepreneurs"), and had a paper published in *Journal of Business Venturing Insights* with PhD student **Ashley Roccapriore** ("Badge of honor or tolerable reality? How previous firm failure and experience influences investor perceptions").

## MANAGEMENT & ENTREPRENEURSHIP

**David Gras** and his co-researchers examined how social activists can determine which firms are most likely to respond to their demands in "Socially Oriented Shareholder Activism Targets: Explaining Activists' Corporate Target Selection Using Corporate Opportunity Structures," published in the *Journal of Business Ethics*.



**Jackie Jacobs** is the new director of the MS in Management & Human Resources.

She is taking over from **Cheryl Barksdale**, who directed the program for five years.

**Jessica Jones** participated in Introduction Knoxville, a program designed to help individuals "put leadership into action and become more civically engaged." Her dissertation ("How Identity Influences the Investor-Entrepreneur Relationship: The Case of Impact Investing") was a finalist for the prestigious NFIB (National Federation of International Business) Dissertation Award, and she published a chapter on "Exploring impact investing's emergence in the philanthropic sector" in the book, *A Research Agenda for Social Finance*.

The UT chapter of the Society of Human Resource Management (SHRM) and faculty advisor **Debbie Mackey** were featured in the Advocacy Spotlight of the national

SHRM newsletter. Young workers struggled with mental health during the pandemic, but Mackey spoke with SHRM about reasons she sees for increased optimism.



**Tim Pollock** presented on "Writing about Methods and Results" in an October 29 session of the

Consortium for the Advancement of Research Methods and Analysis (CARMA). "Dancing with giants: How small, women- and minority-owned firms manage asymmetric relationships with large partners," a 2020 paper by Pollock (co-authored with Kisha Lashley) was recognized as a 2021 Bradford Osborne Research Award finalist. He also had a paper accepted at the *Academy of Management Journal* ("The push and pull of CEO celebrity attainment: A media routines perspective") and won the OMT Division Best Symposium Award for his symposium on "The art of storytelling in academic writing" at the Academy of Management Annual Meeting with SEO PhD students **Ace Beorchia** and **Ashley Roccapriore**.

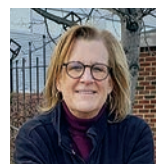


**Codou Samba** was selected to the 2021-22 cohort of the UT Research Development Academy Scholars.

## \$500,000



Haslam has received a commitment from First Horizon Bank for a \$500,000 endowment that will be matched by the Haslam Matching Gift Program. A portion of the endowment will support the First Horizon Foundation Business Endowed Distinguished Professorship, elevating a previously established professorship currently held by **Russell Crook**. Crook published papers in *Strategic Entrepreneurship Journal* ("Entrepreneurship at a crossroads: Meta-analysis as a foundation and path forward") and in *Management Decision* with **Matthew Harris** (economics) and alumnus **Kyle Turner** (PhD, '15) on "Limits on greatness: Contingent performance implications of competitive and cooperative action repertoires."



**Anne Smith** co-edited volume 13 of the "Research Methodology in Strategy and Management" book series:

*Research in Crisis: Research Methods in the Time of COVID-19*.

**Bryan Terrill**, adjunct faculty member, has joined the new growth and innovation practice at LBMC.



With alumnus **Nastaran Simaras** (PhD, '16), **Dave Williams** published "Antecedents of Business Location Decisions:

The Case of Aspiring Immigrant Opportunity Entrepreneurs" in the *Journal of Small Business and Enterprise Development*.



In the Academy of Management's Entrepreneurship Division this fall, Justin Yan (SEO PhD, '20) won the Heizer Award.

## INTERNATIONAL PROGRAMS AND STUDY ABROAD

The Haslam College of Business was accepted in full membership to The Business International Studies Network (BisNet), a consortium of top-ranking business schools with active, well-established study abroad and international exchange programs.

**Sara Easler** delivered several conference presentations and webinars on international internships, engagement, and more at UT and in the 2021 Southern Association of Colleges and Employers (SOACE) Webinar Series and the 2021 International Perspectives on University Teaching and Learning Symposium, in Orlando, Fla.



Brodman



Ferguson

AIM's **Rachel Brodman** and **Elizabeth Ferguson** received the 2021 Harry Hughes Memorial Staff Award.

## MARKETING



Globally-recognized speaker and best-selling author **Mark Schaefer** visited **Jules Morris'** digital marketing class to talk to students about the future of marketing.



Distinguished lecturer **Cindy Raines** won the **Lee and Allison Herring Endowed Teaching Fellowship in Marketing** for the 2021-22 academic year.

**Annika Abell** spearheads **WearKnox**, an e-commerce store benefiting United Way of Greater Knoxville, which also provides her marketing students hands-on learning experiences that can give them an advantage in the job market.

The marketing department is preparing to host the 2022 Product Development Management Association (PDMA) Doctoral Consortium in Knoxville July 27-29, 2022. The event, which will bring leading scholars and doctoral students in the innovation space to the Haslam College of Business, is being co-chaired by **Neeraj Bharadwaj** and **Sophie Xiao**.

*Journal of Marketing* published "A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays," co-authored by **Bharadwaj**, and Business Analytics and Statistics colleagues **Michel Ballings**, **Miller Moore**, and **Mustafa Murat Arat**.

"A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising," a study by Haslam marketing PhD student **Tyler Milfeld**, Eric Haley of the UT College of Communication & Information, and Regal Professor of Marketing **Dan Flint**, published in the *Journal of Advertising*, inspired an ad campaign that helps people with criminal backgrounds find jobs.

**Jonathan Hasford's** co-authored paper, "Your Cheatin' Heart: How Emotional Intelligence and Selfishness Impact

the Incidence of Consumer Fraud," was published in *Journal of Consumer Research*.

A research team led by **Kelly Hewett** and marketing doctoral student **Roman Welden** received a funded research award from Amazon in support of their work using biometric and galvanic skin response technologies to examine how advertisements should be introduced into livestreaming environments (e.g., Twitch) to maximize marketing effectiveness. The research team includes external collaborators **Leah Smith** (PhD, '20) from the University of Arkansas and **Michael Haenlein** of ESCP Europe.

A working paper co-authored by **Stephanie Noble** ("Healthcare in an Interconnected World: Increasing Blood Donations and Well-Being in the Social Media Era") was awarded a 2021 ACR Transformative Research Grant.

Three members of the marketing faculty were recognized with 2021 Outstanding Reviewer Awards by well-regarded journals in the discipline, including **Noble** (*Journal of Service Research* and *Journal of Retailing*), **Sophie Xiao** (*Journal of International Marketing*), and **Annika Abell** (*Journal of International Marketing*).

*The Journal of the Academy of Marketing Science's* "Customer-Focused Voice and Rule Breaking in the Frontlines," a study co-authored by **Alex Zablah**, examines what happens to job performance ratings



Counterclockwise from top left: Abell, Bharadwaj, Xiao, Flint, Hewett, Welden, Noble, Hasford, and Zablah.

when workers challenge management or violate company policy to satisfy customers. **Zablah**, **Hasford**, and their co-authors found a surprising link between overconfidence and sales performance in "Emotional Calibration and Salesperson Performance," published by the *Journal of Marketing*.

## STAFF

**Ryessia Jones Russell**, assistant director of undergraduate programs at Haslam, was selected to the *Knox.biz* and *Knoxville News Sentinel's* 40 Under 40 class of 2021.

**Ben Skipper**, executive director of Haslam's aerospace and defense executive programs, is now head of the Heath IBEP. He also gave the keynote address at Consolidated Nuclear Security's Partners in Excellence (PIE) Forum.

**Haslam supply chain management students and staff** were honored with the Student Engagement Award in the American Logistics Aid Network's Humanitarian Logistics Awards.



# NEW FACULTY

Haslam proudly welcomed these 14 new faculty members in September 2021

## 1. Mark Baker

Lecturer,  
Graduate and Executive Education

For more than 35 years, Mark Baker has guided corporations in some 30 countries in making transformative changes to their operations. These include firms in manufacturing, mining, oil and gas, medical devices, banking, and insurance. Baker began his career as a mechanical engineer at Honda Motor Company, eventually leading the enterprise excellence rollout for Saint-Gobain, then heading the Shingo Institute for Enterprise Excellence as well as being involved with McKinsey & Company.

### Expertise:

Lean management  
Operational excellence

## 2. Yemisi Bolumole

Ryder Professor of  
Supply Chain Management

Yemisi Bolumole comes to UT from Michigan State University. Previously, she served as director of the transportation and logistics program at the University of North Florida and worked in operations management and business development in the oil and gas and third-party logistics sectors. She earned a doctorate in logistics and supply chain management and a master's in mechanical engineering from the United Kingdom's Cranfield University, a master's in business from the University of East London, and a bachelor's in biochemistry from the University of Lagos.

### Expertise:

Third-party logistics  
Transportation outsourcing  
Transportation policy

## 3. Nana Bryan

Lecturer,  
Business Analytics and Statistics

Nana Bryan teaches operations, data visualization, and decision analysis classes in the undergraduate program. She received her undergraduate degree in mathematics from Tbilisi State University, Republic of Georgia, and her doctorate in management science from the University of Tennessee.

### Expertise:

Lean operations  
Linear and integer programming

## 4. Christina Ekern

Lecturer,  
Management and Entrepreneurship

Ekern previously was an adjunct lecturer and coach for the college, primarily working with MBA and undergraduate students on the application of strategic management. She has worked both with for-profits and nonprofits, from large multinational corporations to early-stage startups in industries ranging from healthcare to manufacturing to nanotechnology. Ekern received her master's from UT and her bachelor's from Michigan State University.

### Expertise:

Strategic management  
Marketing strategy

## 5. Jordan Gill

Lecturer,  
Business Analytics and Statistics

A graduate of Haslam's MSBA program and now its co-director, Jordan Gill returns to UT after holding prominent corporate positions and gaining diverse analytics exposure in sales, marketing, sourcing, operations, and distribution. Gill will strive to connect academia with industry, drawing on his experience as a student capstone manager and as a corporate sponsor for capstone projects and case competitions.

### Expertise:

Data mining  
Statistics

## 6. Christina Hymer

Assistant Professor,  
Management and Entrepreneurship

Christina Hymer earned her doctorate in organizational behavior/human resources from the University of South Carolina and her undergraduate degree in industrial and labor relations from Cornell University. Before pursuing her doctorate, Hymer spent four years as a human capital consultant at Deloitte Consulting's New York and Nashville offices.

### Expertise:

Talent management  
Labor relations

## 7. Jules Morris

Lecturer,  
Marketing

Jules Morris has nearly 30 years of marketing and media experience in both higher education and corporate environments. Her research interests cut across disciplines like marketing, media, communications, management, and leadership, delving into how marketing leaders nurture creativity and innovation within their organizations. She is currently pursuing her doctorate at UT, where she earned both her bachelor's and master's in communications.

### Expertise:

Digital marketing  
Visual marketing  
Creativity and innovation

## 8. Allen Pannell

Lecturer,  
Business Analytics and Statistics

Allen Pannell, who also teaches graduate and executive education courses, is the first Amy Foster Memorial Research Fellow. The fellowship is designated for business analytics and statistics faculty, preferably one whose work affects the life expectancy of those impacted by metastatic breast cancer, a focus of Pannell's research. His consulting work has included coaching senior executives through significant change efforts. He has worked with numerous major corporations. Pannell received his bachelor's, master's, and doctorate in statistics from UT, and he holds a Six Sigma Master Black Belt certification.

### Expertise:

Business process improvement  
Strategic planning  
Experimental design

## 9. John-Patrick Paraskevas

Assistant Professor,  
Supply Chain Management

John-Patrick Paraskevas earned his doctorate in supply chain management with a minor in strategic management from the University of Maryland, where he also completed his master's in supply chain management and bachelor's in finance and international business. His research has appeared in Journal of Supply Chain Management and the International Journal of Operations and Production Management. His research has been nominated for awards at the Academy of Management conference, the Strategic Management Society conference, and the Institute of Electrical and Electronics Engineers.

### Expertise:

Buyer-supplier relationships  
Supply chain C-suite representation  
Supply chain risk management



### 10. Ruta Ruzeviciute

Assistant Professor,  
Marketing

Previously on the faculty of the University of Amsterdam, Ruta Ruzeviciute completed her doctoral studies at Vienna University of Economics and Business, her master's in marketing at Queen Mary University of London, and her bachelor's in communications at Vilnius University in Lithuania. Her research investigates how specific sensory cues, such as scent or colors, influence judgment and decision making and examines the role of sensory imagery and sensory interaction effects in the context of e-retail. Ruzeviciute also is interested in healthful consumption and mindfulness in consumer behavior.

**Expertise:**

E-commerce  
Sensory shopping  
Customer relations

### 11. Alex Scott

Assistant Professor,  
Supply Chain Management

Alex Scott's research has appeared in the *Journal of Operations Management* and *Transportation Science*, among others, and has been covered by numerous industry publications. Scott worked for nine years in industry, including at a large transportation company, a large third-party logistics provider, and an international consulting firm. He has consulted on and led projects on supply chain strategy (including a multibillion-dollar merger), network design, and more in numerous industries and countries. He holds a doctorate in supply chain management from Penn State University, a master's in operations research from Georgia Tech, and a bachelor's in industrial engineering from Purdue University.

**Expertise:**

Supply chain policy  
Transportation safety  
Market dynamics

### 12. Justin Short

Assistant Professor,  
Accounting and Information Management

Justin Short joins UT from Emory University. He has held several positions at EY's Nashville office, specializing in the insurance and manufacturing industries. He teaches undergraduate intermediate financial accounting. Short earned his doctorate, MAcc, and bachelor's degrees from UT. He is a licensed CPA in the state of Tennessee.

**Expertise:**

Corporate governance  
Financial reporting  
Auditing

### 13. Alice Stewart

Distinguished Lecturer,  
Management and  
Entrepreneurship

Alice Stewart comes to UT after spending 18 years on the faculty of North Carolina A&T State University. Previously, she was the director of strategic analysis and planning at The Ohio State University. She won the Graduate Management Admissions Council's Ideas to Innovation Challenge and was honored with a UNC Academic Affairs Faculty Fellowship, and co-authored the book *Making College Pay*. Stewart received her doctorate in strategic management from the University of North Carolina-Chapel Hill.

**Expertise:**

Strategic management  
Organizational learning  
Leadership training

### 14. Jeff Trombly

Clinical Assistant Professor,  
Supply Chain Management

Before coming to UT, Jeff Trombly was a career transportation analyst, planner, and researcher in both the public and private sectors, and was an adjunct faculty member with UT's Department of Civil and Environmental Engineering and with Haslam. He earned his doctorate in civil engineering and master's in urban and regional planning from UT and his bachelor's in geography from SUNY Plattsburgh.

**Expertise:**

Logistics planning and operations  
Supply chain network design and modeling  
Transportation technology



## How Does Sales Tax Nexus Impact Business Activity?



For decades, businesses weren't required to charge tax on sales in states where they lacked a physical presence. A landmark ruling in recent years turned that accepted rule upside down, requiring that sales tax be collected regardless of the location of the business and the address of the consumer. How will the new standard impact business activity? A study by Don Bruce, associate director of the Boyd Center for Business and Economic Research and Horne Professor of Business, and Richard Beem, economics PhD candidate at Haslam, is among the first to estimate the long-term impact of such changes.

In 2018, South Dakota won a US Supreme Court case against Wayfair, a Massachusetts-based online home goods retailer that does not own real estate in South Dakota or employ workers there. South Dakota argued that Wayfair and other huge remote sellers had significantly eroded the tax base and crimped funding for state and local services. The court's decision expanded the definition of nexus—the obligation to collect and remit sales tax—to include remote sellers whose economic presence in a state meets certain thresholds of sales value or transaction volume.

Remote selling, once dominated by mail-order catalogs and tourism, rose sharply in the past few decades, in part because savvy consumers took advantage of tax-free internet shopping. Prior to the Wayfair ruling, sales tax captured a smaller and smaller share of the economy over time, and in-state brick-and-mortar retailers faced a disadvantage nearing 10 percent in some areas because they had to collect and remit state and local sales

taxes while many online competitors did not. In their study, published in the *Journal of Public Economics* in fall 2021, Bruce and Beem focused on the period between 1979 and 2014, estimating that if the tax base had declined by half as much during those years, the national economy would have seen an additional 90,350 firms, 113,600 establishments, and roughly 2.9 million jobs.

Preferential tax treatment for remote sellers also may have prevented businesses from forming and expanding efficiently. Nexus can be costly for firms because of higher tax-inclusive prices for consumers. When considering expanding into new territories, firms must weigh those costs against potential benefits such as access to qualified workers and transportation infrastructure.

The study suggests that in the post-Wayfair era, industries such as construction and telecommunications are reaping collateral benefits from the increased number of online companies with nexus. As firms expand into locations where they can take advantage of more neutral nexus standards, they often require new facilities and increased connectivity.

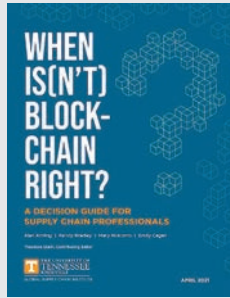
For small firms, a more level playing field lowers barriers to entry and facilitates expansion. Large firms, meanwhile, can strategically choose to expand into territories where demand for their products and services is greatest. Overall, the team says the new economic nexus standards are clearly more neutral between remote and traditional sellers, and the research results indicate that greater nexus neutrality leads to greater business activity.

"The Wayfair ruling reduces the sales tax disadvantage faced by local retailers," Beem says. "Our results suggest that this will lead to increases in employment and the number of local retailers." – Stacy Estep

"Failure to launch: Measuring the impact of sales tax nexus standards on business activity" by Richard Beem and Donald Bruce appeared in the *Journal of Public Economics*, Volume 201, September 2021.

**South Dakota argued that Wayfair and other huge remote sellers had significantly eroded the tax base and crimped funding for state and local services.**

The Global Supply Chain Institute (GSCI) published its 25th and 26th white papers: “When Is(n’t) Blockchain Right?” and “Unlocking Value Through Sustainable Procurement.”



**Faculty Research Spotlights** are featured in the GSCI blog. Some recent posts have included:

- Chris Craighead** – How to Prepare Your Supply Chain for the Next Black Swan Event
- Pam Donovan** – The Next Generation of Global Supply Chain Management
- Stephanie Eckerd** – The Risks of Opportunistic and Inadvertent Information Leakages
- Tom Goldsby** – Agility vs Resiliency in the Global Supply Chain
- Mary Long** – New Digital Capabilities for Supply Chain
- Lance Saunders** – Applying Supply Chain Management Methodology During a Global Pandemic
- Andrea Sordi** – A Vision for the Evolution of Economic Inclusion in the Supply Chain

## SUPPLY CHAIN MANAGEMENT

The department once again boasts more than **1,400 students**, making it UT's largest major for a fourth year.

**GSCI Podcast** launched in November. Ted Stank and Tom Goldsby explore the ships of supply chain, long lines of meeting holiday demand, and warehouse inventory buildup, among other topics, with an array of guests.

The **SCM Leadership Academy**, a 14-week program designed to develop managers, directors, and other key stakeholders into supply chain leaders, launched in fall of '21 with 39 participants. It is currently enrolling for the spring '22 cohort.

# #3

Haslam's supply chain management program ranked at No. 3 both nationally and among public universities in the *2022 U.S. News and World Report* Best Undergraduate Business Programs rankings.

Rankings

The Fall **Supply Chain Virtual** event received record high registration. The spring forum (April 12-14, 2022) will return to an in-person format. The forum continues to expand its membership, with 12 partners joining since June 2021, including:

- Kearney** • **Axle Logistics** • **TLD Logistics** • **Sysco** • **CGI Federal LP Corporation** • **Schneider Electric** • **Genpact** • **project44** • **Estafeta** • **R&S Logistics** • **Denso**



With the ongoing supply chain disruptions, SCM faculty appeared seemingly weekly in industry trades like *Supply Chain Dive*, *Freight Waves*, *Supply Chain Brain*, and *DC Velocity* and broader-based media outlets like *AdWeek* and *Newsy*. National media outlets *Newsweek*, *NBC News*, *Business Insider*, the *Daily Gazette*, *Forbes*, *Salon*, *The Wall Street Journal* also featured SCM faculty. Within 24 hours, a segment with **Tom Goldsby** was on *NBC Nightly News* with Lester Holt and *The Today Show*.

## GLOBAL SUPPLY CHAIN INSTITUTE (GSCI)

**John Bell** was promoted to head of the department. Bell and co-authors published “Journeys, Not Destinations: Theorizing a Process View of Supply Chain Integrity” in *Journal of Business Ethics*. Also, Bell, **Ted Stank**, and former colleague Diane Mollenkopf (now with the University of Canterbury, New Zealand), with Haslam alum **Vince Castillo** (PhD, '18, now of The Ohio State University) co-authored “Hybrid Last Mile Delivery Fleets with Crowdsourcing: A Systems View of Managing the Cost-Service Trade-Off” for *Journal of Business Logistics*. In June, *Newsweek* resorted to citing a **Bell** quote in *Supply Chain Dive* on soaring home building supplies costs while attempting to explain an exorcism conducted by a group of “disorderly people” in the lumber department at Home Depot in Dickson City, Penn.

**Yemisi Bolumole** was the first recipient of the Ryder Endowed Professorship in Supply Chain Management.



**Mary Long** will be among the speakers at the inaugural Manifest 2022, which celebrates women in logistics tech, held January 26, 2022, at the Paris Las Vegas Hotel and Casino.

**Ted Stank** was selected as Haslam's second Chancellor's Professor. **Stank**, **Goldsby**, **Lance Saunders**, and doctoral candidate **Annie Dohmen** were featured in a story in *Our Tennessee*, UT's systemwide magazine.

Rankings

# #22 #18

The MBA programs climbed to 22nd among public business schools and 48th among all business schools nationally in the latest *Bloomberg Businessweek* MBA program rankings.

Haslam's MBA program ranked No. 41 overall and No. 18 among public schools in the 2021 *Fortune Magazine* MBA ranking.

# Financial Times' Top 100

The Haslam Executive MBA program ranked among the London-Based *Financial Times'* Top 100 international executive MBA programs for a second straight year. In the *Times'* 2021 list, Haslam placed at **No. 95**, up two spots from last year. Only 31 US EMBA programs appeared in the top 100, and the Haslam EMBA was one of just 13 US public institutions to make the list. Additionally, within the *Times'* subcategories, Haslam ranks as the **No. 2 US EMBA** program for overall alumni satisfaction.

## GRADUATE AND EXECUTIVE EDUCATION

**Adam Campbell**, adjunct professor in the PEMBA program at Haslam, was named VP of patient safety and quality at Erlanger Health System.





*Lisa & Greg Smith*  
**GIVING STUDENTS  
THE WORLD**









**GREG (HCB, '85) AND LISA SMITH** share a passion for helping students succeed and experience the world. The couple became interested in supporting the Global Leadership Scholars (GLS) program at the Haslam College of Business about a decade ago. In 2016, they invested a naming gift, creating the Greg and Lisa Smith GLS program.

“The thing I like most about it is the international aspect,” Greg Smith says. “Students are exposed to different cultures and environments, which opens up windows of insight and opportunity that they might have never experienced otherwise.” The couple enjoys reading letters from students each year and meeting GLS participants when they’re in Knoxville. “It’s really heartwarming to hear some of their experiences and how their lives have been changed,” says Lisa.

## STEPPING INTO SUPPLY CHAIN MANAGEMENT

Greg’s interest in fostering international perspectives mirrors his own career interest in global supply chain management. After earning a degree in finance from the Haslam College of Business, Smith was uncertain about which path he wanted to take. He looked at sales opportunities, banking, and manufacturing before visiting a factory early in his career to see what was involved in supply chain and operations. He came away intrigued. “I’ve always been mechanically inclined and I enjoy solving problems, and that’s what supply chain management is all about,” he says.

After several years in the industrial engineering field, Lisa chose to become a full-time mom to their four children. Meanwhile, Greg’s work took the family on a series of moves. As his career progressed, he gained broader exposure to the overall supply chain and started to build skills in procurement as well. While he held positions in other areas, Greg was always drawn back to supply chain and operations.

His varied experience includes roles at Quaker Oats, ConAgra Foods, and The Goodyear Tire & Rubber Company, where he was responsible for purchasing, manufacturing, and supply chain management.

## EXPANDING ROLES

In 2017, Greg became the executive vice president of supply chain at Walmart, which operates one of the largest supply chains in the world. He began his role as new processes, systems, and approaches were transforming the retail giant into a more digital environment. “Walmart has made significant investments in e-commerce, and I had the opportunity to lead the combined supply chains between stores and the e-commerce side of the business.” His responsibilities involved planning, warehousing, and transportation.

In 2021, Greg joined Medtronic as executive vice president of global operations and supply chain. The company’s compelling mission makes the work incredibly satisfying. A healthcare technology company, Medtronic innovates solutions to treat more than 70



At left: Greg and Lisa Smith at their home in Minnesota, with letters from current beneficiaries of their support; At right: The Smiths in 2015, visiting on gameday with students who benefited from their GLS support.

**“STUDENTS ARE EXPOSED TO DIFFERENT CULTURES AND ENVIRONMENTS, WHICH OPENS UP WINDOWS OF INSIGHT AND OPPORTUNITY THAT THEY MIGHT HAVE NEVER EXPERIENCED OTHERWISE.”**



health conditions, including Parkinson’s and diabetes, with devices such as insulin pumps and pacemakers. “Our products help alleviate pain, restore health, and extend life. It’s a very rewarding place to work because of the impact on people’s lives.”

At Medtronic, Greg oversees products all the way from the planning stages to final delivery. The role has meant moving back into end-to-end global supply chain and operations, something Greg says he missed. It’s also meant a recent move from northwest Arkansas to Wayzata, Minnesota, just west of Minneapolis. While they haven’t yet weathered a full winter there, they love the community.

## GENEROUS LEADERSHIP

During his years at the forefront of global supply chain management, Greg has developed a vision of what it means to direct others well. “I believe in servant leadership,” he says. “You engage, enable, and empower associates to reach their fullest potential—and then get out of their way so

they can achieve what they didn’t believe was possible.” At Walmart, he led 135,000 people on supply chain operations teams and at Medtronic, he’s at the helm of 41,000 supply chain-focused team members.

Another responsibility Greg takes seriously is staying active with the Haslam College of Business. He serves on the Dean’s Advisory Council and the Global Supply Chain Institute. “It’s a great experience,” he says. “I enjoy interfacing with both groups, hearing their points of view, staying current with the college, and being able to participate and make an impact.” He also mentors a number of students, some through his participation in Haslam’s Executive in Residence program and others who are part of the Smith GLS program.

Mark Moon, former director of the Smith GLS program, says Smith’s contribution at Haslam includes the gifts of time, talent, and treasure. “Greg’s impact goes far beyond financial support,” says Moon. “The time he spends with the undergraduate students during his annual visits to campus is incredibly impactful. He

provides guidance to students, equipping them with wisdom as they head off into their professional lives. He is a humble and positive role model, and the students benefit tremendously from his guidance.”

Jim Newsome, president and CEO of South Carolina Ports Authority and Smith’s longtime friend and colleague, agrees. “Greg Smith is one of the most accomplished leaders in supply chain and operations management in US industry,” Newsome says. “The Smiths’ sponsorship of the Global Leadership Scholars program is a tangible sign of their deep commitment and love for the University of Tennessee and Haslam.”

Ultimately, the Smiths’ generosity reflects their deeply held values. “Whether it’s monetary or time commitments, it’s about giving back,” Greg says. “We’ve been successful and blessed, and being able to influence and help other people in ways that can improve their lives is very important to us.” ●





SCOTT  
ROE

*Entrepreneur  
at Heart*



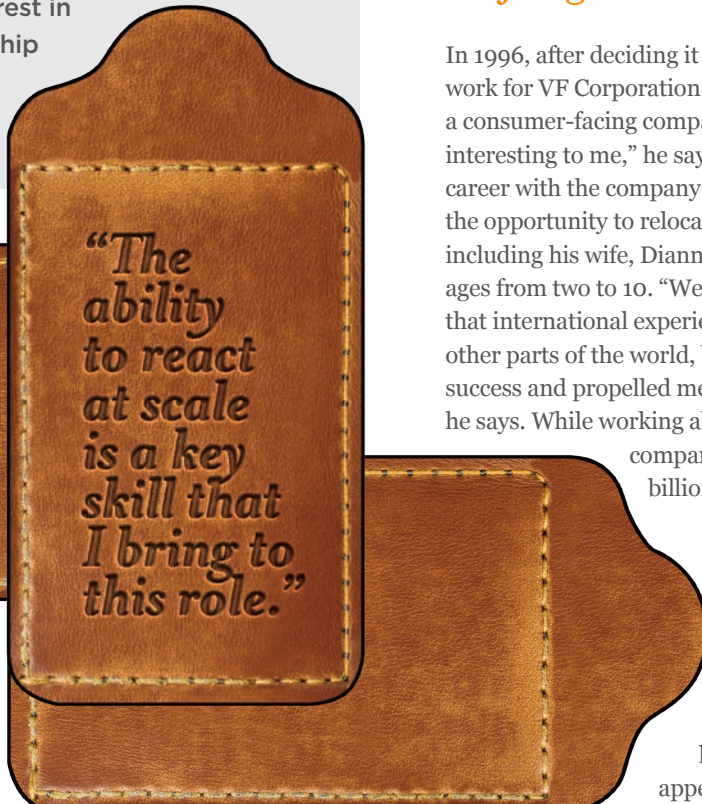




**S**cott Roe (HCB, '87) started his career with entrepreneurship in mind. With encouragement from mentors, he pursued a degree from the Department of Accounting and Information Management, thinking he'd work with a Big Eight firm for a few years before starting his own business venture.

But Roe's career took some unexpected turns, landing him at VF Corporation, the global apparel and footwear company that owns Vans, Timberland, and The North Face. After more than 25 years with VF, he recently joined Tapestry, Inc., a New York-based corporation that owns luxury brands Coach, Kate Spade, and Stuart Weitzman, as the company's chief financial officer and head of strategy.

"My career has not been what I thought it would be, but it's been very rewarding," Roe says. "I've discovered many opportunities to apply my interest in entrepreneurship even at large companies."



*"The ability to react at scale is a key skill that I bring to this role."*

## Early Career

A graduate of Cleveland High School in East Tennessee, Roe says the Haslam College of Business was a natural fit for him as a young undergraduate student. His father, William Roe, was the first in his family to get a university degree and became a financial executive for The Maytag Company. "He was a role model for me," says Roe. "I wanted to follow in his footsteps."

But unlike his dad, Roe didn't want to work for a company—especially a large one. "I wanted to be an entrepreneur and start my own business," he says. "That was my goal in life."

After earning his degree and CPA certification, Roe went to work at Arthur Young & Co., now EY, in Atlanta. In the early 1990s, he co-founded a paper recycling business. Roe and his colleagues picked up paper documents from offices in Atlanta, shredded them confidentially, and recycled them, but the business struggled. "We limped along for five years and eventually sold the company to cover the debt," he recalls. "While the business failed, we learned a lot along the way."

Roe continued his career working in industrial companies, including Blue Circle America, a cement company, and Alumax, an aluminum producer that eventually became part of Alcoa Corporation.

## Shifting Gears

In 1996, after deciding it was time for a change, he went to work for VF Corporation. "I was interested in shifting toward a consumer-facing company whose brands I knew and were interesting to me," he says. The move turned into a 25-year career with the company. After a decade with VF, Roe had the opportunity to relocate to Switzerland with his family, including his wife, Dianne, and their four sons ranging in ages from two to 10. "We spent six years in Switzerland and that international experience, working with people from other parts of the world, became a big part of my career success and propelled me toward more responsibility at VF," he says. While working abroad, Roe also helped grow the company's international revenue from \$1.6 billion to \$2.6 billion.

After returning to the US, Roe served first as controller and principal accounting officer at VF. In 2015, he became the company's CFO, a role he held until 2021, when he accepted a CFO position at Tapestry. He also leads strategy at Tapestry, which appeals to his entrepreneurial roots.

## Investing in Future Leaders

Staying close to the consumer and being quick to react to changes in the market is key to the apparel and fashion business, says Roe, who enjoys the challenge. “The ability to react at scale is a key skill that I bring to this role,” he says. “Big companies can become monolithic and slow moving, and that’s suicidal in today’s market.”

As a leader, Roe’s vision is to focus on what matters most and craft clearly defined goals for those who serve under him. “I spend most of my time making sure we have the right people in the right roles,” he says. “At this stage of life, I like to think of myself as a people developer, helping to train the next series of leaders.”

Steve Murray, group president for the US and Americas at VF Corporation and a longtime colleague, appreciates Roe’s track record for developing a strong talent pipeline and taking time to mentor others. “Numerous finance and operations executives at VF benefited from Scott’s mentorship in the early stages of their careers and have gone on to occupy substantial roles at the company,” Murray says. “This is a legacy we’re extremely grateful for.”

Tom Glaser, COO at Tapestry, agrees. “He has incredible balance, with the ability to lead well and to follow and support others,” Glaser says. “He also manages to be numbers-driven yet intuitive at the same time.”

Roe brings his leadership skills to the Anderson Center for Entrepreneurship & Innovation at the Haslam College of Business, serving as a judge for Vol Court and the Graves Competition and funding

the Roe Prize, an entry-level competition at the Anderson Center. “I’ve mentored a couple of students who are in our field,” says Roe. “It’s rewarding to give guidance and counsel to young entrepreneurs.”

He also supports community colleges and trade schools, having served on the board of several local institutions. He sees great value in the integration between community colleges and universities, where the skillsets needed in the business world can be further developed.

Looking back, Roe is happy with where his journey has taken him. “As I’ve progressed through my career and gained experience, I’ve moved toward more general management activities,” he says. “My job today is much more about strategy, big decisions, long-term orientation, and making business decisions. I enjoy that big-picture focus.” ●



Photo by David Johnson



LAUREN PORTER

## Finding the Right Ingredients for Career Success

Lauren Porter's first job after graduating from Auburn University took her to Lockheed Martin in Orlando, Florida, first as a manufacturing planner and then as a subcontract manager. "I worked on a program that produces F-35 fighter jets for the US military and other countries," she says.

In her most recent role, she managed procurement and the performance of subcontractors. While some people might be satisfied with the ins and outs of aerospace and defense, Porter ultimately decided it wasn't the right fit for her. Despite the excitement of the work, she wanted to pivot toward a commercial supply chain role.

Relocating to Knoxville in 2021, she joined a cohort of Haslam MBA students. "I came for the strong supply chain program, and it's exceeded my expectations," Porter says. "We have a lot of support from the program office and career management team, and I'm inspired by my high-performing fellow students."

Porter is involved with several campus organizations including the National Association of Women MBAs

(NAWMBA), the Tennessee Organization of MBAs (TOMBA), and Grads to Golf. She's just getting started with Grads to Golf (brainchild of alumna Janet McKinley), but is excited about learning the game and how it intersects with business.

When she's not engaged in academics, Porter enjoys cooking and baking, going to farmers' markets, eating at new restaurants, and trying new foods. "I'm a foodie," she says. "Since coming to Haslam, I've already carved a name for myself as The Baker. I like an audience, so I often bring baked goods to class and share them with others."

Porter also enjoys music, particularly Broadway shows and concerts, and takes the opportunity to travel whenever possible. She ventured out on a solo trip to Greece last summer between ending her job at Lockheed Martin and starting the MBA program. "I was able to explore Athens, Mykonos, Santorini, and Crete," she says. "Everyone was very friendly, and I met a lot of people. It was a wonderful experience."

Looking toward the future, Porter hopes to work in supply chain management for a commercial technology company. "While I enjoyed my time in aerospace and defense, I realized I'd do better in a more commercial environment, which is a little more free-wheeling and autonomous," she says. "I'd love to go deeper into supply chain management and find an opportunity at the intersection between manufacturing and logistics." ●







**Strategy, Entrepreneurship, and Organizations PhD student Ace Beorchia was a panelist for a Knoxville Chamber of Commerce event called “Grow Together: Engaging with the Latino Business Community” to discuss his research on Latino entrepreneurship.**

Jennifer Durant’s FarmCare, which provides childcare in a farm setting, took the top prize in the fall 2021 Vol Court pitch competition. Second place went to Cameron Manor and Lindsey Hickok-Perry for Sonder Parking, an app that lets users find and reserve available parking spaces. Alex Weber received third place for EVERLASTING, a platform that provides professional recording and rendering services to allow users to relive life events in virtual reality.



**Ashley Ellis**, vice president of clinical operations at Compwell and December 2021 graduate of the EMBA-HL, was named

one of the *Memphis Business Journal’s* 2021 Super Women in Business.



Finance major **Brandon Jackson** of Franklin, Tennessee, served as an intern for Senator Bill Hagerty in his Washington, DC,

and Tennessee offices for the second summer session.



Accounting and Information Management students **Zoe Dillard** (junior), **Elizabeth Harwood** (junior), **Natalie Murrah** (sophomore), and **Javien Vinson** (sophomore) placed in the top two teams in the region in Deloitte’s FanTAXtic competition, which featured a reality-based case and student team presentations completed virtually. The Haslam team, led by faculty advisors Alycia King and LeAnn Luna, move on to the national competition in January 2022.

Left to right: Javien Vinson, Zoe Dillard, Elizabeth Harwood, and Natalie Murrah.

**THE HASLAM INTERNATIONAL BUSINESS CASE TEAM HAS CONSISTENTLY PLACED IN SPRING AND FALL NATIONAL AND INTERNATIONAL COMPETITIONS.**

**#2** CUIBE International Case Competition – second place

**#3** SouthBridge Access International Case Competition – third place

**#3** San Diego State University IB Case Competition – third place

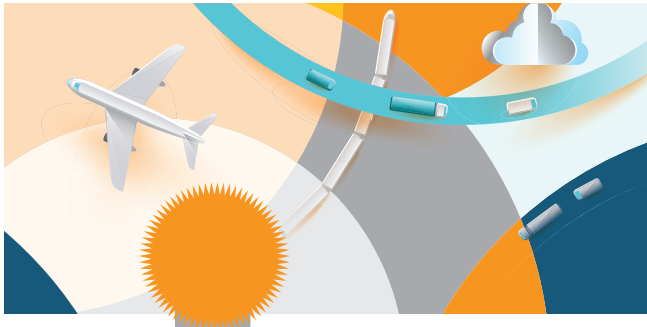


## HaslamAbroad

has had nearly **100 students studying abroad** since January, maintaining its ranking and reputation for leading the university in student mobility. The program’s upcoming spring numbers are the highest ever, exceeding pre-pandemic levels.

This semester, Haslam Abroad also welcomed its first set of **exchange students** since the pandemic. The group of German students are involved on and off campus, joining the International Business Club and doing community service for the “Meet a German” program with Walker Valley High School.





Strategy, Entrepreneurship, and Organizations PhD students **Jaewoo Jung** and **Ashley Roccapriore** each received the Advanced Supply Chain Collaborative (ASCC) Doctoral Student Award, which includes funding for their individual dissertation research. Jaewoo Jung also published a book chapter, "Research in Crisis: COVID-19 and Methodological Adaptation," in *Research Methodology in Strategy and Management*.



**Tyler Milfeld**, marketing doctoral candidate, received the 2021 Marketing Management Association (MMA) Outstanding Teacher-Scholar Award, which recognizes doctoral students who excel in teaching and scholarship.



Business analytics and statistics student **Davis Summers** spent the summer of 2020 working with Community Organized Relief Effort (CORE) of Atlanta, Georgia, using his BAS skills to remotely identify communities at greatest risk for COVID-19 and setting up vaccine registration sites.



During an internship, then-rising senior and statistics major **Alexis Moreno** used his statistical analysis skills to help EdFinancial simplify the way the company tracks call volume.



Accounting and information management major **Madeline Thomas** was named a Public Company Accounting Oversight Board (PCAOB) Scholar.



Top to bottom: Milfeld, Moreno, Summers, and Thomas.



The **LGBTQ+ Association of Business Scholars (LABS)** is a new organization that aims to provide community and resources for LGBTQIA+ students at Haslam. The group hosts meet-and-greet events and plans to hold professional development events such as resumé workshops and discussions about imposter syndrome.

LABS Executive Board, left to right: Leanne Hembree, vice president; Braxton Tittsworth, treasurer; Avery Vantrease, president; Alex Henderson, marketing chair. Not pictured: Mitchell Lencioni, secretary.



Mackey and Guzik

At the 2021 Tennessee Society for Human Resource Management (SHRM) Conference, the UT-SHRM undergraduate team won the business case competition and **Mallory Guzik** won the Goddard scholarship for grad students.

Members of **UT-SHRM** and faculty advisor Debbie Mackey attended the SHRM national conference in Las Vegas, where they met SHRM president and CEO Johnny C. Taylor Jr.



UT-SHRM undergrad team, left to right: Daniel Magos, faculty advisor Debbie Mackey, Sarah Crighton, Hannah Jandreski, Kendra Duncan.



Left to right: past UT-SHRM president Annika Fischer (HCB, '21), Jasmine Jones (MS-MHR, '16), Johnny C. Taylor Jr., Debbie Mackey, current UT-SHRM president Stephanie Mathers.

As part of its Humanitarian Logistics Awards, American Logistics Aid Network (ALAN) honored Haslam **supply chain management students and staff** with the Student Engagement Award.



CHAD SENTELL

## Fishing and Finance

**C**had Sentell has been fishing for as long as he can remember. His dad often took him out on lakes and ponds near their home in Whitehouse, Tennessee, just north of Nashville. “Fishing became my passion,” Sentell, now a junior studying finance at the Haslam College of Business, says. “I was on the team at my high school, and I wanted to come to a school where I could compete at the college level.”

As a sophomore, he joined the UT Bass Fishing Team and participated in fishing tournaments in Alabama, Florida, South Carolina, Kentucky, and New York, along with several in Tennessee. “It’s really been an awesome experience,” Sentell says. “I’ve made some of my best friends on the team. It’s like being part of a family.”

Last year, Sentell and the team placed third at the ACA National Championship at Lake Murray, South Carolina, and fourth at a Bassmaster Tournament at Smith Lake, Alabama. The team also qualified for the Carhartt Bassmaster College Series National Championship in Waddington, New York. This September, he and his fishing partner qualified for the Bass Pro Shops US Open in Missouri, which has a \$1 million prize. The bass tournament is the largest in the nation with about 350 boats.

When he’s not fishing, Sentell enjoys his classes at Haslam and appreciates the college’s friendly atmosphere. “Even though it’s a huge college, you get to know a lot of the people,” he says. “You can’t beat the opportunities and experiences here.” In the spring, he hopes to gain real-life experience with managing an investment

portfolio through participating in the Torch Funds at the Masters Investment Learning Center. Next summer, he hopes to find a finance internship with one of the larger US-based fishing companies.

After graduation, Sentell plans to try his hand at being a professional fisherman for a few years. “I’ll see how far that takes me, but if it doesn’t work out, I still want to work in the industry using my degree,” he says. “Ultimately, I’d love to find a way to combine my interests in fishing and finance.” ●









BRAD ROLL

## Future Strength

**A**fter more than four decades as a strength coach in professional and collegiate athletics programs, Brad Roll is making a tangible difference in young students' lives.

Roll began his career as a graduate assistant at Stephen F. Austin State University in Nacogdoches, Texas. He flourished in his field of strength and conditioning, moving through a series of roles at university athletics programs and then spending 20 years in the NFL, working with six different teams along the way. "I've had many ups and downs, from victorious championship games to getting fired, and I've experienced every emotion in my career," Roll says. "I know what it's like to work hard, set goals, and dedicate your life to your job."

### DRAWN TO EAST TENNESSEE

In 2016, Roll left the NFL and went to work with a peer at West Point. That's when he got a call from the University of Tennessee football program. They wanted a coach to come and work with sports science and GPS tracking for the football team, and Roll said yes.

A few years later, he was offered an opportunity to work with UT's Olympic sports program. Today, he works with the men's tennis and women's volleyball teams. "I don't think I've ever had more fun and valued the relationships with the athletes more than with these teams."

Head Volleyball Coach Eve Rackam Watt says Roll has become much more than a coach for the program. "His commitment to excellence has helped cultivate a championship mentality on our team," she says. "Our players have become mentally and physically stronger through his leadership, and he's been an integral part of our success."

Men's Tennis Head Coach Chris Woodruff, who's known Roll since the early 1990s, agrees. "Brad is a terrific individual who is fiercely loyal to those he helps," says Woodruff. "What

stands out is his broad vision for improvement and a relentless work ethic."

### REMEMBERING A GENEROUS FRIENDSHIP

Roll is hoping to reward and encourage a student along similar lines with a new scholarship he is funding. The scholarship, named in memory of Roll's friend, Bob Slater, is earmarked for students who have been involved in the athletics program at UT as undergraduates and wish to pursue a graduate degree in the Haslam College of Business.

When Hurricane Andrew ripped through Florida in 1992, Roll was coaching at the University of Miami. "I lost my house in the storm, and my friend Bob Slater and his wife were kind enough to take me in," he says.

Slater and his wife became Roll's best friends, and Slater also became Roll's investing mentor, showing him what investing over a long period of time could look like and helping set him upon a similar track. "Through his advice and generosity, I'm financially in the place today to create a scholarship in his name."

Roll has specific goals for the scholarship, including awarding someone who has already paid the price of learning how to study and how to succeed as an undergraduate. "I want to help someone who's proven their work ethic and consistency," Roll says. "I have a vision that this scholarship will help the rising students I've coached move forward, hopefully stay in East Tennessee, and start their own businesses." ●





12th  
Annual

# Gala

Alumni Awards

**THE TWELFTH ANNUAL  
Alumni Awards Gala brought  
together students, staff, faculty, and  
alumni at the Knoxville Convention  
Center on Friday, November 12th.  
The evening recognized three alumni  
and one corporation for outstanding  
contributions to the college and  
to business in the state.**

EVENT PARTNERS







Left to right: Tom Bell, Wesley Rich, Steve Sensing (representing Ryder), and Randy Burleson.

**THE EVENT, BENEFITING  
the College Fund for Haslam  
College of Business, honored  
Tom Bell (Distinguished Alum),  
Wesley Rich (Outstanding  
Young Alum), Ryder  
(Outstanding Corporate  
Partner), and Randy Burleson  
(Outstanding Entrepreneur).**

**TABLE PARTNERS**

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Ryder / Sweet P's Barbecue & Downtown Dive / TeamHealth / Tom & Jennifer Bell / Truist Bank / The Trust Company of Tennessee

*Photography by Patrick Murphy-Racey*





*Outstanding*  
YOUNG ALUM

WESLEY RICH

A native of Knoxville, Wesley Rich (HCB, UT Law, '15) decided to combine business with his early interest in law, pursuing a dual JD/MBA degree at the University of Tennessee, Knoxville. "I realized there are many law cases where business entities are at the core," says Rich. "I wanted to be able to understand my clients' challenges."

After graduation, Rich took a position as a senior associate with Exxon-Mobil. "That role was really influential for me," he says. "My background in law gave me an edge in the realm of contracts, as we were drafting contractual provisions and sending them off for review." After 18 months, Rich was promoted to lead the contract negotiations team and traveled around the world training teams on best practices and working on implementation projects for contract lifecycle management system (CLCM) software.

The experience working on technical projects prepared him for his next role at Google, where he currently serves as a policy and legal manager—a mix of law and business that perfectly fits

his passions. Rich works alongside other attorneys to analyze new laws, consider their implications for Google, develop policies for compliance, and share insights with cross-functional stakeholders. "I truly sit at the nexus of business and law," says Rich. "It's unique because we're tackling situations in the online world that humans have never had to consider before. My education at Haslam is valuable in this role because it taught me to solve problems creatively and in real time."



Rich has been involved with the Haslam Mentors program and currently serves on Haslam's Young Alumni Board, where he enjoys engaging with other alumni and offering feedback to faculty. "It's been a great opportunity to network with fellow graduates and share ideas with Haslam leaders," he says. Rich is also teaching a section of BUAD 300 this fall, bringing his experience back to the classroom as a lecturer.

For his career success and continued investment in the college, the Haslam College of Business is proud to name Wesley Rich as the 2021 Outstanding Young Alum. ●

*Outstanding*  
CORPORATE  
PARTNER

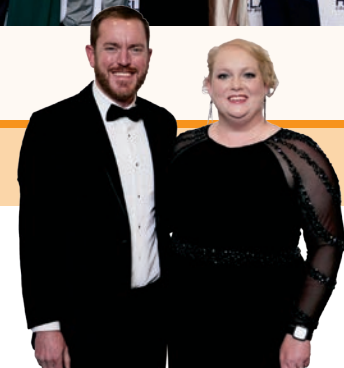
**RYDER**

**A** leading logistics and transportation company founded in 1933, Ryder is a pioneer and innovator in supply chain solutions. Ryder and the Haslam College of Business share a focus on preparing the next generation of leaders to tackle challenges and opportunities facing global supply chains, including looking for ways to make them more resilient. To that end, Ryder encourages women to pursue leadership roles in the field through its support of research and the NeXxus Initiative at Haslam, funding scholarships, internships, and other opportunities for students to gain expertise.

Ryder also partnered with the Girl Scouts of Tropical Florida to create the Ryder supply chain merit badge in 2020. Mary Long, managing director of the Global Supply Chain Institute's supply chain forum at Haslam, and NeXxus Ryder scholarship recipients helped develop the curriculum and launch the badge. "NeXxus is continuing to play a role in helping spread the word, and in educating girls about the supply chain and career opportunities in the industry," says Kitty Dumas, manager of the Ryder System, Inc. Charitable Foundation.

Steve Sensing, president of global supply chain solutions at Ryder, is a UT alumnus who also works to ensure the company stays connected to his alma mater. Sensing currently serves on the advisory board for the Global Supply Chain Institute and has been actively engaged in supporting the college for years.

In 2021, the Ryder Charitable Foundation funded an endowment for a professor of supply chain, enabling the college to hire Ryder Professor of Supply Chain Yemesi Bolumole. For its continuing commitment to serving the college, the Haslam College of Business is proud to honor Ryder as our 2021 Outstanding Corporate Partner. ●





*Outstanding*  
ENTREPRENEUR

**RANDY BURLESON**



**A**fter studying political science and economics as an undergraduate at the University of Tennessee, Knoxville, Randy Aubrey Burleson ('88) immediately enrolled in graduate business courses at the Haslam College of Business. During that time, Burleson interned with legendary Knoxville restaurateur Grady Regas and cultivated a deep interest in the business.

Burleson opened the first Aubrey's Restaurant in 1992, but soon found it struggling. He credits his education at Haslam for helping him turn things around. "Instead of trying to be all things to all people, we decided to identify who we were as a restaurant and deliver fewer offerings with higher quality and excellent service," Burleson says. "We focused on efficiencies, and that's how we were able to survive those first few years."

Nearly three decades later, Burleson operates 20 restaurants in East Tennessee, including Sunspot, Bistro By the Tracks, Stefanos,

Barley's Fieldhouse Social, and 14 Aubrey's locations. "We've been very blessed to see this company grow beyond our expectations," he says. "Restaurants are not rocket science, but they allow you great creativity. Every day is different,

and that's what makes every day fun."

Burleson has remained involved with the college, serving on the Department of Economics Advisory Council for a number of years. He enjoys catching up with faculty when they come into the



restaurants and recommends the college to young employees. "They often come and ask, 'What should I study in college?'" Burleson says. "My advice is that everyone interested in running a business should get as much accounting education as possible. It's the language of business."

For his entrepreneurial success and continued investment in the college, the Haslam College of Business is proud to name Randy Burleson the 2021 Outstanding Entrepreneur. ●



# Distinguished ALUM

## TOM BELL

**T**om Bell's storied career includes serving as chief of staff to a US senator, leading an aerospace company, running a think-tank, leading a global marketing firm, and working in real estate. "I've had a serendipitous business life, moving from one thing to another," Bell says. "I've found a lot of commonalities, particularly the soft skills you develop over time and need in every kind of work, such as the ability to communicate, to lead, and motivate people."

Bell came to the Haslam College of Business as a student in the late 1960s, where he met then-congressman Bill Brock, who became a mentor. Bell eventually worked for Brock's senatorial campaign and continued to pursue a career in politics until 1982, working in both the Nixon and Reagan presidential administrations. In the 1980s, Bell was president and CEO of the Hudson Institute, a think-tank, before becoming executive vice president for Ball Corporation. He then served in leadership of Y&R, a large marketing firm, and Gulfstream, an aerospace



manufacturing company, before joining Cousins Properties, a national real estate development firm, in 2001. In 2011, he became chairman of Mesa Capital Partners, another real estate investment firm based in Atlanta. During his career, Bell has served on the board of directors at 14 NYSE companies, including Georgia Pacific, Credit Suisse, Norfolk Southern Corporation, and Emory University. Bell also served as chairman of the US Chamber of Commerce.

Bell has enjoyed reconnecting with his roots at Haslam over the past few years. "I didn't set foot on campus for 20 years, and it's been great to come back, meet the leadership team, and see what's being done physically and in terms of academic excellence here at the college of business," he says. "It's rewarding to be involved once again."

For his career success and continued support, the Haslam College of Business is proud to present Tom Bell with the 2021 Distinguished Alum Award. ●





# Donor Report

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Each and every gift, regardless of amount, is sincerely appreciated. The generosity of our alumni and friends allows the college to provide the best possible educational opportunities for our students.

Although every effort has been made to ensure the accuracy and completeness of our list of contributors, we acknowledge that the following list may contain inadvertent errors; please contact us with any corrections.

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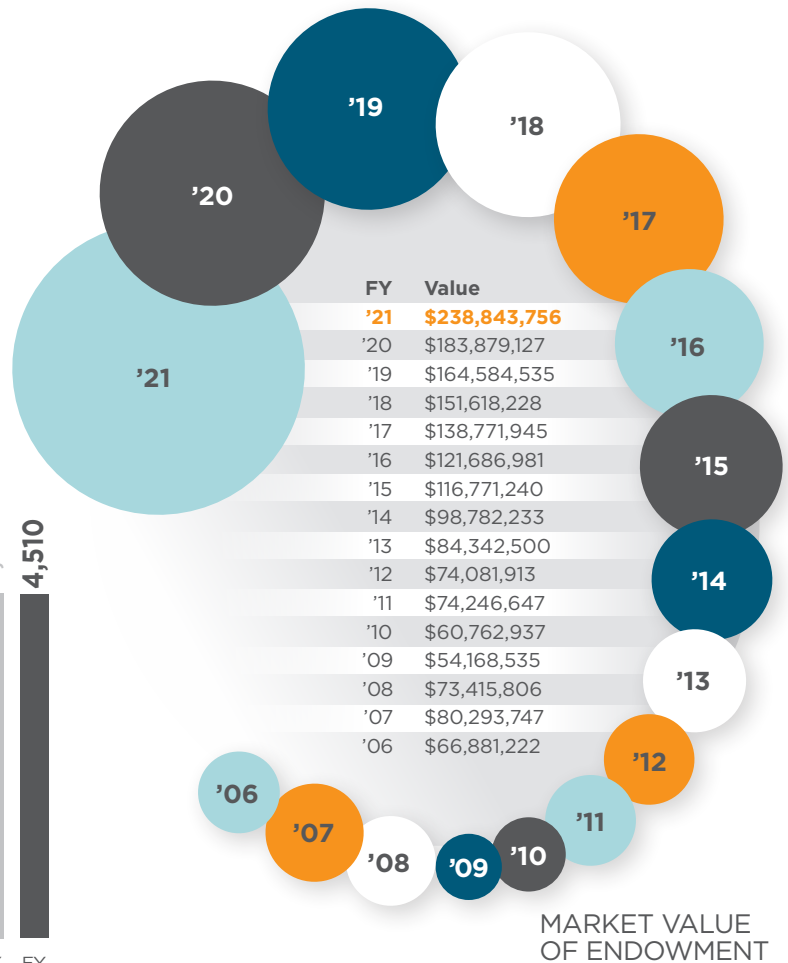
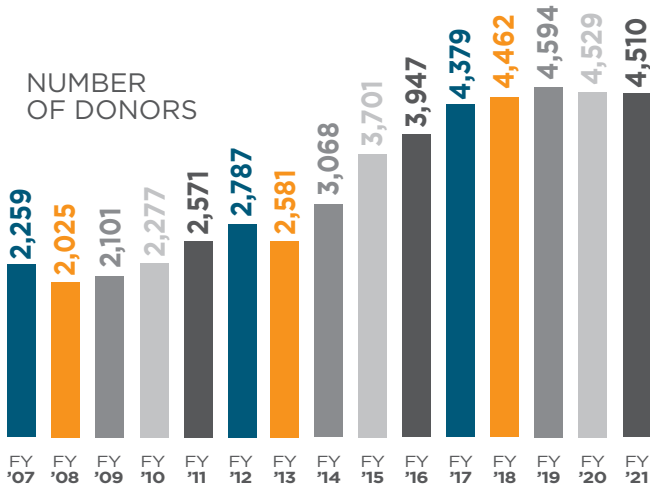
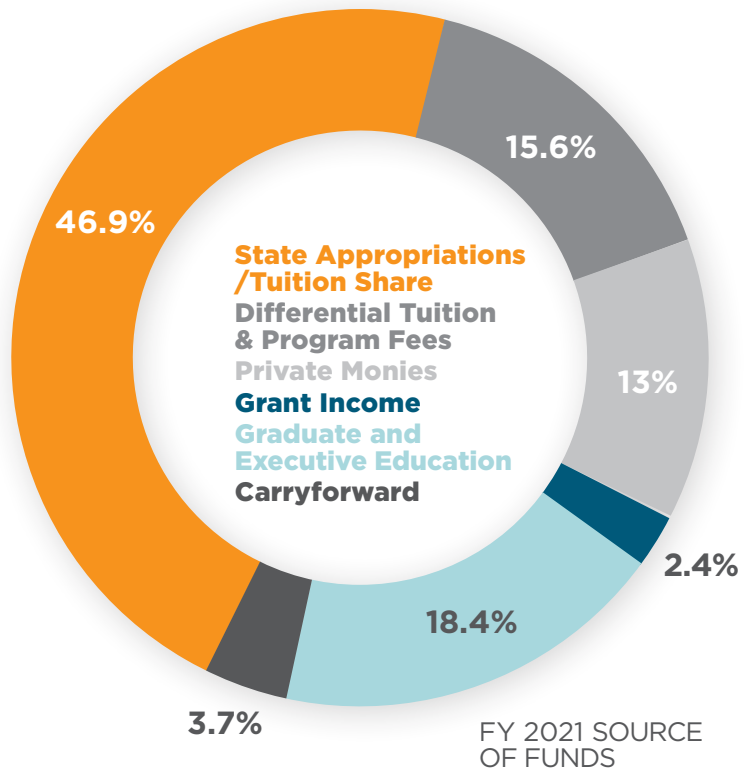
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# Sources of Funds

Haslam College of Business started the year with increased enrollments and face to face courses. Challenged with COVID restrictions, we continued year four of the “25 in 5” faculty hiring plan and successfully onboarded many new faculty in August. The Graduate and Executive Education team persisted through all the challenges related to Covid-19 and continued to make positive impacts on our community by offering many of the traditional face-to-face courses in an online classroom. The revenues continued to grow and be reinvested into the infrastructure and support of our student experience. Private philanthropy remains an important funding source allowing the college to implement new programming, expand current offerings and support our students in their time here at the Haslam College of Business. Increasing private philanthropy, launching successful new programs that attract additional students and controlling our costs are always important, and particularly so as we strive to slow the increase in tuition levels given the economic realities facing our students and their families.

— BETSY ADAMS, ASSISTANT DEAN OF FINANCE AND ADMINISTRATION





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## ENDOWMENT SPOTLIGHT

## New Endowed Chair in Accounting Created to Honor Dean Emeritus Jan Williams

**J**ames Myers is the first faculty member to hold the Jan R. Williams Endowed Chair in Accounting Excellence in the University of Tennessee, Knoxville's Haslam College of Business.

Named for the former head of the Department of Accounting and Information Management (AIM) and dean emeritus of the college, the endowed chair was made possible by an anonymous \$1 million donation and matched by the Haslam family.

### A CAREER OF SERVICE IN ACCOUNTING AND BEYOND

The donor couple both graduated from UT, where they met. While at UT, they were impressed by Williams' work in multiple areas. With their endowment, they desire to highlight Williams' contributions to the college and to further the work of AIM.

"We wanted to recognize Jan Williams' impact at so many levels – students, faculty, the accounting program, the Haslam College of Business, and the accounting profession at large," they said in a statement. "He was never afraid to question the status quo when changes were needed. His insight, creativity, and perseverance led to so many changes, big and small."

Williams joined UT as a professor in 1977. He served as head of the AIM department and associate dean before becoming acting dean in 2000 and dean in July 2001, staying in this role until his retirement in 2013. In 2018, the American Accounting Association (AAA) honored Williams as its Outstanding Accounting Educator, its highest award. His achievements include authoring and co-authoring more than 125 publications on issues of corporate financial reporting and accounting and business education and being AAA's president, among many other honors. After retiring to Nashville, he became affiliated with Belmont University, where he served as interim dean of the Massey College of Business in 2019-20.

"For an accounting alum to make this level of commitment is a wonderful testament to the quality of the accounting and business education the donor received at UT," Williams said. "It also supports continued high-quality education by attracting and retaining outstanding accounting faculty. Having my name associated with

this endowed chair is an incredible honor, and I am grateful to the donor, as well as the faculty I was fortunate to have served with for 36 years. In retirement, I continue to look forward to representing and supporting UT accounting and business education as opportunities arise."

### CONTINUING IMPACT

James Myers said he is honored to be chosen as the first recipient of the Dr. Jan R. Williams Endowed Chair in Accounting Excellence. "Jan Williams has been a major influence on accounting education for almost 50 years, much of which has been in service to our department and college," he said. "This generous funding will support my teaching and enhance my research while also advancing AIM's work."

"Jan Williams left a lasting legacy on the college and made a significant impact on the accounting profession," Terry L. Neal, department head and Richard L. Townsend Chaired Professor of Accounting, said. "This newly established chair is a fitting recognition of that impact. We are grateful for the generosity of the anonymous donor, who wants others to know how deeply Jan's work influenced the donor's career and wanted to honor his tireless efforts to make AIM, the college, and the university better."

"Jan Williams is very deserving of this extraordinary tribute," Stephen L. Mangum, dean of the college and Stokely Foundation Leadership Chair, said. "Jan served as dean of the college for the better part of 15 years. During this time, the college saw significant growth in its undergraduate student body that continues to this day, experienced tremendous growth in its executive education operations, broadened its revenue sources, and advanced the reputation of a number of academic departments. Jan continued to teach during much of his time as dean, and students held him in high esteem for his deep knowledge of his core discipline of accounting. Throughout Jan's career, he successfully impacted both the academy and the profession, building important bridges between the two." – Scott McNutt



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**Jerry V. Tune Scholarship Endowment**

**Honorary Professor Normand Turgeon PhD Marketing Fellowship Endowment**

**Veterans Memorial Graduate Business Fellowship Endowment**

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 Ted R. Habermann  
 Daniel R. & Kathy E. Hamilton  
 David W. & Donna J. Hammett  
 Gregory D. & Mary C. Hamrick  
 Michael D. & Elizabeth B. Hanna  
 Joel & Michelle Harper  
 Matthew C. & Katherine Harris  
 Meredith R. Harris  
 Charles L. & Janice Harrison  
 Robert C. & Ann W. Harwell  
 Robert F. & Barbara P. Harwell Jr.  
 Lindsey A. Hatcher  
 Robert L. & Gennifer Hatfield III  
 Mallory Hayes  
 Joe & Ann C.O. Heaney  
 Jerry C. & Yuchan Hendricks  
 John L. & Candace A. Hendrix  
 Warren D. & Sarah A. Henry  
 William O. & Susan G. Henry  
 William M. & Jan S. Hewgley Jr.  
 Mark M. & Barbara A. Higgins  
 Clark T. Higgs  
 Charles J. & Jennifer Hines  
 Jonathan B. & Alison M. Hodges  
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 Tim & Cecilia Jacob  
 Paul F. & Linda R. Jacobs  
 Kevin V. & Tammi Janiga  
 Todd M. & Kimberly L. Jensen  
 Ian Johnson  
 Larry G. & Ramogene Johnson  
 Reid G. Johnston  
 Benjamin L. & Betty R. Jones  
 Ronald A. Justus  
 Michael J. Kentfield  
 James R. & Judy A. King Jr.  
 Alina Kirillina  
 Orlando C. Kirton  
 Michael L. & Nancy J. Knaff  
 Joseph R. & Rebecca K. Krumdieck  
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 Elana M. Ladd  
 Trenton & Julia A. Langston  
 Alexandra L. Popoff Larson  
 Jong Seok Lee  
 Wesley Lemon  
 Fei Leng  
 Scott P. LeTellier  
 Conisa Lew  
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 Quentarius K. Matlock  
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 Paul & Teresa M. McCarthy Byrne  
 Andrew & Samantha G. McCartt  
 Mona L. McFadden  
 Joyce S. McKelvey  
 Michael & Teressa L. McKinney  
 Charles L. & Konnie J. McKown  
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 Steven D. & Karen J. Mears  
 Ryan F. Menke  
 Tommy G. & Jenny R. Meredith  
 Stephen J. & Kimberly K. Merrill  
 Jay Mesrobian  
 Charles R. & Sue L. Milazzo  
 Virgil & Dorothy Mincy  
 Preston T. Mitchell  
 Christopher P. & Jennifer B. Monroe  
 Benita H. Moore  
 Bobby W. & Victoria A. Moore  
 William D. Morris  
 Johanna Morriss  
 Eric J. & Barbara Moses  
 Leonard Mucciario  
 Will Myers  
 Connor B. & Millie Mykleby  
 Aaron W. Newman  
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 David & Caitlin M. O'Connell  
 Meaghan A. O'Connor  
 William H. & Joy Ogilvie III  
 William M. Ogles  
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 Gwendolyn R. Pate  
 John O. & Lori A. Pearce  
 David A. & Rachel Pearson  
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 Bryan & Veronica A. Penland  
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 John W. Phillips  
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Lawrence G. & Sandra L. Schumacher  
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 Elizabeth L. Shanton  
 Jonathan L. & Caylee Shell  
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 Roshauna Singh  
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 Michael H. & Anita K. Sloan  
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 David & Revonna J. Smith  
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 Edward T. & Rebecca J. Summers  
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 Wend L. Tate  
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 Melodye C. Zimmerman  
 William & Allison Zotti

\*List current as of December 31, 2021

# Update

Haslam Graduate and Executive Education held an EMBA Alumni Reunion Nov. 12-13, 2021.

Three PEMBA alums took part in the Institute for Healthcare Improvement Forum 2021 in December, presenting work related to their OAPs:

**Abdullah Bakr Aboalkhair** (PEMBA, '20), deputy chairman for the Department of Anesthesia, and a consultant for anesthesia and pain management at King Faisal Specialist Hospital and Research Center, Riyadh, Saudi Arabia, did a poster presentation on "Decreasing variability in anesthesia practice and setup: A standardized step by step approach."

**Christine Hunter** (PEMBA, '17), physician at Lowcountry Women's Specialists, participated in a panel on community-driven maternal, newborn, and child health, where she spoke on her project, "Group Prenatal Care: Value Based Innovation at Unified Women's Healthcare."

**Atish Jaiswal** (PEMBA, '17), family practice physician and physician advisor at Bon Secours Charity Health System, offered a poster presentation on "From Volume to Value."

## '70s

**Mike Carver's** (HCB, '73) horse, O Besos, qualified for and placed fifth in the 2021 Kentucky Derby Run for the Roses.



Nashville Electrical Service appointed **Rob McCabe** (HCB, '72, '78), chairman of Pinnacle Financial Partners, as vice chair of the electric power board.

The Murfreesboro community honored **Lee Moss** (HCB, '73), Rutherford County chairman of FirstBank, with a retirement party to celebrate his 48 years in banking.



**Jim Newsome** (HCB '76, MBA '77), president and CEO of South Carolina Ports, was inducted into the International Maritime Hall of Fame.

The U.S. Chamber of Commerce selected The Trust Company of Tennessee, headed by founder and CEO **Sharon Pryse** (HCB, '72), as a finalist for the Woman-Owned Business Award in its annual Dream Big Awards.

At the 2021 Pollstar Awards, **Michael T. Strickland** (HCB, '77), founder and chair of Bandit Lites, Inc., was honored with the "Heroes Of Live" award for his activism on behalf of the live events industry.

## '80s



**Christi W. Branscom** (HCB, '87) became the first female president of the National Association of State Chief Administrators (NASCA) executive committee.



Eastman Credit Union named **Darrell Dinsmore** (HCB, '88) senior vice president and chief administrative officer.



NuSachi, Inc. named **Margaret Dolan** (HCB, '83) as the company's

first independent member of its board of directors.

Memphis-based SRM Manufacturing and Services Division named **Ken Dunavant** (HCB, '83) as VP of business development.



**Paul Makres** (HCB, '89) is now director of finance for the Tennessee Smokies.



**Tim Self** (MBA, '87) has been named to the board of directors of First Step of Sarasota.

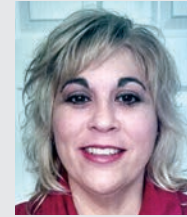


Tennessee Governor Bill Lee appointed **Rob Vance** (HCB, '85) to the Tennessee State Board of Accountancy representing the Western grand division.

## '90s

**Paul C. Allen** (HCB, '95) received Franklin Road Academy's 2021 Distinguished Alumni Award.

Crowley Maritime Corporation appointed **John Claybrooks** (HCB, '90) to the newly created position of chief marketing officer.



**Kimberly Benjamin** (HCB, '95, MAcc, '96) is now a sales support accountant with Bandit Lites.



**Colette Cocco** (MBA, '92) joined BMI Mergers & Acquisitions as a senior M&A Advisor.



**Jim Driscoll** (HCB, '98) has joined Knoxville's Shannondale senior living community as chief financial officer.



CGI named **Matt Kittrell** (HCB, '92, MBA, '99) as co-leader of its new tech center in Knoxville.



National DCP hired **Scott McDaniel** (MBA, '96) as chief commercial and strategy officer.





**Raj Patel** (HCB, '97), senior director of global 3PL industry strategy for Blue Yonder, was profiled in *DC Velocity*.



**Jim Schwab** (HCB, '97, '01) was promoted to vice president of human resources and communications for Universal Oil Products at Honeywell.

Fire protection inspection software company Inspect Point hired **Chris Sharp** (HCB, '94) as VP of business development.

Monogram Health hired **Shawn L. Verner** (HCB, '96) as its general counsel and chief compliance officer.

## '00s



*Construction Business News* listed **Mohsen Ahmad** (HCB, '00), CEO of Dubai South's Logistics District, as No. 14 in its Power 25.



**Jenni Broyles** (MBA, '02), VP and GM at Wrangler North America, was named a 2021 Outstanding Woman in Business by *Triad Business Journal*.

Mobile Mentor hired **Stuart Cooper** (ProMBA, '08) as sales manager.



Image: Nashville Business Journal

**Ali Hemyari** (HCB, '04), CEO at Nashville K-9 and Hemyari Family Cos., was featured in the *Nashville Business Journal's* "40 Under 40."

**Drew Johnson** (HCB, '07) and Jon Clay held a ribbon-cutting for the new Knoxville headquarters of their company, Axle Logistics.

**Ronald "Ron" H. Kirkland** (EMBA-SL, '09) was named the 167th president of the Tennessee Medical Association.



**Brittany Mitchell** (HCB, '08) appeared with her mother, Rita, on the podcast *Her Success Matters* to discuss how they created their own mother-daughter brand.



BenevolentAI appointed **François Nader** (PEMBA, '00) chairman of its board.

The *Knoxville News Sentinel* profiled **Carey Parker** (HCB, '03), CEO of real estate development firm LHP Capital.

**Craig Paterson** (PEMBA, '06) was promoted to chief medical officer at biotechnology company Allakos, Inc.

Rational Vaccines announced **Luis Rios-Nogales** (PEMBA, '02) as chair of its clinical advisory board.

The Association of American Medical Colleges (AAMC) tapped **Eneida Roldan** (PEMBA, '03) for a national campaign to increase vaccination rates in communities disproportionately impacted by the pandemic.

## '10s



**Mustafa Ali-Smith** (HCB, '19) joined Philadelphia's Juvenile Law Center as an administrative assistant.

**DeWayne Allen** (ADMBA, '17), is now director of Raytheon Missiles & Defense.

**Douglas Arbittier** (PEMBA, '11) joined Atlantic Health System as new strategic leader for service lines.



**Alesa Barron** (ProMBA, '19) became a graphic design teacher at Benjamin E. Mays High School in the Atlanta Public School district.



**Ashley Bearden** (HCB, '19), human resources coordinator at The Trust Company of Tennessee, earned certified professional status from the Society for Human Resource Management (SHRM-CP).



**Diana Cantú** (HCB, '10) returned to Tennessee to take the reins as head coach of Lady Vols golf.



Atlas Real Estate in Colorado hired **Jalen Carter** (HCB, '17) as marketing coordinator.

**Julie Conyers** (EMBA-HL, '12) joined the staff at UCHealth Pikes Peak Regional Hospital in Colorado.

**Kyle Franklin** (ADMBA, '18) was promoted to vice president of F-35 supply chain management for Lockheed Martin.

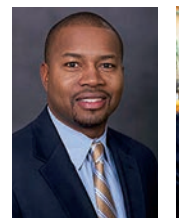
Economics PhD alumnus **Charlton "Eli" Freeman** (HCB, '18), Commander of the 72nd Comptroller Squadron, United States Air Force, was named to the UT Alumni "Volunteer 40 under 40."

**Amanda Gentry** (ADMBA, '13) has taken the position of director of sensors for the Air Force Research Laboratory.

**Chavez Golden** (ProMBA, '18) became planning/logistics supervisor at Bush Bros.



**Rob Gray** (ProMBA, '11) was appointed assistant professor of physician assistant studies at the Jacksonville campus of Nova Southeastern University.



**Keith Gray** (PEMBA, '14) and **Larsen Jay** (EMBA-SL, '13) were honored as *Knoxville News Sentinel* Health Care heroes.



**Jean Hulsey** (ProMBA, '19) was named director of creative services for the UT Institute of Agriculture.

**Brittany Hunt-Woods** (ProMBA, '19) became assistant director for advising in UT's College of Arts and Sciences.



Reliant Bank promoted **Ali Jefferson** (MAcc, '11) to senior vice president, chief accounting officer, and controller.



Axalta named **Tyrone Michael Jordan** (ADMBA, '11) to its board of directors.

**Jonathan Letson** (ProMBA, '18) became the director of financial operations for West Park Baptist Church.



South Carolina Ports announced that **Barbara Melvin** (EMBA-GSC, '18) will take over as president and CEO on July 1, 2022, following Jim Newsome's (HCB '76, MBA '77) retirement on June 30.



Kingman Regional Medical Center in Arizona welcomed **Gregory Nelcamp** (PEMBA, '11) as its new chief medical officer.



**Anderson Olds** (MBA, '19) was appointed to Knoxville's African American Equity Restoration Task Force.

**Mary Pile** (ProMBA, '16) accepted a position at DeRoyal.



Kindred, UT Medical and Tennova promoted **Garrett Rich** (ProMBA, '17) to rehab director at the new Rehab Hospital Tri-Venture.



**Catey Sharp** (ProMBA, '14) became Facebook's product marketing manager for ad quality and delivery.

**Ed Sobek** (EMBA-HL, '16) was featured in EMBA's fall 2021 *Executive Connections* magazine in the story, "Value in Action: EMBA alumni make their mark in a worldwide crisis."

The Associated Press interviewed **Steven Stack** (PEMBA, '17), adjunct professor with Haslam and Kentucky's public health commissioner, for a lengthy story about Stack's work fighting COVID-19 in Kentucky Gov. Andy Beshear's administration.

**Andre Trotter** (ADMBA, '18) is now the corporate program management council chair for Lockheed Martin.

First Horizon Bank named **Michael Woody** (HCB, '11) manager of Hamilton Place Banking Center in Chattanooga.

## '20s

**Siyad Abdullahi** (EMBA-HL, '21), VP and director of medical affairs for Pro-Health Care, Inc., served on the panel, "Embassadors - Alumni as a Positive Force in Society," at the 2021 EMBA Council's Virtual Conference.

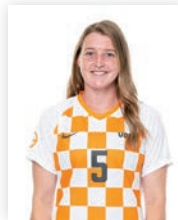
Knox County Commissioner Carson Dailey declared June 18, 2021, **Naomi Anderson** Day to recognize Anderson's (EMBA-HL, '20) work with Tennessee School of the Deaf.



**David Bowman** (ProMBA, '20) became a business analyst for BB Industries.

The Trust Company of Tennessee hired **Connor Cox** (MBA, '20) as a client specialist.

**Sophia Cowell** (HCB, '21) received the 2021 Society for Human Resource Management (SHRM) Foundation Graduate Scholarship Award.



**Erin Gilroy** (HCB, '20) was named to the 2020-21 SEC Soccer Community Service Team, which highlights athletes from SEC institutions who give back to their community in superior service efforts.

**Joel Hansard** (ADMBA, '21) was promoted to commander of the 106th Logistics Readiness Squadron.

**Constance Harmon** (ProMBA, '20) became benefits investments manager at Eastman.

**John Hubbard** (ADMBA, '21) was promoted to battalion commander of the 145th CBRN Battalion, Alabama.

**Nick Humensky** (ProMBA, '20) became the Senior Data Manager for Marketlauncher, Inc.

**Alexandra Larson** (ADMBA, '20) was promoted to senior vice president and general counsel at Williams International.



**Ericka Powell** (PEMBA, '20) accepted an appointment as vice president of medical affairs with WellSpan Ephrata Community Hospital.



**Jason Richards** (ProMBA, '20) has been promoted to sales manager of regional enterprise commercial sales at FedEx Worldwide Services.

**Hancen Sale** (HCB, '20), Governmental Affairs and Policy Director for the Knoxville Area Association of Realtors, was named to the Knox.biz 40 under 40 class of 2021.

**Jalonda Thompson** (ProMBA, '20) became the director of women in engineering at UT's Tickle College of Engineering.

**LaTonya Williams** (ADMBA, '20) was promoted to project security lead with U.S. Army Mid-Range Missile Capability.



Strategy, Entrepreneurship, and Organizations PhD alumnus **Jiaju (Justin) Yan** (HCB, '20) won the Heizer Doctoral Dissertation Award in New Enterprise Development for his dissertation "Exploring the unknown requires leveraging uncertainty: Two Essays on A Real Options Perspective on the Pattern and Decision-Making of Entrepreneurial Internationalization." His advisor, Dave Williams, won the award in 2011; they are only the second advisor-student pair to have both won the award in the award's 45-year history.



To share your news with the University of Tennessee, Knoxville, Haslam College of Business community, submit it along with any relevant images to [haslam@utk.edu](mailto:haslam@utk.edu). Please use "Alumni News" in the subject line.

This update reflects information known as of Dec. 17, 2021.



VARUN RANGNEKAR

## Student Uses Research Grant to Improve East Knox Clinic

**A** senior in the Haslam College of Business, Varun Rangnekar has volunteered at the East Knox Free Medical Clinic since his first year at UT. His work there has included everything from cleaning floors to organizing materials, filing charts, and checking in patients.

Varun has brought along with him some amazing, highly motivated, highly caring, intelligent friends," said Janet Purkey, co-founder of the clinic. "Wherever Varun goes, good things follow."

Rangnekar explained that when he started volunteering, there was a complicated check-in system. He thought relying on paper files slowed the clinic's processes.

Beginning in spring semester, he elevated his volunteerism in a profound way.

Rangnekar is majoring

in business analytics and pre-dentistry through UT's Haslam Scholars Program, which awards each of its scholars a \$5,000 grant for co-curricular travel or research. Rangnekar used his award to buy computers for the clinic and is training others to use free open-source electronic medical records software to schedule patient visits, track inventory, coordinate interaction with the lab, and perform other tasks.

Varun Rangnekar does volunteer work at the East Knox Free Medical Clinic in the Magnolia Ave United Methodist Church

According to Dorothy Davison, the clinic coordinator, the clinic still uses paper patient records but Rangnekar's system has expedited registration and movement through the clinic.

"Now we know whether they are an existing patient and when they were last here, and then we can pull their chart and have their

demographics," Davison explained. "It's made it much faster."

The computers have also enabled the clinic to quickly retrieve lab results over the internet, cutting a task that once could take hours down to minutes. Yet Rangnekar's contributions go deeper than donating equipment and training others. For his Haslam Scholars research project, he is applying his business analytics and statistics training to gather data on the clinic's processes and gauge ways to streamline its workflows.

"When I first came in, I was just a basic volunteer, but I started to see ways the processes could be improved," Rangnekar said. "At first, I just wanted to reduce patient wait times. But these computers allow us to do more, like collect data on how many medications patients have so when they need to refill them we don't run out."

Davison said Rangnekar used data analysis to identify the clinic's peak busy times so they can call for volunteers based on anticipated patient volume.

"As we collect this data," Rangnekar said, "we will start seeing more trends, allowing the clinic to adapt to them and better meet the patients' needs."

Purkey, who is also a physician with UT Medical Center, said, "Varun has already improved the efficiency of the clinic."

Rangnekar hopes his analysis of the new technology's impact will offer other volunteer clinics a path to improving patient care without substantial financial outlays or steep learning curves.

"For small grassroots clinics that don't have a lot of funding, my goal is to show that making the investment early to purchase computers will definitely result in future gains," Rangnekar explained. "Those small pieces of technology can have a huge impact."

Bogdan Bichescu, a business analytics and statistics professor and Rangnekar's project advisor, agrees that the project could encourage smaller health care operations to use open-source software to streamline their processes—something that large health care systems spend millions of dollars to do. He also praised his student for putting his research funding toward the community's benefit.

"Varun is using the hardware and free software to standardize procedures, document processes, build workflows, and then digitize the entire process," he said. "His research can serve as an example to other clinics wondering, 'How can we do this?' Varun is showing how they can." — Scott McNutt



Photo by UT Photography

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“

I am extremely grateful for this scholarship because I have a genetic lung disease called cystic fibrosis. I feel so privileged to attend college because many of my friends with cystic fibrosis did not have the opportunity. Their memory is the fuel that pushes me to work hard in school. Medical bills mean my education is solely dependent on scholarships. Because of you, I am living my dream of attending the University of Tennessee, Knoxville. I am truly thankful.”

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**March 1: Priority deadline for domestic students**

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