



Welcome to the Department of Management and International Business

Fall 2021 Issue (No. 3) Newsletter



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Faculty Scholarship Highlights



Dr. Christian Grandzol, Dr. Lam Nguyen, and Dr. Jet Mboga, recently learned that their teaching case and instructor's manual entitled, "Caught in the Corporate Social Responsibility cul-de-sac: LaborVoices seeks a path forward for supply chain labor rights transparency" will be published by the *Southeast Case Research Journal* in an upcoming issue.

Dr. Elaine Lau and Dr. Lam Nguyen have published one paper entitled "The mediating role of harmony in effective leadership in China: From a Confucianism perspective" in the *Asia Pacific Business Review*, which is a SSCI and Scopus journal with the Impact Factor of 2.361.

Dr. Weichun Zhu has been appointed the associate editor for *Journal of Business Research* (JBR) in its Track of Business Ethics/CSR starting Oct. 2021. JBR is a SSCI Q1 journal, with the impact factor of 7.55.

Dr. Jet Mboga, presented a paper entitled "Ethics and Compliance: Employee Decisions as they Enter and Conduct Business in International Markets" at the *National Association of Business, Economics and Technology's (NABET)* 44th Annual Meeting in State College, PA in October 21 - 22, 2021.

Dr. John Okpara and Dr. Weichun Zhu presented a paper entitled "The effects of coping strategies of Western expatriate managers adjustment during Coved-19 in Nigeria" at the *Academy of Business Research Conference* in Boca Raton, FL in November 10-12,2021.

Dr. Weichun Zhu and Dr. John Okpara presented a paper titled "Do employees who more identify with their organizations rate their leaders more ethical?" at the *Academy of Business Research Conference* in Boca Raton, FL in November 10-12,2021.

Dr. John Grandzol, who retired from the department in Summer 2021, was named the Emeritus Professor by Bloomsburg University in December 2021.

Student Events/Community Services



*2 - **Global Business Association (GBA)** sponsored a zoom conversation meeting with Chinese entrepreneur Ms. Tian Yang on October 19, 2021. More than one hundred students attended the event. The zoom conversation was moderated by GBA co-advisor, Dr. Elaine Lau. Ms. Yang first shared her educational background and career path development. She then discussed the digital market characteristics in China and the business model her company applies. In her presentation, Ms. Yang emphasized the importance of having a global mindset as both a creative thinker and a doer. At the end of the presentation, the students interacted with Ms. Yang and asked her some questions. Students remarked that the presentation is very informative and the content is very up to date.*

Workshop: Dr. Elaine Lau developed and offered a free preparation workshop to BU students and professionals in the Susquehanna Human Resource Management Association (SHAMA) community interested in preparing for the SHRM HR certification exam. In addition to BU students and staff, people from Penn State University, Bucknell University, and the community such as Weis Market, Summit Early Learning, The Women's Center, CSIU, and Commissioner's Office attended the workshop. The workshop consists of 9 sessions of classes throughout the whole semester that helped BU students and the local community prepare for a certification that will significantly advance their HR career path.

Zeigler College of Business Case Competition



Zeigler Business Case Competition was held on November 3rd, 2021 virtually for the first time. Four student teams presented their strategic analysis and recommendations regarding Moderna, "A technology company that happens to do biology." The competitions provide an opportunity for students to showcase their skills at solving simulated, real-world problems that cover the spectrum of different business disciplines. Dean Todd Shawver, Dr. Lam Nguyen (Chair of Dept. of MGMT and IB), and senior executives from industry (Terry Zeigler, President of Datacap Systems; Crystal Skotedis, Principal of Boyer & Ritter, LLC; Robert Moore, Managing Partner of Atlantic Basin Refining, Inc) made up the judging panels. A full list of winners from the 2021 Zeigler Business Case Competition is below:

First Place: Joseph Morris, Michael Rich, Lydia Traugh, Luke Weldon, Kyleef Warren, and Kylie Gibson

Second Place: Keianna Blanco, David Anthony Wilson, and Cameren Cooper

Third Place: Nate Petit-Clair, Thomas Berdahl, and Collin Hummel



Bloomsburg University's Global Business Association (GBA) took fourth place at the 2021 SDSU (San Diego State University)-CUIBE (The Consortium for Undergraduate International Business Education) International Business Case Competition held Oct. 14-16, 2021, in San Diego.

BU's [international business](#) students, Kirna Cabrera (Sussex, NJ), Ashley Davis (Lansdale, Pa), Glenn Klinger (Dalmatia, Pa.), and Maranda Plunkett (Upper Darby), presented their strategic analysis and recommendations on the case "EMMA Safety Footwear (A): Designing a Circular Shoe." The case touched on critical issues in various business functions in the global environment, including supply chain management, human resource management, marketing, finance, technology, and sustainability.

Alumni Sharing



In 2021 Fall, the department's newsletter committee is delighted to have the chance to interview three accomplished alumni, including:

1. **Sophia Yu (MBA 06)**, Finance Director, Geisinger Medical System (Interviewed by Dr. Zhu)
 2. **Katie Keen-Esh (SCM 15)**, Director of Procurement, Disposable Foodservice Supplies, Clark Associates (Interviewed by Dr. Choi)
 3. **Riley Hanselman (Management 19)**, General Manager, Sweetfrog (Interviewed by Dr. Mboga)
- Three alumni shared their past experiences at the BU, as well as their successful experiences in their careers in different industries. We are proud of all our alumni!



<https://sway.office.com/vtyp90GxoDBzmz9p#content=KBsJ8MYqzGDtMU>

Sophia Yu (MBA 06)



<https://sway.office.com/vtyp90GxoDBzmz9p#content=eJJLSWcTcQM1IR>

Katie Keen-Esh (SCM 15)



<https://sway.office.com/vtyp90GxoDBzmz9p#content=iPcSc7ZznqnrqG>

Riley Hanselman (Management 19)

Program Honor (HR minor)



The globally prestigious **Society for Human Resources Management (SHRM)** has acknowledged our department's HR minor program to be included in its curriculum alignment. Only 500 programs in approximately 425 educational institutions have this acknowledgement in the world.

The Newsletter Committee member, Dr. Steve Welch, interviewed **the HR minor program's coordinators Drs. Elaine Lau and Weichun Zhu.**



<https://sway.office.com/vtyp90GxoDBzmz9p#content=bILsaPsXYqTQtb>

Active Student Clubs



1. **Society of Human Resource Management (SHRM),**
2. **Society for Advancement of Management (SAM),**
3. **Association for Supply Chain Management (ASCM),**
4. **Global Business Association (GBA), and**
5. **Real Estate Investment Club (REIC).**

Contact Us



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Department Specifics:

[Management](#)

[International Business](#)

[Supply Chain](#)

Minor Specifics:

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[Supply Chain Minor](#)

[Human Resource Management Minor](#)

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