

FLORIDA INTERNATIONAL UNIVERSITY

MARKETING AND LOGISTICS



Department Newsletter



FIU MARKETING IN MOTION

At the **Department of Marketing and Logistics**, we're always growing, learning, and finding new ways to help our students succeed in a fast-moving world. This newsletter brings together some of the exciting things happening across our community: from student wins to faculty highlights and the projects that bring us all together. We're proud of the work being done and excited to share what's ahead.

FIRST NIGHT

FIU's First Night brought campus to life with an exciting involvement fair designed to help students connect, explore, and find their place in the Panther community. The Department of Marketing & Logistics proudly showcased three of its standout student organizations—the Sales Society, the American Marketing Association, and the Logistics & Supply Chain Management Association. Each club offered students a chance to dive deeper into their interests, gain hands-on experience, and join a community of motivated peers. It was the perfect kickoff to a year of engagement, growth, and opportunity.



Sales Society



AMA



First Night



Fall 2025

STUDY ABROAD



Business Marketing at Sea

During Summer A 2025, twenty-nine undergraduate students participated in the Department of Marketing & Logistics' first Business Marketing at Sea study abroad program, led by Marketing Teaching Professors Elisabeth Beristain and Tim Birrittella. The 14-night transatlantic experience took place aboard Royal Caribbean's Independence of the Seas, with classes held on "sea days" as the ship traveled from the Port of Miami to Southampton, England. Along the way, students visited Bermuda, the Azores, Lisbon, and Vigo.



THE WHY

Studying abroad is one of the most impactful opportunities FIU students can pursue, offering real-world global experience that directly elevates their academic and professional journeys. By engaging with new cultures, students strengthen their adaptability, expand their perspectives, and develop cross-cultural communication skills that employers actively seek. It's an investment in their future—one that opens doors far beyond the classroom.

TRIP SUMMARY

In Bermuda, the group joined students from the FIU Hospitality at Sea program for an exclusive business visit to the Bacardi Corporation's corporate offices. There, they received a warm welcome, heard presentations from company executives, toured the facility, and enjoyed a three-course lunch. Additional port stops allowed students to further their experiential learning through cultural tours, historical site visits, and sampling of local cuisines in the Azores, Lisbon, and Vigo.

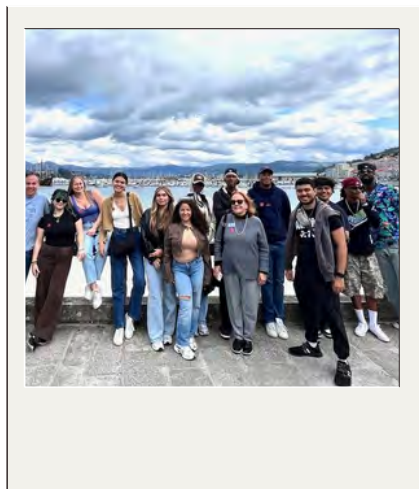
A highlight of the Azores visit was exploring Ponta Delgada, where students viewed the famous blue and green crater lakes formed within an extinct volcano. They then traveled down to the shores of the Blue Lake to visit the traditional village of Sete Cidades. In Lisbon, students toured major landmarks such as the Mosteiro dos Jerónimos, learned about the city's rich history, and sampled the iconic Pastéis de Belém. They also enjoyed free time to experience Lisbon's vibrant culture and cuisine.

The final port stop took students through Spain's scenic Galician coastline to Vigo and on to Bayona. There, they walked through the historic fishing village where Columbus's ship La Pinta returned from the New World, admired sweeping views of the Cíes Islands National Park, and visited the Monterreal Palace on its own fortified peninsula.

During the last day at sea, students participated in a rare "Behind the Scenes" ship tour, gaining access to restricted areas such as the engine control room, galley, environmental operations, and laundry facilities. The tour concluded on the ship's bridge, offering students the same breathtaking view experienced by the captain. The program wrapped up with student reflections, where participants shared their learning outcomes, favorite moments, and the single "snapshot memory" they would carry forward—an emotional and rewarding end to an unforgettable journey.

The trip concluded in Southampton, England, with many students continuing their travels across the UK and Europe.

Programs like Business Marketing at Sea provide students with invaluable global exposure that cannot be replicated in the classroom.



Unlocking the Supply Chain: Students Tour Port Everglades & Crowley Maritime



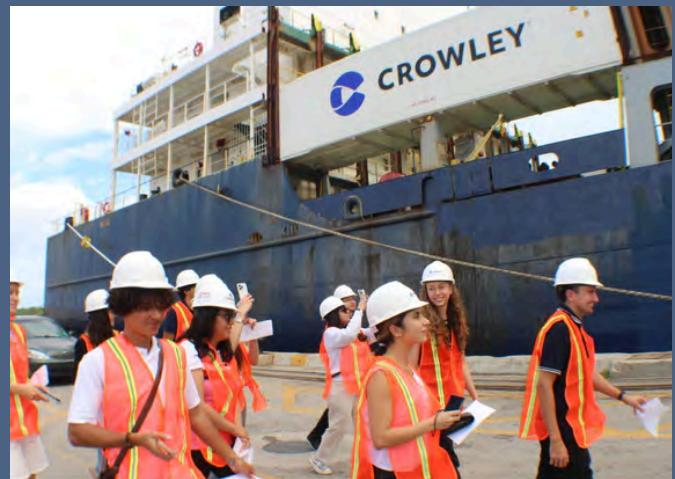
LSCMA Members



Vice President

"Joining LSCMA and being an active member is a commitment that opens up many doors and ones that we strive to ensure our members will take advantage of. We offer valuable opportunities for networking with peers & professionals, learning important skills, and preparing for a career in the industry. As Vice President of LSCMA, I am fortunate to be in a position where I facilitate the fascination of logistics and supply chain for students that may be discovering their interest in the field".

- Andres Llerandi



Activity Highlight

The Logistics and Supply Chain Management Association members and graduate students in the MS in Logistics & Supply Chain Management Program attended a presentation and tour at Port Everglades. Representatives from the Port and Crowley Maritime outlined the Port's history, economic impact, and future goals. Students then toured one of Crowley's containerships, gaining insight into vessel operations and the processes involved in transporting cargo between ports.

LSCMA takes flight with American Airlines



LSCMA at MIA



Activity Highlight

Eric Mathieu, Managing Director of Customer Experience at American Airlines, provided LSCMA students with an overview of the company's air cargo operations and the broader industry. He was joined virtually by Elzbieta Kizer, Head of Cargo Operations Control, who discussed performance and innovation within AA Cargo's network. Together, they emphasized the importance of global operations and multimodal logistics in supporting efficient international supply chains.



President

"Since setting foot on campus and learning about LSCMA, I immediately joined as a freshman, gaining opportunities I never thought were possible. Being able to participate in tours, supply chain conferences, and even travel with FIU to American Airlines to learn more about the industry has been an amazing experience. As being President of LSCMA, it is my responsibility to ensure we provide not only more, but better experiences for current and new members."

- Devesh Hargobin

THIS SEMESTER'S GUEST SPEAKERS



Leadership in Supply Chain with Bacardi

On October 24th, LSCMA hosted Chio Zubiria, Senior Director of Planning from Bacardi. She talked about how her career path led her through multiple areas of the business- from commercial planning to business development and eventually discovering her passion for supply chain. She reminded students that you do not always start where you will finish, and every step can prepare you for the role you are meant to grow into. She also emphasized that leadership is not defined by a title, but by influence: the ability to guide others, support your team, and stay grounded when challenges arise. Her approach to strong supply chain performance centers on three key priorities: cost, agility, and resilience.

Build and Manage Your Personal Leadership Brand

The FIU Master of Science in Marketing (MSM) program hosted the third installment of its "Sharpening Your Soft Skills" Speakers Series. Vicky Durkin, Vice President of Marketing for Vitas Healthcare and an MSM Advisory Board Member, was fantastic. She shared numerous valuable and memorable insights about becoming the kind of leader you hope to be. Some of the favorite points from the session included: leaders are often heard and not seen; think about what you want said about you when you leave the room; your personal brand lives within your company's ecosystem; and leadership is not a position, it is a behavior.

Build & Manage Your Personal Leadership Brand



GUEST SPEAKER:

Vicky Durkin

VP of Marketing,
VITAS Healthcare

PHD NEWS

NEW PHD STUDENT



We welcomed a new PhD student, Maria Porras Seyler, in Fall 2025. Maria is a proud graduate of our FIU MSM program. She attended her first academic conference, the Society for Marketing Advances, in November as a volunteer. Here is what she shared about her experience:

"Volunteering at the SMA 2025 conference was an extraordinary and energizing experience that marked a perfect beginning to my PhD journey in marketing. One of the most affirming and unexpected highlights was meeting so many FIU graduates; their warmth, encouragement, and genuine support made me feel instantly welcomed and reminded me of the strength of our academic community. The atmosphere was intellectually stimulating and deeply affirming, leaving me not only inspired but also more confident and grounded in my path as a scholar. This inaugural conference experience reaffirmed my passion for research and solidified my commitment to contributing meaningfully to the academic community."

- Maria Porras Seyler

PHD NEWS

CONFERENCE PRESENTATIONS

Jake Polla presented two papers at the Society for Marketing Advances, Las Vegas, NV:

- *"Thinking Through Substitutes: How Cognitive Styles and Instrumentality Select Substitute Products"*
- *"Service Recoveries by AI Versus Humans: The Role of Agent Characteristics"*

DOCTORAL CONSORTIUM

Jake Polla was nominated to attend the Society for Marketing Advances Doctoral Consortium held in Las Vegas, NV in November.

DOCTORAL REUNION

Our current doctoral students (Jake Polla, Abdulelah Alshehri, and Maria Porras) had a wonderful opportunity to reconnect with several of our program's graduates at the Society for Marketing Advances

(Ellen Campos Sousa, Nuket Serin, Sphurti Sewak, Todd Haderlie, Shivam Agarwal, and Kaan Canayaz).

UPCOMING CONFERENCE

Abdulelah Alshehri (2nd year) had his first-year summer paper with Dr. Umair Usman accepted for presentation at the Association of Marketing Theory and Practice (AMTP) Conference. He will present the paper "Mistargeted Advertising: The Impact of Human vs. AI Error on Consumer Brand Perception" at the conference in Myrtle Beach, South Carolina, in March 2026.



SPOTLIGHTS OF SUCCESS



Marketing Minor, Major Difference

An earned media aired on over 100 CBS stations around the country including NYC, Philadelphia, Las Vegas, and LA, featuring Professor Nancy Richmond's MAR 4233, Social Media Marketing, class student Justin Jean-Baptiste. It's garnered almost 1,000,000 views!

Justin is a senior at FIU pursuing dual bachelor's degrees in English Linguistics and Interdisciplinary Studies with a minor in Marketing. He founded the Speech and Debate Club and the MMA Club, and his conservation work has taken him from the Brazilian rainforest to invasive species fieldwork with the Florida Fish and Wildlife Commission and service with the Montana Conservation Corps. He has also served as an ambassador for Miami Waterkeeper, the Tropical Audubon Society, and the Peace Corps Campus Ambassador program.

Celebrating Excellence: Honoring Dr. Patrucco

Our Assistant Professor of Supply Chain Management, Andrea S. Patrucco, PHD, won the International Journal of Operations and Production Management Best Reviewer award for 2024-2025. Additionally, at the latest CSCMP Academic Research Symposium, he took part in the panel *"View From the Middle: the Associate Editor Perspective"*.





WALFRIED M. LASSAR

Leadership & Contributions

- Former Chairperson of the Department of Marketing and Logistics and Associate Dean for the COB
- Director of the Ryder Center for Supply Chain Management
- Academic director for Executive, Global/Online, and Healthcare MBA programs
- Contributor to the development of FIU's DBA program
- Organizer of executive forums connecting industry leaders with students and faculty
- Recipient of multiple teaching awards across international programs

2 Signature Ideas

- Satisfaction isn't loyalty. Retention requires managing alternatives, fairness, and process evidence—not just delight.
- Personalization is performance. Tailoring interactions (not only offers) is a measurable driver of perceived quality and commitment.

FACULTY SPOTLIGHT

He began his professional life with a German Dipl.-Ing. in industrial engineering and a banker's certification, then crossed the Atlantic to pursue an MBA and a Ph.D. at USC. That blend of systems thinking and commercial acumen became his trademark: he designs marketing ideas like an engineer—precise, testable, and built for real-world use. Today, as Ryder Systems Professor and Professor of Marketing at FIU's Chapman Graduate School of Business, he couples a global industry résumé (Procter & Gamble, McKinsey internships, European market launches) with three decades of research and program-building that consistently puts managers first.



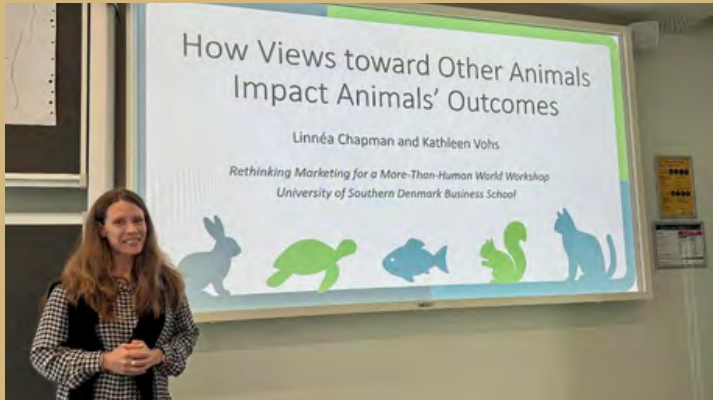
Meet customers where they experience you, and design the system—from channels to cues—to make their next step easy and valuable.



The Five Acts of Dr. Lassar's Scholarship

- Act I — Channels, Control, and Agency (mid-1990s): Studied how suppliers and distributors structure their relationships, showing when tighter channel control improves or weakens performance.
- Act II — Service Encounters That Feel Personal (1995–2000): Demonstrated that personalized interactions significantly elevate service quality, especially in high-trust environments such as private banking.
- Act III — Brands, Satisfaction, and the Loyalty Paradox (1995–1998): Developed a widely used customer-based brand equity scale and revealed that satisfaction alone doesn't guarantee loyalty.
- Act IV — The Digital Turn (2003–2015): Analyzed how consumers adopt and evaluate digital services, linking usability and cultural factors to online engagement and word-of-mouth.
- Act V — Engagement, Healthcare Quality, and Societal Value (2016–present): Examines how convenience and fairness drive engagement in modern service systems and applies these insights to healthcare and telecare adoption for older adults.

CATCHING UP WITH DR. CHAPMAN



In September, Linnéa Chapman attended an International Journal of Research in Marketing workshop at the University of Southern Denmark on "Rethinking Marketing for a More-Than-Human World." She presented joint research with Kathleen Vohs on "*How Views toward Other Animals Impact Animals' Outcomes*" and joined in activities promoting non-anthropocentric research.



In October, she attended the Association for Consumer Research conference and presented joint work with Farnoush Reshadi titled, "*Generating Insult from Injury: Self-Improvement Gifts Lead to Hurt Feelings and Negative Word of Mouth.*"

On October 17, her research was featured in a Microsoft Give (and Learn!) event supporting the Association for Consumer Research. The event showcased work in the Journal of the Association for Consumer Research's Consumer Privacy issue. Linnéa presented her co-authored project with Kathleen Vohs, "*Should You Post That? A Social Mindfulness Approach to Sharing Information About Others Online*," highlighting how social mindfulness can help prevent negative outcomes when posting about others.



The event raised over \$500 to support students and junior scholars conducting privacy research!

WHAT'S NEW

AI 360 FELLOWS:

Dr. Richmond: Teaching
Forum Co-Chair

Dr. Sinha & Dr. Usman:
Research Fellows

FACULTY PUBLICATIONS

LCasimiro, Lesly & Mesia, Ron & Moscoso Cuaresma, Julio Ricardo. (2025). Automation, sustainability, and digitalization at the Port of Callao: An exploration of operations at the South Dock from 2019 to 2022. *Journal of Business*. 16. 155-180. 10.21678/jb.2025.2610.

Carnovale, S., DuHadaway, S., Patrucco A.S., & Yeniyurt, S. (2025). BALANCING RISK AND RESILIENCE: HOW NETWORK STRUCTURES AND FIRM STRATEGIES MITIGATE SUPPLY CHAIN DISRUPTIONS. *International Journal of Physical Distribution & Logistics Management*, accepted (article in press). <https://doi.org/10.1108/IJPDLM-08-2024-0310> (COB list: A)

Chapman, L. M., & Reshadi, F. (2025). Generating insult from injury: Receiving self improvement gifts causes negative word of mouth. *Journal of Retailing*.

Chapman, L. M., Haderlie, T. C., & Miyazaki, A. D. (2025). Social mindfulness as an institutional arrangement to promote service employee well-being. *Journal of Services Marketing*, 1-15

Gusmerotti, N. M., Testa, F., Mecca, D., Iannuzzi, T., & Patrucco, A. S. (2025). Dynamic Tensions in Supply Chain Collaboration: The Role of Organizational Capabilities in Advancing the Circular Economy. *Journal of Purchasing and Supply Management*, 101033. <https://doi.org/10.1016/j.pursup.2025.101033> (COB list: A)

Wallach, Karen Anne, Blair, Sean, and Tanenbaum, Jaclyn L., This Article Is Not for Everyone: The Impact of Dissuasive Framing on Consumer Response to Product Messages, *Journal of Consumer Research*, 2025, ucaf034, <https://doi.org/10.1093/jcr/ucaf034>

Kim, TaeWoo, Umair Usman, Aaron Garvey and Adam Duhachek (forthcoming), "From Algorithm Aversion to AI Dependence: Deskilling, Upskilling, and Emerging Addictions in the GenAI Age," *Consumer Psychology Review*.

Patrucco, A.S., Mejía-Argueta, C., Picanco V., Fransoo J., "Resilient Supply Chains Amid Uncertainty: Do Agility, Adaptability, and Alignment Mitigate the Effects of Major Disruptions?," *Journal of Business Logistics* <https://doi.org/10.1111/jbl.70037> (COB list: Elite)

Patrucco A.S., Selviaridis K., & Ciccullo F. (2025). Supply Chain Integration for Collaborative Innovation Projects: Unraveling the Role of Project Complexity and Project Management Methods. *Journal of Business Logistics* <https://doi.org/10.1111/jbl.70031> (COB list: Elite)

Malka, Shalom & Austin, Lathan. (2025). Revisiting the Academic-Practitioner Model: Exploring the Fit Between SCM Curriculum and Industry Needs. *The IUP Journal of Supply Chain Management*. 22. 66-86. 10.71329/IUPJSCM/2025.22.2.62-86.

Russo, I., Patrucco, A.S., Klumpp, M. & Stanton, D. (2025). Leveraging Social Media to Bridge Academia and Industry in Supply Chain Management Research: A Framework for Integrated Strategies. *International Journal of Physical Distribution & Logistics Management*, accepted (article in press). <https://doi.org/10.1108/IJPDLM-10-2024-0387> (COB list: A)

Usman, Umair, TaeWoo Kim, Aaron Garvey and Adam Duhachek (forthcoming), "The Transition to Generative AI in Consumer Research: Moving Beyond Algorithm Aversion and The Road Ahead," *Advancing Consumer Psychology: Selected Topics and Approaches* (edited by Paul Herr, Sasha Fedorikhin, Dawn Iacobucci, and Frank Kardes).

PRESENTATIONS

Dr. Austin was interviewed on WIOD News Radio to provide insights on latest tariffs imposed on imported goods.

Dr. Austin was featured as a panelist in the Be The Catalyst Summit at Miami Dade College.

Usman, Umair (2025), "Chasing the Happiness of Others: The Impact of Envy on Authenticity and Goal Engagement," American Marketing Association Summer Conference, Chicago, IL

MENTIONS

Dr. Austin was mentioned in the Herald Sun about an article discussing the Amazon Delivery Program.

Dr. Austin was quoted in a FIU Business article titled: "U.S. Businesses Face Supply Chain, Cost Pressures Amid Hormuz Strait Tensions".

Dr. Usman was invited by the DocSIG (Doctoral Special Interest Group) at the Summer American Association (AMA) academic conference in Chicago as a mentor for doctoral students across different years in the program.

Dr. Taylor was interviewed on NBC News for her expert opinions about why hockey is becoming so popular in our tropical state.

Dr. Garcia mentored Ph.D. Candidate, Tofazzal Hossain, in their presentation of 'Desire to Live Long? The Role of Future Time Preferences and Customer's Preference for Indulgence' which was presented at the 2025 AMA Summer Academic Conference.

UPCOMING

Dr. Patrucco will become the new Co-Editor-in-Chief of the *Journal of Purchasing and Supply Management*.

Dr. Mesia is currently working on 3 publications and has recently published an article about Callao Port!

NEW MARKETING COURSES TO COME!

LEVEL UP YOUR SKILLS. BOOST YOUR RESUME.



CAUSE MARKETING & SOCIAL IMPACT STRATEGY

- Learn how brands create real social change
- Build campaigns for nonprofits & CSR teams
- Gain career-ready social impact skills



INFLUENCER RELATIONS

- Create effective influencer campaigns
- Learn PR + branding strategy
- Understand the creator economy
- Build practical skills used by top companies

Congratulations Grads!

Congratulations to the Fall 2025 graduating class! Your hard work, dedication, and resilience have brought you to this exciting milestone, and the Department of Marketing and Logistics is incredibly proud of all you've accomplished. As you step into new opportunities and continue building your future, we wish you every success in the journeys ahead. May this next chapter bring growth, fulfillment, and the confidence to take on whatever comes your way.

Well done, good luck, and as always:
GO PANTHERS!





GLOBAL SALES CENTER

Now Trilingual! A Recap of the 2025 Panther Sales Tournament

This year, a record **78 competitors** signed up to show off their sales skills during the **Panther Sales Tournament (PST)**. Thanks to support from our sponsors, **30 prizes** were awarded totaling over **\$5700!**

The focus of **PST** is its simulated sales role-plays in **English, Spanish, and, for the first time this year, Portuguese**. In addition to that, students had the opportunity to compete in the 60-second **Panther Pitch** competition and participate in the sales-focused **industry fair** with our hiring partners. Students had 3 days to compete and practice their networking skills throughout the competition on **October 8-10**.

The third language track in Portuguese was added thanks to the efforts of Sales Society e-board members **Julia Santos Nunes** and **Tomas Bosch**, alongside the **Brazilian Student Association (BRASA FIU)**. The track was then judged by Portuguese-speaking members of the FIU and Miami community, including the support from our very own language instructors, **Eugenia Fernandes** and **Beatriz Cariello**.

The competition was further supported by our product sponsor, **Xerox**, our scholarship partner, the **Hispanic Association for Professional Advancement (HAPA)**, and all our **corporate partners** who donated their time and resources to make **PST** possible.

GBSC will be returning in Spring 2026!
[More info coming soon to fiu-gbsc.com](http://fiu-gbsc.com)



GBSC International winners with their teams during the award ceremony on March 21, 2024.

2025 PST SALES CHAMPIONS

ENGLISH LANGUAGE COMPETITION

COMPETITOR	RANKING
ANA SELLMER	ENGLISH CHAMPION
JOANA MARTINEZ	SECOND PLACE
JULIA SANTOZ NUNES	THIRD PLACE
KRYSTEN SANDERS	HONORABLE MENTION



SPANISH LANGUAGE COMPETITION



COMPETITOR	RANKING
MARIA CAPOTE	SPANISH CHAMPION
ALEJANDRA MAVAREZ	SECOND PLACE
FREDDY MARCELO TORRES CORNEJO	THIRD PLACE
ENRIQUE CHOVI LLORET	HONORABLE MENTION

PORTUGUESE LANGUAGE COMPETITION

COMPETITOR	RANKING
JULIA SANTOZ NUNES	PORTUGUESE CHAMPION
ANA SELLMER	SECOND PLACE
TOMAS BOSCH	THIRD PLACE
LUCA ANDRADE	HONORABLE MENTION



SPEED SELLING PANTHER PITCH AWARDS

CHAMPIONS	ROOM	RUNNERS-UP
Mshawi Ikner	2	Matthew Michael Jimenez
Angelina Perez Cedeno	3	Yusuf Adnan Bashir
Christian Todd Hopes	4	Christopher Hogan
Maria Meza	5	Joel Moure-Chaveco
Chelsea Jordan Berry	6	Pablo Rengifo
Ana Sellmer	7	Camila Garcia
Julia Santos Nunes	8	Maria Capote
Alejandra Mavarez	9	Sabrina Isabel Sanchez Carruyo
Daniela Navarro	10	Joana Martinez



Fall '25 Wrap-Up



Sales Society E-Board members came together once again to welcome new & returning students during FIU's annual kickoff, F1RST NIGHT, at Pitbull Stadium.

The rest of the semester saw many exciting Sales Society workshops, including our first ever Alumni Panel! Global Sales Center alumni were welcomed back during this Shark Tank-style activity where five student teams were tasked with creating and presenting products meant to solve unique industry problems. Alumni split into groups of mentors and "sharks," guiding and assessing the product pitches and giving students and graduates alike a creative opportunity to connect, network, and learn!



Sales Society tabling at Pitbull Stadium during F1RST NIGHT - Aug. 25, 2025



Alumni "Shark Tank" judging a student product presentation - Nov. 6, 2025