

University HQ Ranks Online Bachelor of Business Administration in Logistics and Supply Chain Management #2

The Online Bachelor of Business Administration in Logistics and Supply Chain Management program ranked #2 in University HQ's Top 25 Online Bachelors in Supply Chain Management 2023.

University HQ bases their rankings on figures such as admission rates, retention rates, graduation rates, and graduate salary expectations.



University HQ's Top 25 Online Bachelors in Supply Chain Management 2023 Ranking Seal.

Spring 2023 Graduation

Spring 2023 Graduation occurred on May 3rd. As always, faculty attended to cheer on our students.

Additionally, the MSM and MSLSCM Graduation Dinners took place at Smith & Wollensky.



University President, Kenneth Jessell and Department of Marketing & Logistics faculty getting ready for the Spring 2023 commencement ceremony.



MSM students during the Graduation Dinner at Smith & Wollensky.

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Going Global: GBSC Offers Opportunity to Students Worldwide - Live in Miami Once Again!

The Global Sales Center hosted the annual Global Bilingual Sales Competition once again this spring semester, with virtual qualifiers and the finals in-person for the first time since 2019. GBSC is an annual sales competition hosted by the FIU Global Sales Program. After canceling the event in 2020 just days before the onset of global lockdown measures, the 2021 and 2022 competitions were held 100% virtually. Since GBSC invites student sales teams from around the world, ongoing travel restrictions made a live competition impractical. However, this year, the Global Sales team implemented a hybrid format for the first time, allowing qualifying teams the opportunity to plan their much anticipated travel to Miami to network and connect with our hiring partners in-person.

Thanks to the help and dedication of our partners at HubSpot, competitors were trained on how to sell their product for GBSC. As GBSC's longtime competition sponsor, HubSpot helped prepare students for the competition through product workshops and training seminars leading up to the competition. Competitors then sold HubSpot CRM solutions in their simulated roleplays during the tournament. With the help of HubSpot and all our other sponsors, The Global Sales Program was able to award more than

\$11,000 in scholarships and awards to competitors and coaches.



Mia Mela (English Language Champion), Armand Derrick (First Runner Up), and Kieran Martin (Second Runner Up).

grats to these talented students! A complete list of awardees can be found at <http://www.fiu-gbpc.com/results>.

This October 25-27, the FIU Global Sales Program will host its annual Panther Sales Tournament, exclusively for FIU students. This competition will similarly consist of sales role-plays in English and Spanish, as well as the Panther Pitch. Mark your calendars and plan to be in Miami during this very exciting week! In the meantime, the Global Sales Program staff wishes our students, colleagues, and partners a happy and healthy summer! We look forward to seeing you during our first event next semester, the Industry Fair Kickoff, on September 14.

The Global Sales Center staff wishes our students, colleagues, and partners a great summer! To connect with the FIU Global Sales Center 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](https://www.linkedin.com/company/fiusales).



Daniela Riancho (Spanish Language Champion), Alejandro Bello (First Runner Up), and Mateo Olave (Second Runner Up).

The international track this year was extremely competitive, with Sofia Reyes of Baylor University earning the top prizes of Spanish Language Champion and Global Bilingual Champion, as well as receiving the top score in her room during the Panther Pitch speed-selling competition. Meanwhile, David Claramunt of Florida State, took home the title of English Language Champion. Locally (FIU Track) in English, Mia Melo earned English Language Champion, Armand Derrick First Runner Up, and Kieren Martin Second Runner Up. Meanwhile Daniela Riancho earned the title of Spanish Language Champion, followed by Alejandro Bello as First Runner Up, and Mateo Olave Second Runner Up. A huge con-



Global Bilingual Sales Competition in-person participants.

2023 AMA International Collegiate Conference

In April 2023, a group of FIU students and Professor Gustavo Mosquera traveled to New Orleans, Louisiana where the students competed in the American Marketing Association 2023 International Collegiate Conference and Professor Mosquera served as the Faculty Advisor. Their goal was to participate in the 2023 AMA International Collegiate Competition as well as compete in the many events prepared for the students.

Before the 4-day trip, our chapter prepared for months and our students showed an outstanding commitment throughout the process.



Left to right: Winners of the Sales Competition - Alejandro Bello and Nicole Soto posing with Professor Gustavo Mosquera.

Sydney Painter, Matthew Manning, Reem Habbal, Monica Hernandez, and Sofia Espitia won first place in the Marketplace Simulation Competition, while Nicole Soto and Alejandro Bello secured first and third place in the Sales Competition. Oriana Villalobos, and Emily Torano, our current AMA Presidents, led this chapter to become one of the 10 best chapters in the country. Also, Oriana received a \$1,500 scholarship.

As they celebrated, the students couldn't believe how far they had come. They had spent months preparing for these competitions, putting in countless hours of hard work and dedication. And it had all paid off.

The competition was intense, with teams from universities all over the world competing in various marketing challenges such as the MarketPlace Simulations competition, Marketing Strategy competition, Perfect Pitch competition, Business Case competition sponsored by Wall Street Journal, Sales competition sponsored by Sherwin-Williams, and many other events. While they enjoyed New Orleans, the FIU students worked tirelessly, using all their skills and knowledge to come up with creative solutions to the challenges they faced.

As the competition drew to a close, they crossed their fingers and waited for the results. When the moment arrived, and the judges announced the winners of the 2023 AMA International Collegiate Competition, the American Marketing Association at Florida International University (AMA at FIU) Chapter was among the Top 10 in the country.



Left to right: Winners of the Marketplace Simulation Competition - Mathew Manning, Sydney Painter, Reem Habbal, Sofia Espitia, and Monica Hernandez.



AMA FIU Chapter.



Left to right: Emily Torano (AMA President), Professor Gustavo Mosquera (Faculty Advisor), and Oriana Villalobos (AMA President).

Doctoral Program Spotlights

Marketing Doctoral Research Symposium Series

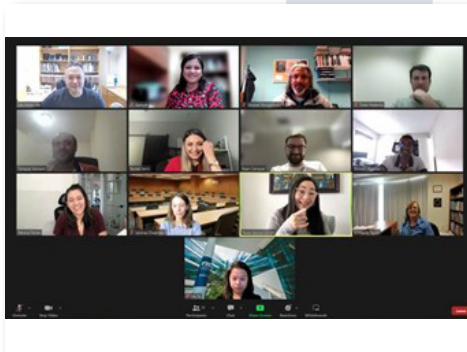
3MT Finalist

Association of Marketing Theory and Practice Conference

Outstanding Graduate Scholar Award

Job Placement

Marketing Doctoral Program Research Symposium Series



Marketing Doctoral Research Symposium Series.

Our Marketing Doctoral Program has initiated a research symposium series aimed at bringing together our doctoral alumni, current doctoral students, and faculty.

2023 FIU 3MT Finals



Shivam Agarwal winning the 3MT Competition.

Shivam Agarwal, Marketing Ph.D. student, won the College of Business round of the Three Minute Thesis competition and then competed against students from around the university. Congratulations, Shivam!

Association of Marketing Theory and Practice Conference

Four of our current and former doctoral students (Kaan Canayaz, Todd Haderlie, Dr. Nuket Serin, and Shivam Agarwal) attended the Association of Marketing Theory and Practice Conference held in Hilton Head, SC from March 15-18, 2023. At this conference, all of them presented their research papers and served as track chairs and session chairs. Dr. Serin received the Best Paper in the Ethics Track Award and the Best Paper in the Conference Award.



Left to right: Kaan Canayaz, Todd Haderlie, Dr. Nuket Serin, and Shivam Agarwal.

Outstanding Graduate Scholar Award



Dr. Sphurti Sewak

Dr. Sphurti Sewak was selected as a finalist for the Outstanding Graduate Scholar Award.

Job Placement

Congratulations, Dr. Malihe (Stella) Tavallaei, on accepting an Assistant Marketing Professor position for Fall 2023 at Northern Illinois University.



Dr. Malihe (Stella) Tavallaei

Faculty Spotlight

Sebastián J. García-Dastugue holds a Ph.D. from The Ohio State University. His main research interest is how technology impacts supply chain management. His interest in innovation is twofold: examining how technology innovations disrupt supply chains, and also how supply chain professionals can assess and communicate these disruptions. Sebastián also works in B2B relationship management and supply chain strategy; and, has an interest in entrepreneurship in the context of family businesses. He has taught for-credit and executive courses in Australasia, Europe, and North and South America. He has been the Dean of the School of Management at Universidad de San Andrés in Buenos Aires, Argentina. His research has been published in *Industrial Marketing Management*, *Journal of Business Logistics*, *Journal of Supply Chain Management*, and *The International Journal of Logistics Management*, and as chapters of books. His most recently accepted article connects marketing and retail operations: “On Merchandise Return Policy, Entrepreneurial Internet Retail, And Customer Reviews – Some Insights from an Observational Study”. García-Dastugue, Sebastián; Nilakantan, Rahul; Wallenburg, Carl Marcus; Rao, Shashank, soon to be published in *Journal of Business Logistics*. He is a member of the Editorial Board of *Journal of Business Logistics*, *Journal of Supply Chain Management*, and *The International Journal of Logistics Management*.



Sebastián J. García-Dastugue, Ph.D.
Assistant Professor

Faculty Publications

- **Aguirre-Rodriguez, A.**, Luna, D., Alvarez, C. M. O., & Montoya, D. (2022). Ethnic identity-based motivation: A model emergent from US Hispanic consumers. *Journal of Consumer Psychology*, 33 (1), 303-327. <http://doi.org/10.1002/jcpy.1340>
- **Austin, L.C.** *South Florida Gas Woes: Supply Chain Disruptions Again?*. <https://business.fiu.edu/news/south-florida-gas-woes-spply-chain-disruptions-again.cfm>. Published April 20, 2023.
- **Austin, L. C.**, & Malka, S. C. (2023). Supply chain essentials: Exploring the antecedents of the firm's logistics capabilities. *Journal of Strategic and International Studies*, 18(1), 5–21. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4408776

MSM and MSLSCM Retreats

This semester, the Master of Science in Logistics and Supply Chain Management program and the Master of Science in Marketing program both hosted a faculty and staff retreat for the first time!

The MSLSCM retreat took place at the Biscayne Bay Campus (BBC) on March 29th and included working sessions to discuss program improvements, team building activities, and lunch at the Wine Spectator restaurant in the BBC campus run by students in the School of Hospitality and Tourism. The MSLSCM retreat concluded with a presentation from the Brewing Science Lab. We look forward to coordinating another MSLSCM retreat where we can participate in the BBC Ropes course and further our team building.

The MSM retreat took place at Miami Escape Hunt, an escape room experience where faculty and staff of the MSM program engaged in fun, team building, and productive course collaboration discussions. Participants were placed in a room and had to escape within the allotted time working together while figuring out the necessary clues. After each team escaped, we discussed our process, areas of improvement to collaborate better as a team, and celebrate each members' unique contributions for solving the puzzle and finally escaping. This experience was extremely valuable and facilitated brainstorming ideas to improve program content and student services.



MSM team retreat attendees.



MSM team getting ready to leave to Miami Escape Hunt on the FIU bus.

Dr. Ronald Mesia Speaks at the Universidade Estadual Paulista in the College of Engineering

In June Dr. Ronald Mesia spoke at the Universidade Estadual Paulista in the College of Engineering about Multimodal Transportation with a focus on aviation/cargo aircrafts and international ports to audiences in Austria and Brazil. Professors of supply chain from both Austria and Brazil as well as several logistics engineers, Ph.D. and master's students also took part in the presentation.

Dr. Mesia's presentation was such a success that he was also asked to give another presentation about the Port of Chancay in Peru and the Interoceanic Highway that connects Brazil, Bolivia, and Peru in the coming months.

World Happiness Fest

This year, the World Happiness Fest occurred from March 23-25 at the FIU Biscayne Bay Campus (BBC) Wolfe Center.

The event included panel discussions, speakers, kayaking, meditation, Ropes Course, Zumba, yoga, food trucks, art, music, and movie premiers as part of the activities. Over 10 colleges, many departments, and several individuals including Dr. Nancy Richmond of the Department of Marketing and Logistics were involved in the World Happiness Fest and were provided an opportunity to meet people from different backgrounds and disciplines.



Event at the World Happiness Fest.



Event at the World Happiness Fest.



Event at the World Happiness Fest.

Bring Your Child to Work Day 2023

Bring Your Child to Work Day, also recognized as Take Your Child to Work Day, is a national program designed to help children discover that through their education, their future possibilities are endless.

This year, on April 27th, the children of FIU faculty and staff got to experience many ways that FIU drives forward-thinking innovation, cutting-edge research, and top talent. Activities included special events hosted by many departments including the FIU Police Department, the College of Medicine, FIU Online, and the College of Arts, Sciences, and Education.

Additionally, children of faculty and staff of the Department of Marketing and Logistics also had the special opportunity to experience activities in the Global Sales Lab hosted by Professors Nicolo Alaimo and Rafael Soltero.



Marketing and Logistics children with Professor Rafael Soltero at the Global Sales Lab.



Marketing and Logistics children with Professors Rafael Soltero (left) and Nicolo Alaimo (right) at the Global Sales Lab.



Marketing and Logistics children with Professor Rafael Soltero at the Global Sales Lab.

2023 Transformative Consumer Research Dialogical Conference

The 2023 Transformative Consumer Research Dialogical Conference took place June 18-20, 2023 and was hosted by Royal Holloway, University of London.

Drs. Jayati Sinha and Kimberly Taylor along with former FIU Marketing Ph.D. students, Drs. Tessa Garcia-Collart, Ellen Campos Sousa, and Michelle van Solt and current Marketing Ph.D. student, Todd Haderlie, attended the conference. During the conference, Drs. Sinha and Taylor collaborated on a research project with professors from many universities including ones in Montana, Wisconsin, Delaware, D.C., and India. Additionally, Dr. Sinha served as a track chair.



From top left to right: Drs. Michelle van Solt, Tessa Garcia-Collart, and Ellen Campos Sousa. From bottom left to right: Drs. Kimberly Taylor and Jayati Sinha.



From left to right: Drs. Abhijit Roy (University of Scranton), Anu Sivaraman (University of Delaware), Kimberly Taylor (Florida International University), Ashley Deutsch (Marquette University), and Eric Van Steenburg (Montana State University).



From left to right: Drs. Eric Van Steenburg (Montana State University), Ashley Deutsch (Marquette University), Anu Sivaraman (University of Delaware), and Kimberly Taylor (Florida International University).

South Florida Influential Business Women Awards



Dr. Kimberly Taylor speaking at the Awards.

The South Florida Influential Business Women Awards recognizes 25 outstanding and influential women executives based in South Florida who have a strong record of leadership, performance, innovation in their industries, and meaningful community involvement.

Drs. Nancy Richmond, Jaclyn Tanenbaum, and Kimberly Taylor attended the awards. Additionally, Dr. Taylor was a speaker.



From left to right: Dr. Kimberly Taylor, Dr. Jaclyn Tanenbaum, Dr. Nancy Richmond, Associate Dean Suchi Mishra, and Dr. Sungu Armagan.