

awards



COLLEGE-WIDE

The annual Haslam Awards reception took place on May 8 and recognized the following faculty, staff, and graduate students:



UNDERGRADUATE STAFF AWARDS

Heath Cox – Outstanding Service Award

Ellie Mulherin – Undergraduate Outstanding Results Award

Jennifer Davis – Outstanding Innovation Award

Venture Living and Learning Community team (**Marg Basehart, Walker Fowler, Hailey Steuer, and Drew Story**) – Outstanding Teamwork and Collaboration Award

GRADUATE & EXECUTIVE EDUCATION STAFF AWARDS

Riley Roe – Outstanding Service Award

Jericho Hawkins – Outstanding Results Award

Kendra Rains – Outstanding Innovation Award

Aisha Schiebler – Outstanding Teamwork and Collaboration Award



COLLEGE-WIDE STAFF AWARDS

Robyn Geron – Superior Customer Responsiveness Award

Jeannine Berge and Adam O'Dell – Innovation and Creativity Award

Jessica Bartlett – Tim Williams Award in Professionalism

Bethannie Blumberg – Outstanding Staff Service Award

Josh Dalton – Richard C. Reizenstein Outstanding Commitment to Students Award

COLLEGE-WIDE AWARDS

Office of Marketing and Public Relations (**Bethannie Blumberg, Tanya Brown, Sean Harrington, Lori Herron, Leah McAmis, Scott McNutt, and Taylor Mercer**) – Community Building Award

Natalia Yakushko – Volunteer Spirit Award



FACULTY AWARDS

Michael Yates – Allen H. Keally Excellence in Teaching Award

Charlie Cwiek – Outstanding Faculty Service Award

Megan Miller – Outstanding Doctoral Student Teacher Award

Andy Puckett – Bank of America Faculty Leadership Award

Tom Goldsby – Martin and Carol Robinson Excellence in Teaching, Research, and Service Award

Gavin Williamson and Kiwoong Yoo – Outstanding Doctoral Student Researcher Award

Tingliang Huang – Vallett Family Outstanding Researcher Award

John-Patrick Paraskevas – Rising Star Researcher Award

Randy Bradley – Richard Sanders Faculty Leadership Award

Jim Reeve – George Miller, Jr. Award for Lifetime Achievement in Executive Education

Rankings

TOP 25

UNDERGRAD PUBLICS

The college was ranked No. 25 among public schools of business, No. 3 in supply chain management, No. 18 in accounting, and No. 45 in economics in *U.S. News & World Report's* 2025 Best Undergraduate Business Programs.

#13

The **Master of Accountancy program** was ranked No. 13 among public institutions in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings.

#39

The **Master of Accountancy program** was ranked No. 39 nationally in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings

#11

The **Master of Science in Marketing Program** was recently ranked No. 11 among public schools by *U.S. News & World Report*.

#35

The **Master of Science in Marketing Program** was recently ranked No. 35 nationally by *U.S. News & World Report*.

#5

Supply Chain Management was ranked No. 5 among public universities in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings.

#6

Supply Chain Management was ranked No. 6 nationally in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings.

#23

The **Full-Time MBA program** was ranked No. 23 among publics in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings.

#49

The **Full-Time MBA program** was ranked No. 49 nationally in the 2025 *U.S. News & World Report* Best Graduate Business Schools rankings.

#28

Haslam's **Full-Time MBA program** was ranked No. 28 among public institutions in *Poets&Quants* 2024-25 Top 100 U.S. MBA Program rankings.

#6

The **Full-Time MBA program** was ranked No. 6 among public institutions by *Fortune's* 2025 Best MBA Programs for Consulting ranking.

#12

The **Executive MBA program** rose to No. 12 in the *Financial Times'* International Ranking.

TOP 20

ONLINE GRAD PROGRAMS

Haslam's online graduate business programs were ranked in the top 20 by *U.S. News & World Report*.

The Nashville Business Journal ranked Haslam the largest graduate business school in Tennessee.

CHRISTINE VOSSLER

Up to the Challenge

When Christine Vossler joined Haslam 19 years ago, she had no idea where the journey would take her. As one of the college's first professional staff hires, she brought energy and fresh ideas to the table. "I'd find interesting things other colleges were doing and ask my department head if we could try it, too," Vossler says. Most of the time, the answer was yes. Over the years, she has launched new initiatives, taken on leadership roles, and tried to relieve faculty of administrative tasks so they could focus more on teaching and research.

Vossler has served the college's MBA, Accounting and Information Management (AIM), and Business Analytics and Statistics (BAS) programs. Today, she supports all BAS graduate programs and coordinates PhD programs across the college, fostering community among students through orientation, professional development, and social events. "It's important for them to connect with other students outside their

departments," she says. "It's good to have fun along the way, too, so we also plan social events such as trivia nights."

Vossler knows firsthand the pressures of graduate school. While working full-time at Haslam, she pursued both a master's degree and a PhD from UT. During her own PhD program, the demands became overwhelming, and she put her dissertation on hold, until she woke up one day with a new-found resolve to complete her degree. "I was more determined than I've ever been about anything," she says.

Over the next several months, Vossler spent countless hours reading journal articles and refining her research on sexual harassment and the ways people—and institutions—talk about it. Her dissertation explores how victims, the accused, and bystanders each describe the experience differently, and how those conversations shape the impact of the incident. "It's a harm carried out verbally," she says, "so everything about it is conversational."

Since finishing her PhD, Vossler has enjoyed teaching one class each semester as an adjunct in the university's sociology department. She's taught courses on topics like gender and crime, criminal justice, and criminology. "My hobby is prepping for classes," Vossler laughs. "I never stop learning, and I love it." ●

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—CHRISTINE
VOSSLER



MARKETING

MARKETING & SALES INNOVATION

The second annual Marketing and Sales Innovation Conference and Awards united industry and academia to explore the future of marketing and sales. The two-day event featured keynote speakers from Google and Coca-Cola, as well as session speakers from companies and agencies throughout the eastern U.S.



Collins

Mark Collins was recognized with UT Faculty Senate's Heart and Soul Award.



Engstrom Clugg

Amy Engstrom Clugg was selected as an inaugural faculty fellow for the Alan and Wendy Wilson Communication and Leadership Academy. She also was honored with the 2024-2025 Outstanding Student Organization Advisor Award for her work in establishing Volunteer Puppy Partners, a student group dedicated to creating awareness and education about service dogs.



Noble

Charlie Noble co-authored "How Media Coverage Elicits Strategic Change: The Moderating Role of the Business Model Design," published in the *Strategic Management Journal*; "Better Innovation for a Better World," published in the *Journal of Marketing*; and "A Multiple-Stakeholder View of Open and User Innovation: Systematic Review and Future Research Agenda," published in the *Journal of the Academy of Marketing Science*.



Hasford

Jonathan Hasford and co-authors were featured in the *Journal of Marketing Research* with their publication, "How Awe in Marketing Communications Decreases Consumer Preferences for Limited Edition Products."



Damavandi

Hoorsana Damavandi co-authored "Unveiling Regulatory Operations: A



Abell

Data Set of the Determinants, Process, and Outcomes of Product Defect Investigations by the U.S. Automotive Safety Regulator," published in *Manufacturing and Service Operations Management*.

Annika Abell co-authored "The Art of Misspelling: Unraveling the Divergent Effects of Misspelled Brand Names on Consumer Responses," published in the *Journal of Consumer Research*.



Kelly Hewett

Kelly Hewett and **Kiwoong Yoo** (PhD student), joined by co-author Michael Haenlein, were featured in the *Journal of Consumer Psychology* with their publication, "The Magic, Challenges, and Potentials of Large Language Models," and in the *Journal of the Academy of Marketing Science* with "A Whole New World, A New Fantastic Point of View: Charting Unexplored Territories in Consumer Research with Generative AI." **Hewett** also co-authored "Quest for Insights: Leveraging Data from the Video Game Ecosystem in Marketing," featured in the *Journal of the Academy of Marketing Science*, and "How Firms Can Steer Social Media Conversations," published in the *Journal of Marketing Research*.



Lee



Schmardebeck

Jong Seok Lee and **Roy Schmardebeck** received new appointments. Lee is now the Jan R. Williams Professor and Schmardebeck is now the Forvis Mazars Professor.

ACCOUNTING & INFORMATION MANAGEMENT

Amelia Hart was named as one of the 50 Best Undergraduate Business Professors of 2024 by *Poets&Quants*.



INTERNATIONAL PROGRAMS & STUDY ABROAD



Haslam's Office of International Programs and Study Abroad (IPSA) was selected as a finalist in the GoAbroad Awards' Innovative Volunteer Abroad category.

Mobility International USA selected IPSA as a 2024 NCDE Campus Collaboration Initiative (CCI) award recipient. The award presents an opportunity for two higher education institutions to expand collaboration between disability services and education abroad. CCI awarded IPSA with \$1,500 to advance greater teamwork to support students with disabilities to study abroad.

The Effects of School Day Duration on Families in Developing Nations

Extending the length of the traditional school day may have unintended consequences for families, including a notable rise in divorce rates, according to a recent study co-authored by María Padilla-Romo, John Quincy and Wanda Weems Wisecarver Faculty Fellow and associate professor in Haslam's Department of Economics.

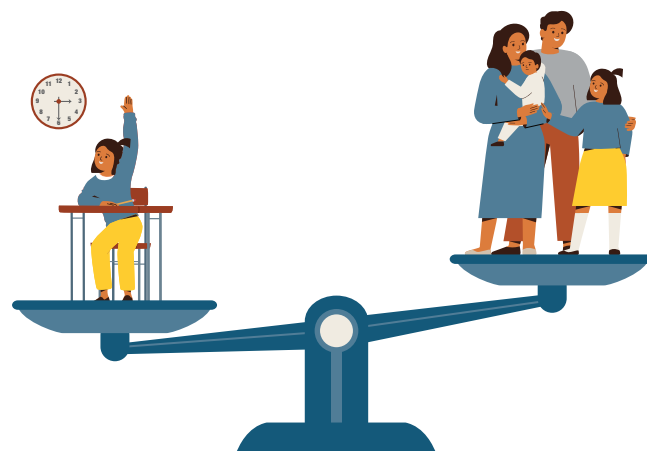
For the past decade, Padilla-Romo has studied the effects of lengthening the school day for elementary students, especially in developing countries. Her first project evaluated a Mexican government program that extended the school day from four-and-a-half to eight hours. She found the program boosted both short- and long-term student learning. "It changes the trajectory of their education," she says. "Even nearly a decade later, exposed students achieved higher test scores through middle and high school." As a former teacher, these results spoke to Padilla-Romo's commitment to improving the quality of education.

UNINTENDED CONSEQUENCES

Padilla-Romo then explored the broader impacts of longer school days, with one notable outcome being increased labor force participation among women. In Mexico, like many developing countries, women make up a smaller share of the workforce. "When the program started in 2007, only 42 percent of women participated in the labor market in Mexico, compared to 59 percent in the U.S.," Padilla-Romo explains. "Greater financial independence also can influence family dynamics."

Curious as to how increased income and resources might affect marriages, Padilla-Romo and her co-researchers dug further. Would financial independence reduce conflict at home, or might it lead to more domestic violence or divorces, as women gain the means to leave troubled relationships? "Theoretically, there are competing forces on both sides," she says. "So, we turned to the data to find out."

The resulting paper,¹ published earlier this year in the *Journal of Public Economics*, finds that extending the Mexican elementary school day by three-and-a-half hours led to a significant rise in divorce rates, especially in regions with non-traditional societal norms. To reach this



“While these policies [lengthening school days] improve student learning, they also influence family life, labor dynamics, and household structure.”

—MARIA PADILLA-ROMO

conclusion, Padilla-Romo and her coauthors analyzed divorce records, regional participation in the school program, and data from the World Values Survey (WVS), a global study of cultural and political values, which helped the researchers classify areas by whether they hold traditional or nontraditional social norms. "We examined survey responses to statements like 'If the wife makes more than the husband, that is likely to cause problems,'" Padilla-Romo explains. "Areas where respondents agreed with this and similar statements were classified as holding to more traditional social norms."

The researchers combined the data into a single dataset and developed measures for social norms, exposure to the extended school day program, and divorce rates. Some of their analysis supports the idea that longer school days increase women's labor force participation, which may help explain the rise in divorce rates.

BROAD IMPLICATIONS

Padilla-Romo's research aims to reveal both the intended and unintended consequences of policy decisions, rather than offer recommendations.

"When you're making decisions, it's important to understand how they affect everyone—from students to parents and grandparents," she says. "Our work shows that while these policies improve student learning, they also influence family life, labor dynamics, and household structure, all factors that should be considered in policymaking." ●

¹ "Parents' effective time endowment and divorce: Evidence from extended school days," by María Padilla-Romo, Cecilia Peluffo, and Mariana Violaz, appeared in *Journal of Public Economics*, Volume 242, February 2025, 105302.



Nayasha Farrior was named the 2024-2025 Advisor of the Year at the Haslam College of Business Student Organization Awards.

OACC staff served on the Knoxville Sports Authority's internship committee to develop a program to offer Haslam students paid, 10-week internships with Covenant Health Park, the newly developed multi-use stadium in downtown Knoxville.

OFFICE OF ACCESS & COMMUNITY CONNECTIONS



HASLAM'S OFFICE OF ACCESS AND COMMUNITY CONNECTIONS (OACC) HOSTED THE 10TH ANNUAL WOMEN IN BUSINESS SUMMIT.



Tom Goldsby was named a distinguished fellow by the Council of Supply Chain Management Professionals.



Goldsby

Supply chain management faculty member **Mary Holcomb** was posthumously chosen as a member of the WISE Legends Cohort of Educators.



Holcomb

Kate Vitasek published her eighth book, *Preventing the Dispute Before it Begins*.



Vitasek

SUPPLY CHAIN MANAGEMENT

2025 Forum

The UT **2025 Spring Supply Chain Forum** brought together Global Supply Chain Institute (GSCI) partners, faculty, and students for three days of exploration of the industry's successes, challenges, and future goals.



Above: Supply Chain Forum speakers Tom Goldsby and Marianne Wanamaker (top) and a panel of recent graduates (L-R: Jennifer Ross, Hannah Childs, Jack Parr, and Luke Powell) share insights into how companies can successfully onboard new hires.

Thousands in Funding

The Intermodal Association of North America will allocate \$90,000 in academic awards to Haslam's Department of Supply Chain Management.

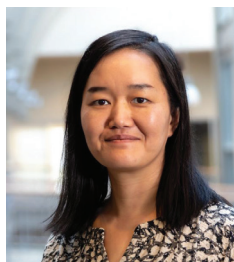
Professional Certifications

The International Association of Maritime Port Executives entered into an agreement with UT to offer professional certifications to qualifying students in UT's supply chain programs.



Missie Bowers retired from the university after 36 years as a faculty member and has been named associate professor emerita in recognition of her long and meritorious service. Over her career, she led the Master of Science in Business Analytics (MSBA) program, earned numerous teaching awards, held national leadership roles, and made lasting contributions through research, industry partnerships, and student mentorship.

BUSINESS ANALYTICS & STATISTICS



Wenjun Zhou is a principal investigator on an NIH grant that uses AI to help support caregivers

of Alzheimer's patients. The project, entitled "Robot-Based Information and Support to Enhance Alzheimer's Caregiver Health (RISE)," is funded by the grant through July 2026. Zhou also participated in the education panel at the INFORMS Annual Meeting, representing Haslam's MSBA program and the INFORMS College of AI. Additionally, Zhou coauthored "Displaying the Amount of Consumption Time in Online Reviews Can Affect Helpful Votes," published in the *Journal of Marketing*.



Brian Stevens was selected as an inaugural faculty fellow for the Alan and Wendy Wilson Communication and Leadership Academy.



Petrie

Adam Petrie received the 2025 University of Tennessee Alumni Association's Alumni Outstanding Teacher Award.



Bichescu

Bogdan Bichescu was promoted to professor. Bichescu also coauthored "Where Does Insensitivity Lie? How IT Investment Decision Practices Shape Supply Chain Efficiency," published in the *Journal of Business Logistics*.



Zheng

Wei Zheng was promoted to professor.



Jia

Justin Jia coauthored "Reimbursement Policy and Drug Shortages," published in *Management Science*.



Gao

Lan Gao coauthored "ARK: Robust Knockoffs Inference with Coupling," published in *The Annals of Statistics*.



Letizia

Paolo Letizia coauthored "Impact of Temporary Store Closures on Online Sales: Evidence from a Natural Experiment," published in *Manufacturing and Service Operations Management*.



Huang

Tingliang Huang coauthored "Product Return Policies: The Impacts of Vertical Bargaining and Contracting with Retail Competition," published in *Manufacturing & Service Operations Management*, and "Probabilistic Selling with Customization? A Theoretical Analysis," published in *Production and Operations Management*.

ANDERSON CENTER FOR ENTREPRENEURSHIP & INNOVATION



Startup coach, Melissa Centers, leading a Coffee Club session for students across campus.

The Anderson Center for Entrepreneurship and Innovation's (ACEI's) free **Startup Coach program** paired students and alumni with experienced entrepreneurs for personalized business guidance and support.

ACEI lunch and learn sessions throughout the spring semester featured experts sharing real-world advice on prototyping, retail, wellness brands, and the beverage industry.

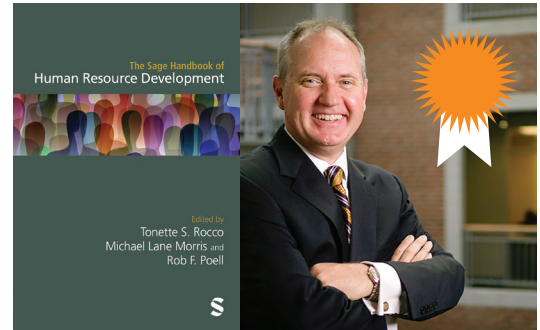
Alumni entrepreneurs from real estate, cookies, and newborn care businesses shared startup lessons and personal stories with students during **Meet the Founders events**.



Above: Joe Seiber (UT, '07), cofounder of Status Dough in Knoxville, discussing with students how to get started and succeed as an entrepreneur in the food and beverage space; Amy Kelly (UT, '05, '08), founding principal of Hatteras Sky based out of Atlanta, leading a Meet the Founder event. Her session focused on how to begin one's entrepreneurial journey and how she has leveraged her own entrepreneurial mindset to succeed in the world of real estate.



The **Master of Science in Management and Human Resources** program hosted more than a dozen chief human resource officers and senior HR professionals from across Tennessee for an exclusive Executive HR Leadership Roundtable.



The *SAGE Handbook of Human Resource Development*, co-edited by **Lane Morris**, was recently awarded one of two R. Wayne Pace HRD Book of the Year awards by the Academy of Human Resource Development.

MANAGEMENT & ENTREPRENEURSHIP



Jones



Pollock



Munyon



Thatcher



Song



Samba



Cardon



Crook

Jessica Jones had acceptances at the *Journal of Management Studies* and the *Journal of Business Venturing Insights*.

Tim Pollock received the Excellence in Research and Creative Achievement award at the university honors banquet.

"Financial Security Spirals at Work: A Review, Integration, and Agenda for Intervention," by **Tim Munyon** and **Gavin Williamson** (PhD student), was accepted at *Human Resource Management Review*.

"From a Portfolio of Journals to a System of Knowledge Production" and "Navigating Mental Illness at Work: Using Disengagement and Engagement Pathways," both co-authored by **Sherry Thatcher**, were accepted by the *Academy of Management Journal*.

"Old Habits Die Hard: A Review and Assessment of the Threat-Rigidity Literature," co-authored by **Ruixiang Song**, was accepted by the *Journal of Management Journal*.

"Too Much of a Good Thing: Addressing the Shape of Relationship Between Positive Media Sentiment and IPO Performance," co-authored by **Codou Samba**, was accepted at *Long Range Planning*. **Samba** also co-authored three chapters—"Authentic Leadership," "Human Relations Movement in Leadership," and "Leadership Emergence"—for *Elgar Encyclopedia of Leadership*.

"Which Signals Matter Most? A Meta-Analytic Study of Early-Stage Investment Decisions," by Ashley Roccapiore (PhD, '23), **Melissa Cardon**, Charles Murnieks, and **Russell Crook**, was accepted at the *Journal of Business Venturing Insights*.



"From Textual Data to Theoretical Insights: Introducing and Applying the Word-Text-Topic Extraction Approach," co-authored by Jaewoo

Jung, **Anne Smith**, and **Wenjun Zhou** (BAS) was accepted by *Organizational Research Methods*. **Smith** also coauthored "Resisting the Objectification of Qualitative Research: The Unsilencing of Context, Researchers, and Noninterview Data," published in *Organizational Research Methods*; "Stop... Just stop! The Use and Misuse of Methodological Template Prescriptions in Qualitative Family Business Research and Ways Forward," published in *Journal of Family Business Strategy*; and "Strengthening Theory-Methods-Data Links," published in the *Academy of Management Journal*.



CHRISTINA HYMER JOINED THE EDITORIAL REVIEW BOARD AT THE *JOURNAL OF ORGANIZATIONAL BEHAVIOR*.



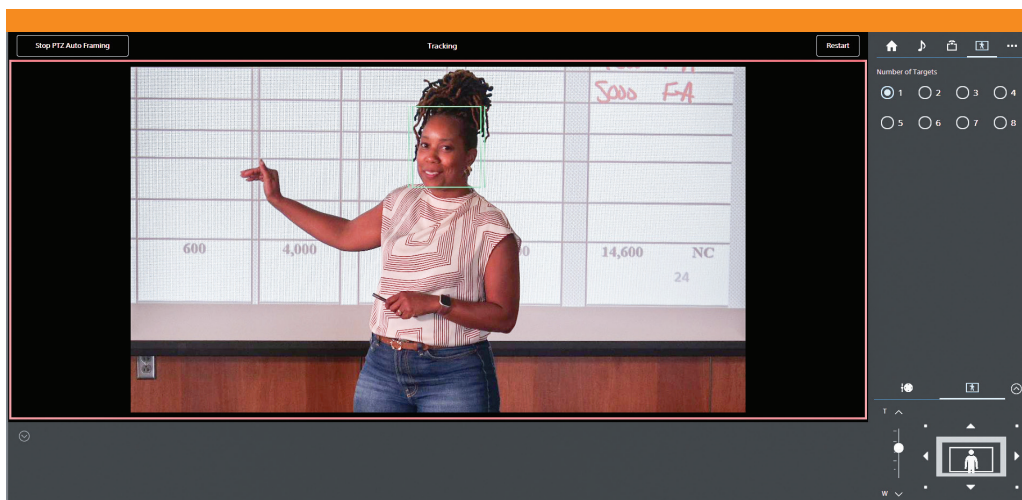
Seeing Clearly: AI in the Classroom

When LaTonya Jordan walks into her Accounting 200 classroom, a camera mounted at the back recognizes her face and automatically tracks her movements as she teaches. Instead of capturing a wide shot of the entire room, the video focuses on her head and shoulders, creating a better experience for remote learners.

This new camera, which includes an AI-powered auto-tracking feature, is one of a pair the college piloted in two classrooms this spring.

Jordan, a senior lecturer in the Department of Accounting and Information Management, streams every lecture for remote students and posts the recordings to the college's online learning management system. In-person students also can use the videos for review.

"I think it's helpful for students to see my face and body language, which is hard to get in the wide shot," Jordan says. Students say seeing her helps them stay engaged during online sessions. Residential students explain that the recordings are valuable for catching up if they miss class and reviewing material. Adam Brimer, director of Haslam's Technology-Enhanced Education (TEE) Office, says his team introduced the new cameras in partnership with Technical Innovative Solutions (TIS). TEE oversees capturing video of every class in the building, resulting in approximately 10,000 recordings per semester. Before autotracker cameras, most recordings featured only wide shots, as human camera operators were needed to provide zooms or close-ups.



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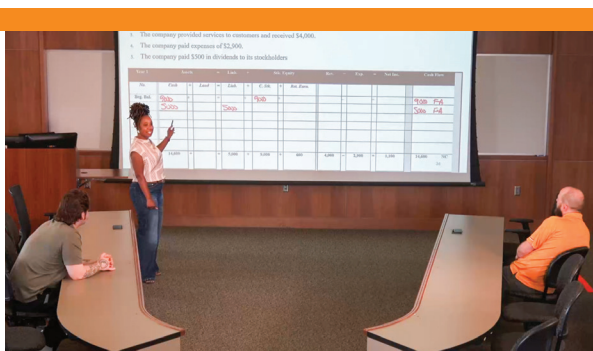
—LATONYA
JORDAN

With TIS support for installation and implementation, the cameras will roll out college-wide in the fall. "That's the result of the success of our pilot," says Brimer. "Overall, we've had a very positive experience with the cameras."

Now, students will see a waist-up shot that follows the instructor as they move around the room, improving visual engagement and allowing for lip reading. Although the system uses facial recognition, all personal data is stored locally on each camera. Faces can be stored and prioritized by classroom, making it easier for the college to manage hundreds of daily class recordings.

Brimer says the new cameras are a strong example of how TEE aims to adopt AI-powered tools with intention and purpose. "The human side should always be central," he says. "The cameras work well with minimal oversight and improve the human connection between students and faculty. They're a win-win."

Lane Morris, associate dean of undergraduate studies and student affairs and the Fisher Professor of Innovative Learning, agrees. "This technology enhances student learning and engagement and upholds Haslam's high standard of connection and community." ●



Top: How the technology locks in on the instructor visually in order to track them as they move about the classroom. *Bottom left:* The technology as viewed on a remote student's laptop, bringing that student further into the classroom, closing the distance between student and instructor. *Bottom right:* How recorded classes were delivered to remote students prior to the new technology.