

SCHOOL OF BUSINESS NEWSLETTER

Spring 2020

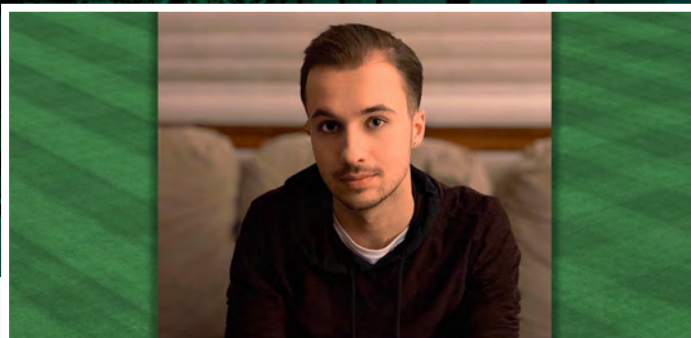
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STUDENT SPOTLIGHT

ANDREW O'FLAHERTY

By Gabriella Czerw

Andrew O'Flaherty a senior at Farmingdale has set the bar for his classmates. Andrew is pursuing a major in Computer Programming and Information Systems and a minor in Business Management while working full time as a supervisor for Staples technology department. Andrews selected to take Quantitative Techniques in Finance, a special topics class offered by Dr. Rogers this past Fall. Dr. Rogers challenged her students to participate in "The Stock Market Game" as a part of their course work. The competition has a few simple guidelines, each participant began with a hundred thousand dollars in digital money to trade and invest in stocks over the length of the semester. Approximately 3,615 students in New York participated in the fall competition, and at the conclusion of the competition, Andrew came out victorious. He was only sixteen dollars short of reaching a hundred percent profit on his investments.

For Andrew investing and trading is his great passion, and as he demonstrated in class it is also an area that he excels in. But this was not due to luck, Andrew does his research. A majority of the stocks he invested in "The Stock Market Game" and in his personal portfolio are based in the pharmaceutical industry. Andrew explains that historically these stocks can be risky but if you follow the companies closely, "nothing is guaranteed" but it can be a cause for a huge payoff. Subscribing to a company's clinical research and press releases are great telltale signs for Andrew. This allows him to analyze the market value and make his investments accordingly. Andrew plans on following his passion and pursuing a career in finance.



ALUMNI SPOTLIGHT

RACHEL LOSARDO

By Gabriella Czerw

Rachel LoSardo is one of a kind. Rachel came to Farmingdale with an interest in business and graduated with a degree in Business Management.

While a student, Rachel was very engaged on campus. She was Co-president of Sigma Beta Delta and simultaneously an active member of the Golden Key International Honor Society. During Rachel's busy schedule as a student, she found her passion for supply chain management through Professor Sudhir Sachdev Operation Management class. In Professor Sachdev's class, they had to create a business idea and logistically explain, from start to finish, how to deliver the product to the market. Rachel teamed up with her peers and created "Apple Seed To Apples." Their business model focused on the creation of a new line of apple juice. They described how to manage their product from the seed to in-store delivery and marketing. Through this assignment, Rachel found her passion for supply chain management and accepted a part-time position at DB Schenker, a leading company in the global supply-chain management industry.

Upon graduation, DB Schenker offered Rachel a full-time position that she gladly accepted. Her experience at Farmingdale not only equipped her to deliver in her professional career but also fostered a friendly environment where she met her best friend Pia, while creating "Apple Seed To Apples". Rachel explains that Farmingdale to her was not just a place to receive a degree, but has shaped her character.

Currently, Rachel is working full time and also pursuing her MBA at Stony Brook University. In her free time, she comes back to Farmingdale to serve on the Board of Directors for American Production and Inventory Control Society (APICS) for the New York City and Long Island Region. Growing up locally Rachel plans to stay on Long Island. She sees herself staying with DB Schenker and hopefully moving into a management role when an opportunity is available.



The State University
of New York

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SCHOOL OF BUSINESS

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Dr. Nanda Viswanathan, Assistant Dean
Prof. Bill Steedle, Assistant Dean

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If you are a School of Business faculty or staff member, or an alumni, and have something you would like to have considered for publication, please contact our newsletter coordinator, Gabriella Czerw at Gabriella.Czerw@Farmingdale.edu

FACULTY SPOTLIGHT MI AE LEE PH.D

By Dr. Mi Ae Lee

Dr. Mi Ae Lee is an Assistant Professor in the Sport Management Department. Before joining the School of Business at Farmingdale State College in fall 2018, Dr. Lee earned her Ph.D. in Business Administration with a focus on Sport Management from the Fox School of Business at Temple University, where she worked as a research fellow and an instructor. Dr. Lee received a master’s degree in Leisure Studies with an emphasis on Recreational Sport Management at the University of Iowa. She received a bachelor’s degree in clothing and textiles at Inha University in Korea. Prior to entering academia, Dr. Lee worked as a textile merchandiser and a fabric trading agent for Tristate Trading Limited, an international fabric buying office and garment manufacturer in Korea. Her diverse academic and professional experiences are at the intersection between fashion and sports.



Dr. Lee maintains an active research agenda in the areas of sport consumers’ perceptions and their behavioral responses within the sports context; this creates opportunities to identify fan behaviors in a variety of sport and recreation venues. In particular, she has investigated whether group dynamics, such as group inclusiveness and personal distinctiveness, are significant factors that affect sport consumers’ perceptions and their team apparel purchase decisions.

Her research interest also lies in emerging trends in the sport industry (e.g., sport experience design, service-dominant marketing, and eSports). Sport businesses have been placing increased priority on the design and promotion of the customer experience. She specializes in examining sport fans’ psychological perceptions in various sports areas; designing customer experiences using systematic management tools and value-added elements can facilitate the delivery of experience-focused services. She uses quantitative research designs and methodologies, such as psychometric modeling, to practice her research and publication endeavors.

Through research collaborations with colleagues in sport consumer behavior domains, Dr. Lee has been published in a wide variety of peer-reviewed academic journals including: Sport Marketing Quarterly (SMQ), European Sport Management Quarterly (ESMQ), and International Journal of Human Movement Science (IJHMS). Dr. Lee’s work has been presented annually since 2012 at academic conferences, including the North American Society for Sport Management (NASSM), the Sport Marketing Association (SMA), and/or North

American Society for the Sociology of Sport (NASSS).

At FSC, Dr. Lee currently teaches a variety of sport management courses (i.e., Intro to Sport Management, Sport Marketing, and Athletic Administration). She tries to apply a learning model that integrates a hands-on practice with learning in the classroom. Through learning integration, our students can be exposed to the latest sports industry tools and practices to give them a competitive edge.

Recently, her attention has been on sport experience design at Division III collegiate athletic events. She has another work in progress investigating the impact of physical and relational factors at college sporting events on spectators' game experiences. She applies the empirical findings into her sport marketing and athletic administration courses to provide insightful evidence that rich touchpoints at college sporting events create the experiential value of sports events and influence long-term behavioral reactions. The initial results were presented at the FSC annual Celebration of Scholarship last November, and this work in progress was recently accepted for the NASSM (North American Society for Sport Management) 2020 conference presentation in San Diego, CA in May, 2020.

Unfortunately, Tour Blend Innovations LLC had to dissolve due to two separate cyber-attacks emanating out of China. In May of 2018, our server was hacked, however, we were able to restore our software and install security updates. In October of 2018, our server was hacked a second time, and the software was so badly corrupted that the platform had to be abandoned.

The Tour Blend trade mark and its partners have been collaborating with MIT Venture Mentoring Services and its incubator companies. A new Tour Blend mobile experience will be available January 2019. ■

MASTER THE MAINFRAME

By Dr. Jill O'Sullivan, Gabriella Czerw, David Felician, Dylan Honett

The Computer Systems Department at Farmingdale State College wants its students to be industry-ready. To do this they need access to the tools used in the industry. To give students some of the best tools, the Computer Systems department, chaired by Dr. Jill O'Sullivan, sponsored and coordinated the Master the Mainframe competition.

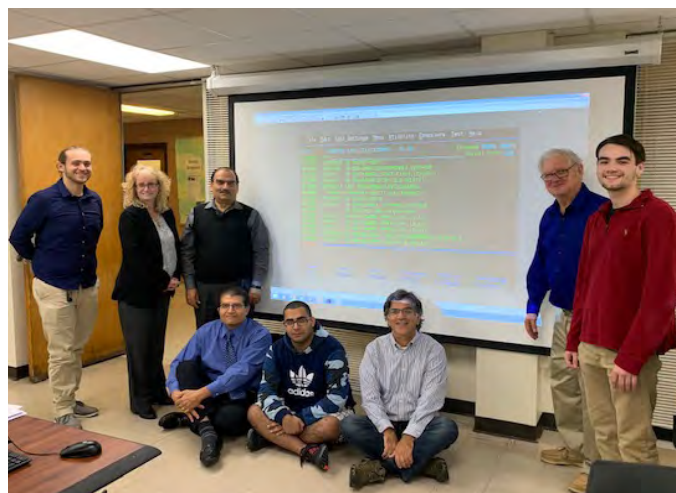
The Master the Mainframe competition is hosted at a variety of places around the world.

On October 25, 2019, the Computer Systems department hosted its own Master the Mainframe event. The event had the added bonus of being under the umbrella of the IBM

Career Connection. This provided students with further hands-on experience when working with IBM's mainframe operating system z/O.

The event opened with remarks by the college's provost and a panel of IBM and IBM partners. The IBM panel discussed current trends in the industry, went over their day-to-day work flow, and discussed what job opportunities are available to students prepared with these skills.

The competition is an effective way to introduce students to mainframe environments and to the tools used within these environments. Many students at the event had not been exposed to the z/O operating system, used by IBM, before registering.



FSC students participating in Master The MainFrame

For the competition, the students were required to execute commands using numerous coding languages and to combine the use of these languages to reach different sections of the environment to perform tasks. The students were exposed to zSystems languages; such as Job Control Language (JCL), COBOL programming language, Time Sharing Option (TSO), and z/OS specific UNIX System Services. The challenges in the competition provided much more than a lesson on the syntax of these languages; they offered real-world applications that allow the student to understand the usefulness of these languages.

In addition, the students used a client emulator within the mainframe environment. Without this emulator, students would only have isolated experiences with these languages. It is the environment, made accessible by this emulator, that makes the Master the Mainframe experience a true application of various computer skills. Having the client emulator gave the students the added benefit of a genuine mainframe experience.

MASTER THE MAINFRAME

Continued

The challenges kept the students engaged as they explored and learned about the mainframe environment. Being able to pick up a new skill quickly is a major asset that employers look for in a new hire. Students got a chance to show IBM and their partners that they are one of those fast learners who can work on an enterprise system.

While students worked on their mainframe environments, they also had the ability to pause their efforts and converse with the employers one-on-one outside of the labs. This allowed students to have an insight into what life could be like after college. They were also able to ask IBM and their partners a variety of questions, to learn about the work these companies deliver.

The Mastering the Mainframe was a complete success. Since the event, the Computer Systems Department offers an online special topics course in IBM z/OS operating system. Mastering the Mainframe served as both a workshop and networking environment because it gave students the opportunity to obtain hands-on mainframe experience and to also expand their network skills. ■



FSC students participating in the Innovation Challenge.

INNOVATION CHALLENGE

By Gabriella Czerw

The Innovation Challenge, organized by Dr. Jing Betty Feng, is an official applied learning workshop that allows students of different majors to come together to solve a pressing issue. Thus, this challenge reinforces that learning through doing, can provide additional value.

Through this event, the students had the opportunity to collaborate and create ideas that showcase each team member's expertise.

The 2nd annual Innovation Challenge featured a current topic focused on the challenges of climate change. The students were presented with this problem: With the threat of more frequent and stronger storms and rising water levels due to climate change, how would your venture promote the use of affordable distributed energy resources (DER) on Long Island and beyond, while making residents more resilient to storms and flooding? Distributed Energy Resources or (DER) can involve solar panels, combined heat and power plants, energy storage, and small natural gas-fueled generators to name a few.



FSC students participating in the Innovation Challenge.

The teams were given three hours to brainstorm and develop their solutions into a five minute pitch. The panel of judges featured executives from PSEG LI, directors from FSC Applied Learning and CSTEP, as well as the previous winner of the Innovation Challenge Orville Davison and Dr. Gerrit Wolf, a professor of Innovation at Stony Brook University.

In recent years, climate change has become more and more prevalent in our daily lives. As seasonal weather patterns change and flooding and storms become more frequent, the impact of these changes and events can disrupt our local society and may be both emotionally and financially costly. The student teams were asked to develop solutions that would lower the costs to the local community from these weather related disruptions.

The winning team, "DER Insurance" presented a business model to the judges that supported an insurance and service-based venture that would provide aid during wide ranging power outages. While this idea included a partial solution to the emotional concern, providing insurance to impart a layer of emotional security, it also served as a solution to the physical damages that a storm may have on a city. The Judges were impressed by their venture and awarded DER Insurance the first-place prize of \$1,000.

The Innovation Challenge continues to be a good starting point for students to cultivate their ideas and to brainstorm solutions to a myriad of social and business problems. We continue to receive great feedback about the Innovations Challenge from our student participants as it enriches the learning experience of our campus. ■

WOMEN'S ENTREPRENEURSHIP WEEK WORKSHOP

By Gabriella Czerw

We all have dreams; dreams to improve, dreams to achieve, and dreams to be our own boss.

This past October, the School of Business participated in Women's Entrepreneurship Week (WEW). Over 240 colleges and universities nationally and internationally participated in this year's WEW. As a part of our participation, we hosted a panel of four women entrepreneurs to speak about and share their stories on how they started their companies and who they are today as entrepreneurs.

Josephine Geraci is the founder and President of gLovies. gLovies, a company that creates and produces products that help to make children's playtime a clean and mess-free activity. Geraci created gLovies after she took her son to a public restaurant and inevitably needed to take a trip to the restroom. Observing that her son's curious mind led him to touch nearly everything in the bathroom, that was the origin point of her business. Soon after, she created the first prototype of gLovies, a latex-free disposable glove. Seeing her product reach so many families and schools have been very rewarding for Geraci. She has plans to release additional products into the market soon.

Prescrxptive Communications is owned and operated by its CEO Theresa Jacobellis. Jacobellis, with a rich background in medical marketing, formed her own agency in 2017. Breaking out in the competitive field that she is in, was no easy task. As she persevered and formed a team to deliver services to her many clients her dream soon became her reality.

Many of us dream to take a step further in our education. Terry Mady-Grove helps prospective students live out that dream. Terry Mady-Grove is an Independent Educational Consultant and a Certified Educational Planner. Through her work, she helps the student not only during the application process but also assesses their interests and empowers the students to expand their skill set. With her extensive experience in higher education, she is an expert in recommending schools that best fit the students' personalities and their passions. Mady-Grove's efforts to graduate her business from a start-up to a well-established venture has been a very rewarding journey for her.

Marina Mentzel, Founder and Chief Visionary of urSwim spoke about her unique story. She realized that most swimming lessons were held in crowded and less-than-clean swimming pools. In Mentzel's business model she allows for her swim instructors to travel to private or independently owned pools for the comfort of the child. In the earlier years of her start-up, Mentzel expressed that she did not realize how much effort was required to fulfill her dream, but the efforts did pay off.

urSwim has been in business since 2011 and she plans to broaden her reach and bring the value of comfortable swimming lessons to more children.

During their presentation, the four entrepreneurs pointed out that there is no typical day when you are running own business. The members of the panel suggested that no day is really ever the same, as each owner has to wear many hats to ensure that their operations run smoothly. Collectively they quickly realized that they are the sole manager of each department for the business – whether it be the marketing manager, logistics manager, chief financial officer, as well as being the provider of their featured service. No matter the hardships they faced, they all overcame personal adversity to satisfy their dream. ■

MARKETING CERTIFICATIONS

By Gabriella Czerw

How does it sound to be better, better than the rest? Sounds pretty good? Well, this past fall Dr. Kirkwood encouraged her students to rise to the top, in her Advanced Selling course. In the class, she offered two certifications that will enable her students to distinguish themselves in the job market. As an advocate for applied learning she offered a SuperBadge in Salesforce and an Inbound Sales certification in Hubspot. Dr. Kirkwood explained that these two platforms are "highly regarded and widely used customer relationship management platforms."

These certifications allowed students to receive valuable information on the best marketing, customer relationship management, and inbound sales practices. They also peered a light into Salesforce and Hubspot's specific platforms. As these fields are highly competitive, these certifications gave a leg up to their recipients when looking for positions, especially those who support this software in their own businesses.

In order to qualify, the students were required to participate in a 15-hour module where they listened to webinars, watched videos, and engaged in hands-on activities for each certification respectively. This enabled the students to absorb the information at an accelerated rate. At the conclusion of the semester, 98% of the students were HubSpot Inbound Sales certified and 87% of the students passed their Salesforce modules.

Student feedback from the course suggested that collectively the student had a positive experience in the class. They commented that it gave them a tangible real-life experience, that some were able to fold into their current positions. Dr. Kirkwood also received multiple requests to create additional sales based classes. Fall 2019 was the first class that Dr. Kirkwood, offered these certifications and evidently, this provided a great benefit to her students. ■

SCHOLARLY ACTIVITIES PUBLICATIONS, PRESENTATIONS & CREATIVE WORKS

PUBLICATIONS & CREATIVE WORKS

Beraki, M. & Lee, R. Promoting Grassroots Entrepreneurship for Sustainable Development in the Horn of Africa. In Capacity Building in Developing and Emerging Countries (pp. 121-150). Springer, Cham 2019.

Chowdhury M. R. "Economics Shapes the World." Narsee Monjee Institute of Management Studies Journal of Economics and Public Policy, 4(2), 56-66. 2019.

Famulari, S. Green Up! Sustainable Design Solutions for Healthier Work and Living Environments. New York, NY: Routledge/Productivity Press, Taylor and Francis Group. 2020.

Feng, J.B., Liu, L.A., & Jiang, C.Y, Parochialism is hindering the globalization of Chinese companies, the translated rewritten version of Parochialism and its Implications for Chinese Companies' Globalization, Management Insights, 20. 2019.

Feng, J.B., Liu, L.A., & Jiang, C.Y, 2019, Parochialism and Implications for Chinese Firms' Globalization, Management and Organization Review, 15(4), 705-736. 2019.

Germano, T. Book Cover Art: "Undelivered: From The Great Postal Strike of 1970 to the Manufactured Crisis of the U.S. Postal Service" by Philip F. Rubio "Cover Painting: The Great Postal Strike, 1970" by

Thomas Germano release date: Spring 2020 . <https://uncpress.org/book/9781469655468/undelivered/>

Gaab J. and Vogel R., "Transforming Teaching through Active Learning: Case Studies from the Social Sciences." Transforming Teaching through Active Learning: Faculty Resource Network National Symposium, 2019. <https://facultyresourcenetwork.org/publications/transforming-teaching-through-active-learning/>

Li S., Vogel R., Sepulveda C. and Viswanathan N. "Demand for Saltwater Recreational Fishing: A Generalized Demand Approach." Ocean and Coastal Management 179, 104820. 2019.

Mitnick, B., Lewison, M. "Fences Outside Fences: The Uses of Heroic Marginality in Ethical Behavior", Schwartz, M., Harris, H. and Comer, D. (Eds.) The Next Phase of Business Ethics: Celebrating 20 Years of REIO (Research in Ethical Issues in Organizations, Vol. 21), Emerald Publishing Limited, pp. 103-156. 2019. <https://doi.org/10.1108/S1529-209620190000021011>

Nikias D., "An Experimental Examination of the Effects of Information Control on Budget Reporting with Relative Project Evaluation," Journal of Management Accounting Vo. 31, No. 2 pp. 177-96. 2019.

Sy A., Tinker, A. "Auditors in the Financial Meltdown: An Examination", Social Responsibility Journal 15(4), 513-533. 2019.

Sepulveda C., Li S., and Mussa A., and Vogel R. (2019) "Economic Impact of Prevailing Wages: A Methodological Framework." Pennsylvania Economic Review 26(2), 1-16. 2019.

Tessema, M. T., Gok, K., Ngoma, A., Beraki, M., & Fernando, G. V. Staffing System Management: Evidence from Singapore. International Journal of Human Resource Studies, 7(2), 136-154. 2017.

Vogel R. "Excelsior Scholarship Program: Public/Private Enrollment and College Financial Stability." Proceedings of the New York State Economics Association, Volume 11, 1-6. 2018.

PRESENTATIONS

Beraki, M., "Constructing the Theoretical Entrepreneurial University Ecosystem Framework for African Universities," Paper presented at the Joint International Conference of CEDIMES Institute, Africa Business and Entrepreneurship Research Society and IPAGEF - Towards a global socio-economic transformation in Developing Countries, State University of New York – Plattsburgh, NY, August 30 – September 1, 2019.

SCHOLARLY ACTIVITIES PUBLICATIONS, PRESENTATIONS & CREATIVE WORKS

Beraki, M., "Conceptual Framework for Replicating Singapore's Entrepreneurially Based Economic Success in Eritrea." Paper presented at the 57th Annual Conference of the Association of Economic and Finance, Atlanta, Georgia, on February 7, 2020.

Beraki, M., "A Framework for Promoting Government Outreach for Small Business Financing in Suffolk County, NY." Paper presented to the Association of Economic and Finance, 57th Annual Meeting, Atlanta, Georgia, on February 7, 2020.

Beraki, M., "Foundations of Grassroots Entrepreneurship and Innovation Eco-System Framework in the Developing Nations." Paper presented to the Academy of Economics and Finance, 2019 56th Annual Meeting; Trade winds Island Grand Resort, 5600 Gulf Boulevard, St. Pete Beach, Florida 33706 on February 8, 2019.

Chen, Y. "The Timing Issue in Virtual Agent Interaction in the Application of AI." Paper presented to the The European Symposium on Computer and Communications Paris Conference, on November 22, 2019.

Chen, Y. "When to be Silent—Key to Success for Virtual Museums Agents." Paper presented to the Marketing Science Conference, University of Rome on June 20, 2019.

Chen, Y. "I dislike your country, but I love its art—Investigation on the Impact of Consumer Animosity on Art Evaluation and Willingness to Consumer." Poster presented at The European Marketing Academy Conference 2019 Annual Conference, on May 29, 2019.

Chen Y., "Satisfy Your Students by Offering Them an Ordinarily Positive Class Experience." Paper presented to the Winter American Marketing Association Pre-Conference--Journal of Marketing Research Special Issue Conference, on February 22, 2019.

Clifford, M.C., & Zaraopoulos, D., "An Entrepreneurial Case Study: A Bridge from Pedagogy to Practice in Business Education." Paper presented at the 46th Annual Northeast Business and Economics Association Conference, Newport, RI. November 9, 2019.

Famulari, S., "Engaging Urban Greening" Arts & Industrial Building, the Smithsonian, Washington, DC June 16, 2019

Fleck, E, Feng, J.B. and Beal, J, "Considering the Alternative Benefits of Entrepreneurship Competitions." Paper accept to the 2020 Annual Meeting of the United States Association for Small Business and Entrepreneurship (USASBE), New Orleans, LA on January 4, 2020.

Germano, T. Essay: "Leonardo da Vinci's Virgin of the Rocks: The Problematic Second Version" 10th Annual Conference Florence University of the Arts and Stony Brook University November 30-December 1, 2018: Florence, Italy.

Liu, Steven Y., Feng, J.B. and Liu, L.A., "Forming Dynamic Capability beyond Borders: The Role of Global Identity." Paper presented to the 2019 Academy of International Business Annual Meeting, Copenhagen, Denmark on June 25, 2019.

Kirk-Holland M., Puff A. and Murphy-Ortega C., "Access to Career Development Is a Social Justice Issue." Panel presented at the 2019 National Association of Colleges and Employers Conference and Expo, Orlando, FL on June 5, 2019.

Puff A., Varghese R. and Bryer J., "A Practical Model for Developing Applied Learning Infrastructure." Panel presented at the 2019 High Impact Practices in the States Conference, Western Kentucky University, Bowling Green, Kentucky on February 21, 2019.

Schwartz T., Young R. and Nikias D., "The Effect of Internal Controls on Capital Budgeting With Privately Informed Agents: A Short Research Note," Presented at the American Accounting Association Annual Meeting, August 10-14, 2019.

SCHOLARLY ACTIVITIES PUBLICATIONS, PRESENTATIONS & CREATIVE WORKS

Sy A., "The Foreign Corrupt Practices Act of 1979 under the Trump Administration", April International Conference of Critical Accounting, Hunter College, April 25-26, 2019.

Sy A., "Integrating Data Sciences in Teaching Accounting Using MIS/ AIS Approaches: A New Approach in Teaching Accounting", American Accounting Association, Annual Meeting, August 12-14, 2019.

Li S., Vogel R., "Strengthening Local Economies with Medium Density Housing: A New Approach to Industrial Development." Presented at the AUBER annual conference in Savannah, GA. October 2019.

Bitew W., Elias E., and Mustafa Y., Vogel R., "Dynamic Programming in Order Fulfillment Process." Presented at the 6th International Conference on Optimization, Simulation and Control (COSC2019) in Ulaanbaatar, Mongolia. June 2019.

Vogel R., "Six Years after the Storm: Sandy's Lingering Impact." Presented at the Academy of Economics and Finance annual meeting in St. Petersburg, FL. February 2019.

AWARDS & RECOGNITIONS

Brady, K. Farmingdale College Foundation Award for Excellence in Adjunct Teaching, May 2019.

Famulari, S. Kathryn Freeman Phenomenal Womyn Award – Farmingdale State College, April 2019.

Famulari, S., Menchyk, N. and Beier, G. Innovative Grant from Long Island Nursery and Landscape Association (LINLA) for Teaching Garden database, stage 2. \$2500. 2019.

Famulari, S., Menchyk, N. and J. Gross. 2019 Research and Education Grant from New York State Floral Industry (NYSFI) for the Teaching Gardens database, stage 3. \$1575. 2019.

Feng, J.B. Ruth B. Noller Research Award, The Creative Education Foundation, Buffalo, NY, June 2019.

Feng, J.B. Farmingdale College Foundation Award for Excellence in Teaching, May 2019.

Miller, C. 1st Place, The Long Island Museum show "Paint the body electric" 2019, for "The McDivots"

Miller, C. 1st Place, The Mills Pond Gallery show "Water, water Everywhere", for "To Goose Island"

O'Keefe, B. Open SUNY Online Ambassador Award. Syracuse, NY. January 2019.

O'Sullivan, J. Kathryn Freeman Phenomenal Womyn Award – Farmingdale State College, April 2019.

Vogel R., Academy of Economics and Finance Fellow's Award. February 2020.



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Visit the FSC School of Business website for event schedule updates.
farmingdale.edu/business

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