

Air Cargo Forum Miami Exhibition and Conference

FIU was a proud sponsor of the Air Cargo Forum Miami Exhibition and Conference powered by TIACA this year (November 8-10). The conference was attended by thousands of logistics and supply chain professionals and over 200 companies and organizations from 31 countries were exhibitors or presenters. Historically, this conference has taken place in San Francisco and Munich and this was the first year it has been hosted in Miami. FIU's Master of Science in Logistics and Supply Chain Management program sponsored the "Career Opportunities in Logistics" portion of the conference.

The pictures here include presenters Basil Khalil (VP, FedEx), Nabil Malouli (SVP, DHL), Gabriel Rodriguez (President, A Customs Brokerage), Esperanza Lopez Virtue (VP, FedEx), as well as Dr. Gregory Maloney (Director, MSLSCM FIU), Luzi Perez (MSLSCM Cohort 8), Rudy Fernandez (MSLSCM Cohort 8), D'Jovens Palmy (FIU Undergraduate in Logistics), and Patricia Richards (MSLSCM Cohort 1). The event was a great success and a wonderful networking opportunity for these and many other students that attended.



From left to right: Patricia Richards (MSLSCM Cohort 1) and Dr. Gregory Maloney.



Gabriel Rodriguez (left) and Dr. Gregory Maloney (right).



From left to right: Dr. Gregory Maloney, Basil Khalil, Esperanza Lopez Virtue, Nabil Malouli, Gabriel Rodriguez, Luzi Perez, Rudy Fernandez, and



Nabil Malouli (left) and Gabriel Rodriguez (right).

Decision Sciences Institute Conference 2022



Dr. Trevor Hale (left) and Dr. Andrea Patrucco (right)

The Decision Sciences Institute (DSI) Conference 2022 took place in Houston, TX, from November 19 - 21. The Department of Marketing & Logistics was a Bronze Sponsor of the event and sponsored the Doctoral Consortium luncheon. Additionally, Dr. Andrea Patrucco had the opportunity to attend the DSI conference, presented two papers, and served as the Doctoral Consortium Coordinator. The DSI conference provided a great opportunity to promote the Master of Science in Logistics and Supply Chain Management programs.



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Sales Corner

Updates from the Sales Staff

ISCSC 2022

NTSC 2022

This fall semester, the Global Sales Program hosted the first in-person Panther Sales Tournament (PST) since 2019! The competition was held on October 12-14 at FIU's Modesto A. Maidique Campus (MMC).

The Panther Sales Tournament is an annual sales competition hosted by the Global Sales Program. The competition was held 100% virtually in 2020 and 2021, but finally welcomed students and hiring partners back to network and connect in person. The annual tournament consists of simulated sales roleplays in English and Spanish and an Elevator Pitch competition. This year, we hosted 39 competitors and 25 sponsoring companies looking for top sales talent.

Thanks to the help and dedication of our partners at Kaseya, competitors were trained on how to sell their product, IT Glue, for PST. As this year's product sponsor, Kaseya helped prepare students for the competition through product workshops and training seminars leading up to the competition. Competitors then sold IT Glue in their simulated roleplays during the tournament. With the help of Kaseya and all our other sponsors, the Global Sales Program was able to award a total of \$2,500 in scholarships to 12 sales students in the English and Spanish Roleplay Competition in addition to the Elevator Pitch Competition.

In addition to our product sponsor, Kaseya, we would like to thank all the corporate partners who helped make the competition possible. Our Platinum Sponsors (Northwestern Mutual, HubSpot, Altria, Miami Heat, Breakthru Beverage, and KnowBe4), Gold Sponsors (TK Elevator, Watsco, Salesforce, Ecolab, Nucleus Research, and Enterprise), and Silver Sponsors (Intuit, NetApp, Americas, Eli Lilly, Hear.com, Commvault, PepsiCo, ADP, Reliance Wholesale, AT&T, Dell Technologies, and TTI) are integral to the success of PST and the Global Sales Program as a whole. Not only do their donations allow us to offer scholarships and professional development events to our students, but their time commitment as judges, buyers, and coaches during PST make the event a reality.

We would like to congratulate the winners in the English, Spanish, and the Panther Pitch, who worked hard to deliver outstanding performances during the tournament. Additionally, congratulations to Kalli Stephens, who won 1st place in English and a \$500 scholarship, and to Nicole Soto, who won 1st place in Spanish and a \$500 scholarship. For an up-to-date list of the winners, please visit fiu-pst.com/winners.

Next year, we are looking forward to bringing back the Global Bilingual Sales Competition (GBSC). The competition will be held in a hybrid format for the first time, with virtual qualifiers on February 15, 2023, followed by in-person finals on April 6-7, 2023.

Competitors for GBSC 2023 will represent universities based in the U.S. and abroad. Students will compete in English and Spanish, and there will be a unique Bilingual Final. It is the only international bilingual sales competition in the world, previously boasting competing universities based in Puerto Rico, Dominican Republic, Mexico, Venezuela, Peru, Spain, and from across the United States! For more info, please stay up to date with our website at fiu-gbpc.com.

The Global Sales Program staff wishes our students, colleagues, and partners a happy and healthy holiday season! To connect with the FIU Global Sales Program and learn more about our events, please email us at sales@fiu.edu. You can also find us on LinkedIn at linkedin.com/company/fiusales. Stay well and Happy 2023!

By: Gaby Alpizar and Guethshina Altana



Winners of the Panther Sales Tournament posing with representatives of Kaseya and the Global Sales Program.

International Collegiate Sales Competition 2022

The International Collegiate Sales Competition was held in Orlando, FL, from November 2 - 5, 2022, and was the first time the competition was held in person since the COVID-19 pandemic.

Professor Rafael Soltero Venegas served as the faculty coach to the group of 6 students (Brandon Denis, Julia Leitao, Julian Millan, Luis Perez, Kalli Stephens, and Ricardo Urrusuno) who competed.



From back to front (left to right): Luis Perez, Julian Millan, Ricardo Urrusuno, Professor Rafael Soltero Venegas, Brandon Denis, Julian Leitao, and Kalli

National Team Selling Competition 2022

The National Team Selling Competition was held in Bloomington, IN. from October 19 - 21, 2022.

Professor Nicolo Alaimo served as the faculty coach to the group of 4 students (Nathaly Larez, Julian Millan, Samuel Richani, and Ricardo Urrusuno) who competed. The competition provided the students with an opportunity to learn and develop sales skills as well as network with other schools and corporate partners.

Congratulations to the students and Professor Alaimo for taking home top honors by ranking 3rd place!



From left to right: Ricardo Urrusuno, Samuel Richani, Nathaly Larez, and Julian Millan.



From left to right: Nathaly Larez, Samuel Richani, Ricardo Urrusuno, Professor Nicolo Alaimo, and Julian Millan.



From left to right: Nathaly Larez, Ricardo Urrusuno, Samuel Richani, and Julian Millan.

Job Placement

Sphurti Sewak (Ph.D. Student) accepted a job offer from Illinois State University, Normal, IL. She will start her tenure-track position as Assistant Professor of Marketing in the fall of 2023.



Sphurti Sewak (Ph.D. Student).

Congratulations to Our Recent Ph.D. Graduates

While every commencement is special, the Summer 2022 Commencement was especially so since a large group of our recent Ph.D. graduates were able to walk at the Summer 2022 Commencement Ceremony.

Due to the COVID-19 pandemic, graduations were conducted virtually for approximately a year. However, students who earned their degrees during the pandemic were given the opportunity to walk at the in-person Summer 2022 Commencement Ceremony.

Usually, only one or two Ph.D. students are eligible to walk, so it was a momentous occasion when this group of students decided to come back and experience the ceremony together.

Michelle van Solt (2019) came back to support her colleagues: Tessa Garcia Collart, who graduated in 2020; Ellen Sousa and Patricia Torres in 2021; and Nuket Serin in 2022.



From left to right: Drs. Jayati Sinha, Ellen Sousa, Nuket Serin, Tessa Garcia Collart, Michelle van Solt, Patricia Torres, and Alexandra Aguirre Rodriguez.



Nuket Serin (2022 Ph.D. Graduate).

Real Triumphs Graduate

Congratulations to Nuket Serin (2022), who was recognized as a Real Triumphs Graduate at the Summer 2022 Commencement for her outstanding academic, professional, and personal achievements.

2022 Society for Marketing Advances Conference

The 2022 Society for Marketing Advances (SMA) Conference took place in Charlotte, NC, from November 2 - 5. The SMA Conference provides those attending networking opportunities as well as the opportunity to present and listen to ideas and papers.

This year, many of our Ph.D. students attended the SMA Conference including Shivam Agarwal, Todd Haderlie, and Sphurti Sewak. In addition, some of our former Ph.D. students also attended, including Drs. Ellen Sousa (2021) and Nuket Serin (2022).



Shivam Agarwal (Ph.D. student), Dr. Nuket Serin (2022), Sphurti Sewak (Ph.D. student), Dr. Ellen Sousa (2021), and Todd Haderlie (Ph.D. student).

Association for Consumer Research Conference 2022

The Association for Consumer Research Conference (ACR) 2022 took place from October 20 - 23 in Denver, CO. The theme of the conference was “Together” since it was the first time the conference took place in-person since the COVID-19 pandemic.

Many of our professors and Ph.D. students attended this conference including Dr. Alexandra Aguirre-Rodriguez, Kaan Canayaz (Ph.D. Student) Dr. Lennay Chapman, Dr. Joshua Dorsey, Dr. Jae Hoon Lee, and Malihe (Stella) Tavallaei Nosratabadi (Ph.D. Student).



Dr. Lennay Chapman presenting her research at ACR 2022.



Kaan Canayaz (Ph.D. Student) presenting a paper at ACR 2022 co-authored with Shivam Agarwal (Ph.D. Student), Todd Haderlie (Ph.D. Student), Dr. Jae Hoon Lee, and Sphurti Sewak (Ph.D. Student).

Nicholls Award for Creativity in Teaching

A very special congratulations to Professor Nicolo Alaimo, Dr. Raymond Rody, and Professor Rafael Soltero Venegas who received the 2022 Nicholls Award for Creativity in Teaching.



From left to right: Dr. Raymond Rody, Professor Nicolo Alaimo, and Professor Rafael Soltero Venegas.

Journal of Business Logistics Outstanding Reviewer Award



Congratulations to Dr. Sebastian Garcia Dastugue who received the Journal of Business Logistics Outstanding Reviewer Award.

Dr. Sebastian Garcia Dastugue's Journal of Business Outstanding Reviewer Award.

Publications and Presentations

Canayaz, K., Agarwal, S., Haderlie, T., & Lee, J.H. (2022). Service recovery expectations as a function of social class. Presented at the Association for Consumer Research 2022.

Dickson, P., Mas, E. M., Van Solt, M., Garcia-Collart, T., & Tanenbaum, J. L. (2022). The effect of trust in management on salespeople's selling orientation. *Marketing Letters*, 1-17.

Shalom, C.M., & **Austin, L.C.** (2022). Just how necessary are firm's logistics capabilities for its supply chain visibility? A necessary condition analysis. *Journal of Strategic and International Studies*, 16 (4), 18 - 36.

Ta, H., Esper, T., Rossiter-Hofer, A., & Sodero, A. Crowdsourced delivery and customer assessments of e-logistics service quality: An appraisal theory perspective. *Journal of Business Logistics*, Forthcoming.

In the News

Dr. Craig Austin - [Here's What You Can Do to Prepare As Economists Predict Harsh Recession](#)

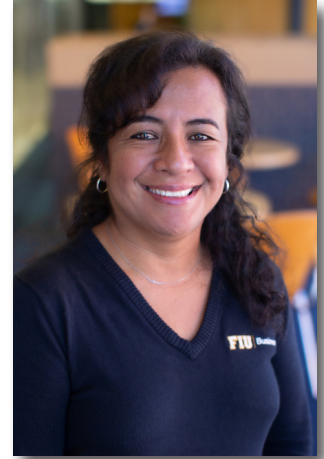
Meet Our New Program Coordinators

Maria Balbuena

My name is Maria Balbuena and I am the new Program Coordinator for the Master of Science in Marketing programs.

To give you some background about me, I'm originally from Newark, NJ and have been married for 30 years. My spouse and I have two wonderful college-aged daughters and two fur babies. I love sports; mainly football. I have been a runner for over 25 years and have run 3 full marathons and over 20 half marathons.

While I graduated with a degree in Business Management and Supervision from another institution, I have a love for FIU because my spouse received a degree here back in the day and our youngest daughter is following suit. That being said, I look forward to working at FIU for many years to come and assisting students in their educational paths.



Maria Balbuena

DeAndre Fears



DeAndre Fears

My name is DeAndre Fears and I am the new Program Coordinator for the Master of Science in Logistics online program.

I am originally from Nashville, TN, but have been living in Miami, FL for approximately 5 years. I am passionate about everything business, geography, and music related. I also enjoy sports; my favorites being basketball and football. Additionally, I love effective communication and linguistics. I actually minored in Spanish while obtaining my Bachelor of Arts in Geography. I did not graduate from FIU, but attended FIU as a National Exchange Student back in 2014.

I look forward to my new role here, helping students, and building long-term relationships with my colleagues!

Rosa Lobaina

My name is Rosa Lobaina and I am the new Program Coordinator for the Master of Science in Marketing programs. My husband and I have lived in Miami, FL our entire lives and we both hold degrees from FIU. We have three children who will be Panthers very soon!

I am very proud of FIU's achievements over the past 20 years and I am excited about being part of the ongoing success of the organization for years to come.



Rosa Lobaina

Message from the New Department Chairperson

I am delighted to introduce myself as the new Department Chair of the Marketing & Logistics department at FIU College of Business. Although I am new to the role of Chair, I have been a marketing professor at FIU for more than 28 years. Over this time, I have taught a variety of classes across our undergraduate, master's, doctoral and executive programs, in face-to-face, hybrid and online formats, and I created both the Marketing Yourself and Decision Making and Negotiations courses. In addition to teaching, I also conduct research, which has been published in top journals including *Organizational Behavior and Human Decision Making*, *Journal of Advertising Research*, *Journal of the Academy of Marketing Sciences*, *Journal of Business Research*, *Journal of Business Ethics*, *Marketing Letters*, *Health Marketing Quarterly*, *Psychology & Marketing*, among others. As a faculty member, I served on committees related to curriculum review, accreditation, promotion and tenure, hiring, and diversity, equity and inclusion; I was a mentor through the Faculty Mentoring Project and the Women's Center Mentoring Program; and I was a Founder/Lead Organizer of the College of Business Power Up Circle, a networking group for women faculty in the College. In the community, I've volunteered with the American Cancer Society, Feeding South Florida, The Box Project, The March of Dimes, and the Dolphins Cancer Challenge (for which I even completed a 100-mile bike ride to raise money for Sylvester Comprehensive Cancer Center.)



Dr. Kimberly Taylor
Professor and Department Chairperson

Now, I am looking forward to this next challenge. It is an exciting time in the fields of marketing, logistics and supply chain management. Although the fundamental purpose of identifying consumer needs and delivering value to customers remains unchanged, nearly every aspect of marketing has been affected by social media, technological innovation, the availability of a wealth of information, and new channels of distribution. Moreover, throughout the pandemic, we have seen the critical importance of logistics and management of supply chains to ensure continued product availability, avoid extreme price fluctuations, and avert critical shortages. The Department of Marketing & Logistics currently offers undergraduate majors, minors and certificates, and highly ranked specialized master's degrees in both marketing and logistics, as well as doctoral degrees in marketing. Among our 30 fulltime faculty members are many highly cited researchers, award-winning teachers, expert media commentators, and industry leaders – with whom I am privileged to work and learn from every day. As I begin my term as chair, my goals are to ensure that we continue to deliver high quality learning experiences for our students; engage with employers and the larger community; support and advocate for our faculty and staff; and create a collaborative and welcoming environment, built upon transparency, fairness, and equity. My door is always open (both literally and figuratively) should you wish to connect.