

SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION NEWSLETTER

Spring 2022



Message from the Dean

Congratulations to all! Whether you are completing your current degree program and looking forward to graduation or simply made it successfully through another academic year on your way to a degree, you all have persevered through an incredibly challenging time to do so. Between the health and process obstacles due to the pandemic and the social upheavals we have seen in the last couple of years, the uncertainty and anxiety levels have been through the roof. But, as we each can see in our own experience, we have survived, we are still here, and we either have progressed or can still progress. This means that opportunities are before all of us, and for this, we can be very thankful!

For those graduating, I would like to ask that you do three things. First, please use your education and skills to be the best that you can possibly be. In other words, go out there and succeed! This region needs an influx of new, educated talent, and it needs the ideas and insights that you can bring. We will all benefit from your success. Second, give back to the community. All of you have been encouraged and supported by folks around you, so plan now to reward this support by supporting others. Find others along your path that you can lift up, who you can encourage and inspire, and who can grow, as you have, with this support. And third, occasionally, come home! Return to us here at BPA to check in and let us know how you are doing. Maybe consider earning a master's degree with us. Think about making presentations in our classes (remember the speakers that you had present to you in class or via a club or other activity and consider being a speaker for others). You might consider being a teacher for us at some point. And, you might think about providing some sort of financial support to facilitate the growth of future students. All in all, we are proud of you, and you will always have a home here.

For those in the midst of your degree path and who will be returning to us in the fall, have a great summer! I hope that you find time for rest, relaxation, and time with family. We all need to recharge occasionally, and this summer is a great time to do this. Come back to us in the fall refreshed and ready to continue your academic growth and know that we will be waiting for you!

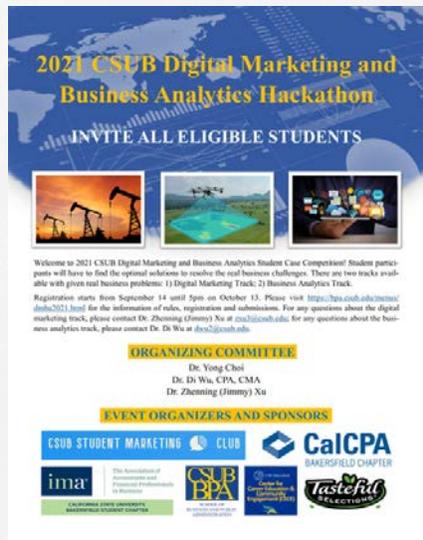
Best wishes to all, sincerely -

Dr. John B. Stark, Interim Dean
Professor of Management



BPA Highlights

Digital Marketing and Business Analytics Hackathon



The Digital Marketing and Business Analytics Hackathon was hosted last Fall 2021. This hackathon was an experience in creating a strategic media campaign and examining how avocado producers, retailers and distributors could improve their strategic decision-making process using retail data. Both tracks were designed to foster intellectual curiosity about utilizing data to make insights, improve processes and develop decision-making skills.

In this event, eleven teams of 40 students are recognized for their successful completion of this activity and wonderful winning work. Please see the CSUB News.

Committee Members: Dr. Di Wu, Dr. Zhenning “Jimmy” Xu, Dr. Yong Choi

Italy Study Abroad

Professor Dr. David Olson led a trip to Italy with 17 students from his international business course last December. Students participated in a 10-day trip traveling through Florence, Rome, Bologna and other Italian cities talking with Italian businesses and visiting landmarks. Students had several assignments that included journaling, experience videos and book reviews. The trip is an experience to apply what has been taught in class.



Newly Hired BPA Staff

The BPA department welcomes our new hired faculty and staff during the pandemic. We are excited to welcome them and look forward to the many contributions they will make to the experiences of our students, colleagues, and the University as a whole.

Lori Hazelip
Valari Kirkbride
Yvette Archuletta
Maria Diaz
Guadalupe “Pita” Montez
Rodrigo Rios



BPA Student Clubs and Organizations

Marketing Club

The Marketing Club at CSU Bakersfield hosted ten successful events this school year! The club hosted a Design Competition, Marketing for a Cause guest speaker, Halloween Game Night social, Soft Skills Training Workshop with Mikin Plummer, a Q & A with T. Varner CEO of That Girl Social Media Marketing Agency, Meet and Greet Networking Event, Guest Speaker Emma Grimes 16 Minutes to Awesome Yourself, Dream It. Believe it. Do it. Visualizing Your Future Career: A Vision Board Interactive Zoom Session, Digital Marketing Guest Speaker Lauren Jacinto of Scarlett Sunrise Marketing, and a Career in Consumer Marketing with CSUB Marketing and ANA Educational Foundation guest speaker. All of these activities have helped students with their educational experience and has developed them professionally by helping students find a love for marketing, open them up to different career pathways, provide them with professional resources, and students learned that marketing is used in all industries! The following students have served as the executive board this school year and have made this club possible: Gracie Lyons, Kylie Baker, Denice Aguilera Morales, Alex Lyons, Jessica Ramirez Lopez, and Kylee Cross.

Contact Information

Advisor: Dr. Zhenning "Jimmy" Xu: zxu3@csub.edu

Society of Human Resource Management (SHRM)

The mission of CSUB SHRM is to develop the knowledge, skills, and abilities of its members through workshops, guest speaker events, and HR case competitions. Our partnerships with Cal SHRM and the local professional chapter Kern County SHRM provide career development opportunities in which students get the chance to begin building their own network of Human Resource professionals working within our local community. Our affiliation with national SHRM provides members an elevated student chapter experience that is supported by the nation's most knowledgeable HR leaders. We welcome all students interested in growing their professional skills while also giving back to the local community.

Contact Information

President – Trinidad Rodriguez – trodriguez19@csub.edu

Advisor – Tom See – tsee@csub.edu

Advisor – J.T. Chen – jchen34@csub.edu

Institute of Management Account Chapter (IMA)

CSUB's IMA Student Chapter provides members with opportunities to serve in the community, develop professional relationships, and build new skills. With the below stated mission, vision, and core values, we hope to establish a foundation for students to learn, lead, and achieve.

Contact Information

Advisor- Di Wu - dwu2@csub.edu

BPA 2022 Outstanding Students Honors

Outstanding Alumnus

Brian Conner

Outstanding Student in Accounting

Jazmin Barrita

Outstanding Student in Accounting – AV

Justin Dee

Outstanding Student in Finance

Jose Ledesma

Outstanding Student in Economics

Patrick Leigh

Outstanding Student in Environmental Resource Management

Karen Sandoval

Outstanding Student in Agricultural Business

Jose Luis Serrato Moreno

Outstanding Student in Management

Vanessa Abel

Outstanding Student in General Business

Raziya Noordeen

Outstanding Student in Small Business/Entrepreneurship Management

Angie Bernal

Outstanding Student in Marketing

Ashley Brumm

Outstanding Student in Supply Chain/Logistics

Emmanuel Morales

Outstanding Student in Human Resource Management

Michael Weir

Outstanding Student in Bachelor of Arts, Public Administration

Marcos Garibaldo

Outstanding Student, SBDC

Iris Villalobos Jauregui

Outstanding Student, MPA

Brigiett Guzman

Outstanding Student, MS-HCA

Amanik Grewal

Outstanding Student, BSBA-HCM

Graciela (Gracie) Lyons

Outstanding Student, MBA

Sean Tieu

PI ALPHA ALPHA HONORS SOCIETY INDUCTEES

Undergraduate Inductees

Lyons, Graciela "Gracie" (Outstanding Student) BSBA -HCM

Garibaldo, Marcos (Outstanding Student) BAPA

MPA

Barron, Vanessa Kay
Burger, James Dustin
Gaeta, Daisy Daniela
Guerrero, Rosa
Guzman, Brigiett (Outstanding Student)
Maldonado, Savannah
Peters, Addyson T
Reyes, Liliana A
Reynozo, Monike
Salazar, Nayeli
Silva Cepeda, Soyla Michelle
Silva, Adrienne L
Vasquez, Magdalena Angelina
Velasco, Natalie Rose
Verni, Frank J

Graduate

MS-HCA

Cox, Myleesha
Curiel, Nayeli
Grewal, Amanik (Outstanding Student)
Harrison, Sydney Brooke
Sandhu, Tegbir



BPA 2022 Outstanding Students Honors

2022 BPA Honors Dinner Photos

BPA Faculty, CSUB President and Provost



Provost and VP for A.A, Dr. DI Wu, Dr. John Tarjan, Dr. Seung Bach, Dr. Hossien Bidgoli, Dr. Dan Zhou, Dr. Jinping Sun, Dr. Aaron Hegde, Kelly Bearden, President Dr. Lynnette Zelezny, Dr. Jeremy Woods, BPA Interim Dean Dr. John Stark, Dr. Atiet Poushneh

Outstanding Alumnus



Vernon Harper, Provost and VP for A.A,
Brian Conner, CSUB President Dr.
Lynnette Zelezny

Outstanding Student in Accounting



Vernon Harper, Provost and VP for A.A,
Jazmin Barrita, CSUB President Dr.
Lynnette Zelezny

Outstanding Student in General Business



Vernon Harper, Provost and VP for A.A,
Raziya Noordeen, CSUB President Dr.
Lynnette Zelezny

Outstanding Student in Finance



Vernon Harper, Provost and VP for A.A,
Jose Ledesma, CSUB President Dr.
Lynnette Zelezny

Outstanding Student in Marketing



Vernon Harper, Provost and VP for A.A,
Ashley Brumm, CSUB President Dr.
Lynnette Zelezny

Faculty Highlights

Dr. John Stark

Interim Dean -Professor of Management

- Shea-Van Fossen, R., & Stark, J. (2022). The Often-Forgotten Diversity: How Faculty can help Limited Income-First Generation Students Succeed. Presentation at the 49th Annual Management and Organizational Behavior Teaching Conference (MOBTC). California Polytechnical State University. Pomona, CA.
 - Taylor, P., Buis, B., Eury, J., Woodside, S., Lund Dean, K., Flynn, J., Stark, J., Fornaciari, C., (2022). "Never, EVER Blow on a Tarantula" Especially During a Pandemic! Presentation at the 49th Annual Management and Organizational Behavior Teaching Conference (MOBTC). California Polytechnical State University. Pomona, CA.
 - Szolowicz, M., Ryan, R., & Stark, J. (2021). "Who's gonna water my tomatoes?" Student perspectives on school gardens for a post-pandemic world. Presentation at the 2021 Critical Questions in Education Symposium, presented by the Academy for Educational Studies. Cleveland, OH.
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Dr. Michieka Nyakundi

Associate Professor of Economics

Publications (2)

- Gearhart, R. S., Sonchak-Ardan, L and Michieka, M. N., 2022. "The Efficiency of COVID Cases to COVID Policies: A Robust Conditional Approach" Empirical Economics. <https://doi.org/10.1007/s00181-022-02234-4>
- Michieka, M. N., Deal, J. and Lahman K. 2022. "Air Pollution and Income Inequality: A Spatial Econometric Approach" The Annals of Regional Science. (Forthcoming). DOI: <https://doi.org/10.1007/s00168-021-01105-7>

Grant Awards (Co-PI on a Grant)

- \$599,999, (2022 – 2025), SUPERSTAR: Sustainability Undergraduate Program For Extension And Research Of Science And Technology In Agricultural Region. Source: USDA – NIFA: Hispanic-Serving Institutions Education Grants Program (HSI) (Co-Principal Investigator)

Conferences

- Michieka, M. N., Graziano, M., Musso, M., and Fouquet, R. 2022. (February 2022). "Energy Transitions and Labor Market Patterns in the U.S. Coal Industry" Paper presented at the 61st Annual Western Regional Science Association in Scottsdale, AZ

Speaking Events

- Speaker: With Richard Gearhart and Rich Ryan – Kern Economic Summit (2022). The State of the Economy: Kern County, California, Presentation at the Annual Conference Broadcasted on KGET

Faculty Highlights

Dr. Richard Ryan

Professor of Economics

Grant Award

California State University, Bakersfield, Grant of \$1,000 from Pandemic Research Group FY2022 for "Employment Decisions, Unemployment Insurance, and Beliefs."

Conference

- Paper Presentation, "Employment Decisions, Unemployment Insurance, and Beliefs: How Beliefs about a UI Benefits Extension, in a McCall Environment, Affect Labor Supply," Western Regional Science Association, Scottsdale, Arizona, February 18, 2022.
- Slide-Deck Presentation, "Employment Decisions, Unemployment Insurance, and Beliefs: How Beliefs about a UI Benefits Extension, in a McCall Environment, Affect Labor Supply," California State University, Bakersfield, Pandemic Research Group Spring Symposium, April 20, 2022.

Speaking Event

- Speaker: With Richard Gearhart and Nyakundi Michieka – Kern Economic Summit (2022). The State of the Economy: Kern County, California, Presentation at the Annual Conference Broadcasted on KGET. Slides available at <https://richryan.github.io/post/slides-for-kern-economic-summit/>
- Slide-Deck Presentation, "Small Business Seminar," California State University, Bakersfield Small Business Development Center, January 19, 2022. Slides available at <https://richryan.github.io/post/slides-for-presentation-to-csub-s-small-business-development-center/>

Dr. Mohsen Attaran

Professor of Management

- Sarma, S., Attaran, S., and Attaran, M. "Sustainable Entrepreneurship: Factors Influencing Opportunity Recognition and Exploitation" International Journal of Entrepreneurship and Innovation, April 2022.
- Attaran, M. "Blockchain-Enabled Healthcare Data Management: A Potential for COVID-19 Outbreak to Reinforce Deployment." International Journal of Business Information Systems, Forthcoming, 2022.
- Attaran, M. "The Impact of 5G on the Evolution of Intelligent Automation and Industry Digitization." Journal of Ambient Intelligence and Humanized Computing, February 21, 2021, • PP 1-17.

Faculty Highlights

Dr. Mohsen Attaran *(Continued)*

Professor of Management

- Mohsen Attaran. "Applications of Blockchain Technology in Business: Challenges and Opportunities." BREC (Business Research and Education Center) seminar, School of BPA, February 12, 2021.
 - Mohsen Attaran. "The Future of Technology: The Convergence of Biotechnology, Artificial Intelligence, and Neural Networks." BREC (Business Research and Education Center) seminar, School of BPA, Oct 8, 2021.
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Dr. Hossein Bidgoli

Professor of Management

- H. Bidgoli, Management Information Systems, Eleventh Edition, Cengage Learning, Mason, OH, October 2022.
 - H. Bidgoli, Integrating Information Technology to Healthcare and Healthcare Management: Improving Quality, Access, Efficiency, Equity, and Healthy Lives, Proceedings, National Decision Sciences Institute, Huston, TX, November 19-21, 2022.
 - H. Bidgoli, (Invited) Increasing Student Engagement in the First IS/IT Course: Connecting Theory to Practice, Cengage Blog, Proceedings, Summer 2022.
 - H. Bidgoli, (Invited Presentation), Engaging Students in the First IS/IT Course, Cengage 2022 Virtual Computing Experience, March 23-24, 2022.
 - H. Bidgoli (BOOK REVIEW) The Expert in the Next Office: Essays on Managing Operations & Security in the Era of Cyberspace by Mich Kabay. May 2022, Taylor & Francis, UK.
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Dr. Sumita Sarma

Assistant Professor of Management

Recent acceptance:

- Sarma, S., Attaran, S., & Attaran, M. (2022). Sustainable entrepreneurship: Factors influencing opportunity recognition and exploitation. The International Journal of Entrepreneurship and Innovation, 14657503221093007.

AOM 2022 presentation (summer) – based on my recently published book chapter:

- Sarma, S., & Simmons, S. A. (2022). Societal Attitudes Toward Corporate Responsibility and Social Entrepreneurship. In WORLD SCIENTIFIC ENCYCLOPEDIA OF BUSINESS SUSTAINABILITY, ETHICS AND ENTREPRENEURSHIP (pp. 199-223).

Faculty Highlights

Dr. Jeremy Woods

Associate Professor of Management

- Dr. Woods has been appointed Faculty Director for BPA's new Center for Entrepreneurship & Innovation (CEI). The center is funded with \$1.2 million in operating budget from community donors and will be focusing on building more scalable student & community startups, expanding entrepreneurship education, and building our Kern County entrepreneurship ecosystem together with the Beautiful Bakersfield & Boundless Kern (B3K) initiative.
 - Dr. Woods has been working with NSME, the Air Force, the Navy, and NASA to develop educational partnership agreements with these aerospace sector leaders to start working on R&D and tech transfer projects starting this fall.
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Dr- Zhenning "Jimmy" Xu

Assistant Professor of Marketing

- Professors Zhenning "Jimmy" Xu (presenter), McDowell Porter (presenter), Fernando Parra, Abbi Peters, and Jeremy Woods won the 49th ACME Conference AxxessCapon Competition and Award in 2022 in Louisiana, USA. This competition and award recognize marketing educators for developing innovations to enhance student learning. ACME, an associate of the Federation of Business Disciplines, is a professional marketing organization founded "to encourage exploration and development of superior marketing practices from academic and practitioner perspectives."
- Professors Zhenning "Jimmy" Xu (presenter) and Jeremy Woods won the CSUB 2022 Pandemic Research Award for their teaching project "OpenforBusiness_Rising from COVID-19 - A experiential learning assignment".
- Professor Zhenning "Jimmy" Xu presented "Understanding SEO Factors Using Principal Component Analysis" at the 49th ACME Conference in 2022 in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu Presented an invited workshop "Reproducible Interactive Dashboard Design Using R and R Markdown" at the 49th ACME Conference in 2022 in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu Participated in a panel discussion on "Supervising Undergraduate Student Research" at the 49th ACME in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu's students, Loren Gillilan and Ryan Brimer, won the nomination for the 2021 Global Online Marketing Academic Challenge (GOMAC) award (one of the three nominations from the USA) for their Online Google Ads Campaign project for the Alpine Labs.
- Professor Zhenning "Jimmy" Xu served as an external judge for the 2022 Plot-a-thon Data Visualization Festival (CSUCI) hosted by CSU Chanel Islands.

Faculty Highlights

Dr. Craig Kelsey

Professor of Public Policy and Administration

- Kelsey, C.W. [2022] The Delegation Principle: Helping Volunteers to Succeed. The Executive. Spring Issue [Reprinted with permission in The Resource. [Spring Issue 2022]
 - Kelsey, C. W. [2021] Mentoring Programs for Not-for-Profit Volunteers. The Executive. Spring Issue.
 - Kelsey, C. W. [2021] Rules of Employment Arbitration. Kern Economic Journal. 23 [2] 17.
 - Kelsey, C. W. [2021] Developing Better Employees: Professional Growth Plans. Kern Economic Journal. 23 [1] 14.
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Dr. Danbi Seo

Professor of Public Policy and Administration

Publications

- [Accepted] Seo, D. & Bryson, J. M. (forthcoming) "Resource development and use in nonprofit collaboration," Public Performance and Management Review.
- [Published] Bryson, J. M., Crosby, B. C., & Seo, D. (2022) "Strategizing on behalf of social enterprises: The case of the Metropolitan Economic Development Association and Catalyst," Public Management Review. 24(1): 124-141. (DOI: 10.1080/14719037.2020.1798128)

Awards

- Mini-grant award from Pandemic Research Group, CSUB
- Course release award from Pandemic Research Group, CSUB

Presentations

- Bryson, J. M., Seo, D., Cheung, Y., & Crosby, B.C. (2022) "Strategizing to support BIPOC businesses and entrepreneurship," Public Management Research Association Conference, May 25-28, Arizona State University-University of Arizona, United States. (planned)
- Seo, D., Bryson, J. M., & Crosby, B.C. (2022) "How can collaboration deliver? A structural approach to understanding collaboration effectiveness," Pandemic Research Symposium, California State University Bakersfield, April 20, Bakersfield, California, United States.
- Seo, D., Bryson, J. M., & Crosby, B.C. (2022) "Does collaboration deliver? A structuration approach on a nonprofit collaboration during the pandemic period," Seoul National University—University of Southern California Joint Conference, January 6-7, Seoul, South Korea. (virtual)

BPA Spring 2022 Graduates

Where are they Going?

Veronica Alejandra Ipatzi- Master of Business Administration

Ipatzi has a professional background in accounting. Additionally, Ipatzi has worked in diverse industries in various roles for over 17 years. She aspires to the new opportunities that are coming with their MBA.



Kimberly Leyva – Bachelor of Science in Business Administration, Concentration in Human Resource Management

Leyva will be receiving Bachelor of Science, Business Administration in Human Resource. She attended Wonderful College Prep Academy for middle school and high school and graduated from high school in 2018. Leyva began my journey as a first-generation college student at CSU Bakersfield. After graduation 2022, she will be starting an Internship in a Human Resource Position at Wonderful College Prep Academy Highschool in Delano. She said, "I am excited to go back to my hometown to begin my career."



Sydney Harrison- Master of Science in Health Care Administration

Harrison received her Bachelor of Science from Pepperdine University with a Degree in Sports Medicine. She continues seeking a position in healthcare management that will allow me to contribute to a healthier world, make a difference in the lives of others, and consistently pursue systems that protect the service of healthcare within our community.



Gracie Lyons- Bachelor of Science in Business Administration, Concentration in Healthcare Management

Lyons has served as a club officer for the marketing club at CSUB. have helped coordinate Runner Dance Marathon event. Gracie will continue her education here at CSUB for her Master of Science in Health Care Administration.



BPA Spring 2022 Graduates

Where are they Going?

Alexander Lyons - Bachelor of Science in Business Administration, Concentration in Marketing

Lyons was President of the Marketing Club and was a volunteer in planning Rowdy Con. As this semester comes to an end, Lyons will be looking forward to continuing his education here at CSUB in the Master in Business Administration program.



Ali Ambriel Humphreys - Master of Public Administration

Humphreys received her bachelor's degree in Political Science in 2020 and have since grown a passion for public service during my time studying for her MPA. During Humphreys time studying for their MPA, she has been fortunate to serve the community of Kern with her experience with the Office of Assembly member Rudy Salas and Eaton & Associates Immigration Attorneys. She recently moved out of Kern County with her husband and is beginning a new chapter working in public service for El Dorado County.



Leslie Carino Capalac - Bachelor of Science in Business Administration, Concentration in Management

Capalac ethnicity is Filipino, and Hawaiian. She grew up with my dad and stepmother who are not here with us. She said, "growing up with my parents was a blessing because during their time they had shown me how to persevere during hardships." For Capalac walking the stage at commencement, is a dedication to her guardian angles.

After graduation, Capalac said, "I will have plenty of time to improve in promoting my ecommerce business, She Cute Fash, while continuing to work with the city job position, I am currently in."



Crystal Cantely - Master of Business Administration

Cantely earned their BSBA in Agricultural Business here at CSUB in spring 2020. She decided to continue her education and further her career at CSUB. She is looking forward to her next adventure in agriculture.



BPA Spring 2022 Graduates

Where are they Going?

Ashley Eleanor Brumm- Bachelor of Science in Business

Administration, Concentration in Marketing

Previously Brumm, has worked various jobs in different industries such as assisted living, education, retail, and food service. She transferred to CSUB in Fall of 2020 to pursue her bachelor's degree in business administration after graduating with 2 associate degrees from San Joaquin Delta College.

After graduation, Brumm will be looking into her first professional business job hopefully in the marketing department of a company. She would like to possibly get into product marketing or advertising. Down the line, she may consider going back to school to pursue her master's degree.



John Velazquez - Bachelor of Science Business Administration,

Concentration in Accounting.

Velazquez is a first-generation student to graduate from a university with parents from Mexico. He wants to continue his career in accounting and earn his CMA (Certified Management Accountant) certification. His plans are to pursue an MBA as his career is just starting.



Rashha Rohina- Master of Business Administration

Rohina got her undergraduate in Business Administration and did a year program of Diploma in Information Technology. She has five years of experience in Human Resources and have served as women rights activist all during her career. After graduation, Rohina would like to work as Human Resources for an organization where teamwork and diversity are valued. In the future, she would like to have her own personal business.



Adrienne Lynn Silva - Master of Public Administration

Silva will be graduating this spring with her second master's degree. She previously received her MBA in 2017 from another university. She is a Sergeant in the CA National Guard. After graduation, she mentions, "I guess what is next for me is to continue helping our community increase our county's population rate of advanced degree earners, which is one of the lowest in CA." Learn more about Silva at: <https://news.csub.edu/a-guiding-hand>



BPA Offers:

Master of Business Administration

(Main Campus, Antelope Valley or Online)

Master of Public Administration

(Main Campus)

Master of Science in Healthcare Administration

(Main Campus)

**For more information Contact the BPA
- Graduate Programs Office at:
(661)654-2780 or
lhernandez1@csub.edu**

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