

BARNETT BUSINESS NEWS

Vol. 4, Issue 1

Winter 2023

Top News Stories

The 2023 ranking are starting to roll in, and our MBA program continues to rack up the accolades. Check out this billboard that will soon be featured on the Polk Parkway. Click on the links below for some feature stories about the rankings.



[#35 Top MBA – 2023 Princeton Review](#)

[#51 Top MBA – 2023 U.S. News & World Report](#)

Faculty Updates

Research Impact

Dr. Grisselle Centeno serves as the Principal Investigator for the research entitled: “Enhancing Internships with Professional Ethics Training: Cultivating an Ethical STEM Professional Identity” a federal grant sponsored by the National Science Foundation. She submitted the annual report in December 2022 (currently under review).

Dr. Grisselle Centeno published “Gender Differences in Tenure-Track Faculty Time Spent on Childcare,” in the **Industrial and Organizational Psychology Journal** from Cambridge University Press (Forthcoming), with co-authors Allen, T.; Hughes Miller, M.; French, K; and Kim, E.

Dr. Grisselle Centeno presented her paper “Ethical Identity in Engineering and STEM Professions” at the [2022 Society for Ethics Across the Curriculum Conference](#), with co-authors Elaine Englehardt, and Michael Pritchard.

Dr. Krista Lewellyn published "A Configurational Perspective of Boards' Attention Structures," in **Corporate Governance: An International Review**, (Forthcoming) with coauthors Eduardo Schiehl and Wenxi Yan.

Dr. Krista Lewellyn presented her paper "ESG Leaders or Laggards? A Configurational Analysis of ESG Performance", co-authored with Maureen Muller-Kahle at the **8th Annual International Corporate Governance Society Conference** on November 13, 2022.

Dr. Eric Harris and Professor Mike Tracy published an article titled: "The Big Six as a Strategic Imperative" in the December 2022 issue of the **Business Education Innovation Journal**. The article includes a discussion of our uniquely successful approach at Barnett Business to providing the support and experiences that prepare students for career & life success after college.

Drs. Eric Harris and Jennifer Dapko are scheduled to present at the prestigious **Academy of Marketing Science Conference** in May. Their research investigates the annoyance factor of pop-up ads on websites and whether they impact a website visitor's willingness to engage in WOM, participate in the brand's social channels, and accept emails from the brand.

Student Impact



Each of our first-year student sections in Bus 1115 had the opportunity to visit Catapult for a guided tour. This was one element of our study of Entrepreneurship in the course. Students were introduced to the incubator and the potential to launch a business of their own through our Seed to Scale program.

During the Fall A term, students in Dr. Lewellyn's Strategic Human Resource Management completed consulting projects for two organizations, Sittadel, a cybersecurity firm located in Lakeland, FL and AllennialsAtWork, a diversity, equity, and inclusion consulting firm in Toronto, Canada. Both clients were very pleased with the deliverables the MBA candidates provided, which focused on providing recommendations for performance management programs and processes these entrepreneurial firms can use as they scale up to take advantage of growth opportunities.

Student Updates

"MOCS" TO WATCH - CURRENT INTERNSHIPS



Benjamin Link

Company: CPS Investment Advisors, Lakeland, FL

Department: Trading

Title – Portfolio Analyst Intern

Role and Responsibility: Ben will be completing research and modeling on investment opportunities, assisting in portfolio analysis through a variety of softwares, and supporting the trading department with other tasks as needed.



Jack Mortara

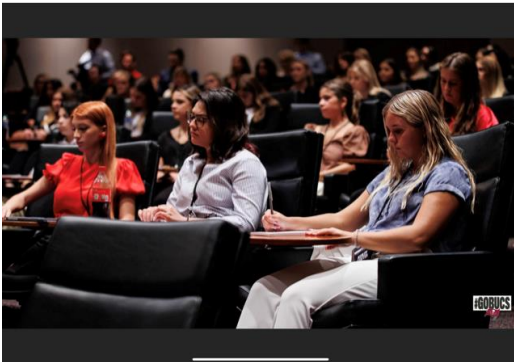
Company: CPS Investment Advisors, Lakeland, FL

Department: Tax

Title – Tax Intern

Role and Responsibility: Jack will be working on tax preparation with CPS Investment Advisors.

Women in the NFL - Summit



FSC Sport Business Management students attended the Women in the NFL Summit hosted by the Tampa Bay Buccaneers. One of our recent Alumni, Lindsey Settlemyre Community Impact Coordinator – for the Bucs, was excited to host our students and make the Mocs connection!

Study Abroad



Studying at Harlaxton College during my Spring 2022 Semester was the best decision I made for my academic career and personal growth. Harlaxton provided me with the space and resources to learn about different marketing strategies in various industries and cultures. I helped with a local event for The Queen's Platinum Jubilee and some marketing pitches for local sports clubs. I also learned to adapt to different teaching and learning styles while being surrounded by students from all over and teachers from the United Kingdom! Harlaxton also provided resources and time for me to travel solo. I learned so much about myself and others while visiting different countries all over Europe and I reflect on this experience often in my personal life and in my current academics. – Madison Johnston.

The Washington Center Internship



During my fall 2023 semester, I completed The Washington Center Internship Program. I am currently a Business Administration major, with minors in Pre-Law and Criminology. I plan on attending law school after my undergraduate career. My fall 2023 internship was completed at Karp, Wigodsky, Norwind, Kudel, & Gold P.A. This law firm practices personal injury, mainly auto accidents. During my time at the firm, I was exposed to how auto/health insurance, settlements, and negotiations are performed. In addition to my internship, I took a career readiness course and an academic course through The Washington Center Program. These courses and my

internship allowed me to further my knowledge and feel much more confident in my abilities. The program has opened a numerous amount of doors for me, and I would not be where I am today if I had never completed this incredible opportunity. – Abigail Ghaly

Dean's Office Updates

The Sharp Fellowship Update



The Sharp Fellowship provides qualified business majors, especially those interested in entrepreneurship and innovation, the opportunity to experience real-life work situations through an internship/mentorship program with a host company. This is a hands-on experience, in which the student will have an opportunity to develop entrepreneurial mindset skills. This is a set of skills that enable people to assess situational variables, identify and leverage opportunities, assess risk, and develop implementation plans. The Sharp Fellowship has a highly selective process for choosing two Fellows for each academic year. We are proud to announce that the 2023 Recipients of the Sharp Fellowship are Levi Constant and Silvian Ene. They will each receive \$8,000 as part of the fellowship award. Levi is currently interning at

Stryker, where is pictured with his supervisor, Matt McCarthy, and FSC representatives, Tom Curle and Professor Tracy. The Sharp Fellowship is made possible through the generous support of Bob and Peggy Sharp.

American Marketing Association

The American Marketing Association (AMA) FSC collegiate chapter is gearing up for an exciting semester of activities including AMA Bingo (Tuesday, 1/24 at 6 p.m. in Ordway 101) and How to Market Yourself with FSC Career Services (2/22 at 6 p.m. in Becker 111). All majors are welcome. Find AMA FSC on Instagram (@amafsc) or contact the AMA FSC president for sponsorship inquiries, meet and greets with members, and special sessions (amafsc.president@gmail.com).

Beta Alpha Psi



We had one graduating member in December, Antoinette Warren, and she served as the previous President of BAP. Antoinette graduated with both her Bachelor's degree and MAcc, and she is currently working for Raymond James as a Staff Accountant. Antoinette was the Senior Class Representative at the Winter Commencement Ceremony on December 17, 2022 and spoke on behalf of the graduates.

<https://www.flsouthern.edu/news/recent/2022/general/florida-southern-college-confers-degrees-at-2022-w.aspx>

During our upcoming BAP chapter meetings, we will have guest speakers which include Raymond James and CLA.

Delta Sigma Pi

It's been a busy past few months for Delta Sigma Pi that has been filled with growth, accomplishment, giving. Throughout both Fall and Spring recruitments, we have welcomed a total of 34 new collegiate members to our chapter, which brings the current chapter size up to 80 members. We honored Dean Michael Weber and Professor Celina Jozsi as faculty initiates for their extraordinary impact they have had on our fraternity. Our faculty advisor, Dr. Joshua Hall, was honored by the Student Accountability Board as a recipient of the Spirit of the Cornerstone Award.



We have hosted and attended a variety of professional events. We hosted Matt Corey, CMO of Vinik Sports Group and Tampa Bay Lightning, on marketing yourself and on sports operations. We had the privilege of attending and assisting in welcoming guests to the Polk County Real Estate Conference. On November 13th, our chapter hosted a regional conference at Florida Southern for operational planning and networking with collegiate and alumni members from the entire South Atlantic Region. This January, chapter President Alex Blankinship represented Florida Southern and the Delta Iota Chapter at Delta Sigma Pi's Presidents' Academy in St. Louis where he attended workshops on how to navigate difficult conversations, facilitate group meetings, build stronger teams, and personal leadership style.

In November, our chapter raised over 4 thousand dollars as part of the DSP Leadership Foundation's Founders day challenge. These donations, all of which are tax deductible, help support sending members to national events such as LEAD conference in Knoxville, TN this coming March and Grand Chapter Congress in Houston, TX this summer.

It has also been a semester filled with fun, service and giving. We raised over 100 canned foods as part of a holiday drive for hurricane victims. We packed over 200 SnackPacks for Ronald McDonald House in Tampa. We also collected toys for local toy drives at our holiday party. Our Intramural team made it to the playoffs in softball. Lastly, we hosted a faculty appreciation event giving coffee and donuts as a token of our appreciation for all of the faculty and staff of the School of Business. It has been a great past few months and we are all excited for the semester to come. -The Delta Iota Chapter of Delta Sigma Pi

MBA Case Competition



The 9th Annual MBA Strategic Case Competition was held on Friday, November 11, 2022. Saddle Creek served as the competition's first returning client and joined us in welcoming 10 teams from 7 institutions including; Florida Institute of Technology, Florida Southern College, Florida State University, Rutgers University, University of Alabama, University of Dayton, and University of South Florida.

Through the years, the competition has grown from a regional event to a national one, now welcoming a mix of returning and new schools each year. One of our long-time participants has been so impressed with the competition that they have launched a similar event for undergrad students based largely on our model. We are looking forward to the 10th-anniversary competition in the coming year. MBA faculty members are encouraged to recommend students for this event early so we can put together another winning team.

The Center for Free Enterprise & Entrepreneurship

The CFEE has closed our Spring **Seed-to-Scale Accelerator** application for 2023. This program offers mentorship, Catapult membership, and dedicated assistance to help entrepreneurial students build their startups. We are proud to announce that we will be increasing our Catapult memberships from 5 in fall to around 10 this spring!

The CFEE will be hosting **Governor's Cup** on March 3rd – 4th. This event is a statewide entrepreneurial pitch competition organized by a consortium of entrepreneurship center directors from across the state. Each participating school sends one representative to compete, highlighting the best student startups from across the state. This will be the first time representatives from entrepreneurship programs from across the state set foot on FSC campus for a pitch event.

The CFEE will be looking to host 3 **Politics, Laws, and Economics (PLE)** speaker series this semester. The first one was February 9 with Dr. Abby Hall, Associate Professor in Economics at the University of Tampa. Her talk is titled "The Economics of Propaganda in Democracy." Please keep an eye out for upcoming promotions.

The **Adam Smith Club** is going strong this semester with their first meeting happening the week of 1/16. The Adam Smith Club discusses economic and free enterprise topics usually over some tasty pizza! Interested students should email Dr. Connors or Dr. Newman.

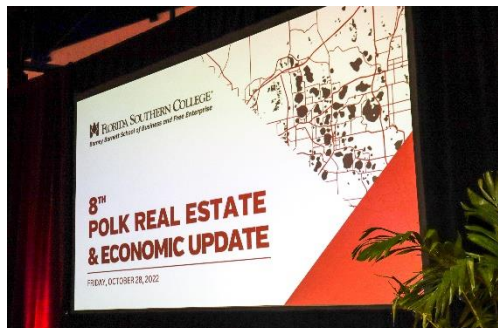
The **ENACTUS Club** is reorganized with new student leadership and building momentum for an exciting new year. Our leadership went to Puerto Rico to observe ENACTUS Worlds, where student teams from across the world showcased their social entrepreneurial projects. If you have any students interested in Social Entrepreneurship please have them connect with Dr. Falcon or Justin Heacock.

Student Entrepreneurial Highlight

This month's student highlight is on Happyson Kaunda, junior Finance major. Happyson is the COO of Tafika Tickets, a ticketing company he started in his home country Zambia. The problem they are solving focuses on access to transportation for everyday citizens of Zambia. Zambiaians travel between cities usually using bus transit. At bus stations currently they only sell physical tickets creating a lot of wasted

time and chaotic bus station terminals. Tafika Tickets launched this past month and is starting to provide digital tickets to increase access to safe and reliable transportation across Zambia.

8th Polk Real Estate & Economic Update



We hosted the Eighth - Polk Real Estate & Economic Update, which includes the county's leading real estate professionals, banking and financial experts, market analysts, and economic development professionals who share their insights on the continued economic growth and development in our region. The conference included panels on Capital Access, Economic Drivers, Transportation, and Real Estate, with the Economic Development Award being given Ernie Pinner, Executive Chairman at SouthState Bank. The conference was attended by more than 250 participants.

Sports Business Institute

February 1st was National Girls and Women in Sports Day, and the Sports Business Institute hosted 30 7th, 8th, and 9th grade girls on the FSC campus for a day of fun activities. Dr. Nick Nugent hosted the group in his morning Sport Management class where they experienced engaged learning activities. The day also included presentations from female athletes, coaches, and administrators about collegiate athletics and the business of sport.

Featured Alumni



Christopher Swink '96. Christopher graduated from Florida Southern College with a degree in Psychology. He has many fond memories of his time on campus. Christopher is a Principal, Senior Client Strategist for BNY Mellon Wealth Management. He works exclusively with successful entrepreneurs and business owners who are interested in a transition or are in the process of transitioning their business. Throughout his 20+ years of experience, Christopher has assisted dozens of business owners with more than a \$1B in assets develop a plan for financial freedom. He speaks regularly at regional and national conferences on exit/transition planning and has also published articles on the topic. He joined the firm in 2013 and was previously with SunTrust Private Wealth Management. Prior to that, Christopher was a relationship manager with Wachovia Wealth Management. Christopher and his family live in South Tampa. His oldest daughter attends the University of Alabama in Tuscaloosa, AL, and his youngest is committed to Belmont University in Nashville, TN to play softball as a student athlete. Christopher visited the FSC campus on January 23rd, where he met with other alumni and provided two presentations for current MOCS.



Megan Dzikas '12. Megan graduated from Florida Southern College with a degree in Business Administration, and she was a four-year member of the women's basketball team. She has been officially announced as the head coach after serving as the interim head coach since August 2022. Dzikas will become the 8th head coach in Southern women's basketball history, announced the Director of Athletics & Dean of Wellness Drew Howard.

"We are proud to announce Megan as our next coach," said Howard. "She not only is a fantastic coach but a great alumna that connects well with players, staff, and the FSC community. We can't wait to watch and cheer her on from the sideline. We are excited for the future of women's basketball."

Dzikas has been a member of the Moccasins staff since 2019-20 and has been a part of 44 wins over three seasons with 31 wins in SSC play. She was a four-year standout on the hardwood for the Mocs, where she was a two-time All-SSC student-athlete and helped lead Florida Southern to an 87-31 record including a 49-9 mark in league play. So far this season, Dzikas is leading the Mocs looking for its' 27th title as the team owns a 7-6 overall record while being 3-3 in the SSC.

A two-time all-Sunshine State Conference player for the Moccasins during her collegiate career, Dzikas helped lead Florida Southern to an 87-31 record, including a 49-9 mark in conference play. She also led the Mocs to a pair of SSC regular-season titles and one SSC Tournament championship. Dzikas was also part of a team that finished as the runner-up in the NCAA South Regional in back-to-back seasons. She was the Sunshine State Conference Freshman of the Year in 2008-09.

She finished her career with 1,368 points, good for 12th in program history, and ranks second in school history in assists (515). She also ranks among the top five in FSC history in three-pointers made and attempted, and three-point percentage.

[Barney Barnett School of Business and Free Enterprise](#)

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