



## Expanded Stories: August 2019, COB Communications Update

### 1. Kudos

**C.M. Sashi**, Professor, Department of Marketing, with doctoral candidate Gina Brynildsen in Marketing had a paper accepted at the 2019 INFORMS Marketing Science Conference in Rome, Italy. The paper, titled “The Influence of Franchise Network Size on Advocacy in Social Media Networks,” was presented by Dr. Sashi in June.

**Chris Boudreaux**, Assistant Professor, **Monica Escaleras**, Professor, both in the Department of Marketing, with M. Skidmore, have had their paper titled, “Natural Disasters and Entrepreneurship Activity,” accepted for publication in *Economics Letters*.

**Jennifer Attonito**, Instructor, Department of Management Programs/Health Administration, was quoted in an article published by the Division of Research titled, “Faces of Addiction,” by Wynne Parry. The article appears here: <http://www.fau.edu/research/magazine/2019/01/dor-faces-of-addiction.php>

**Andrew Gallan**, Assistant Professor, Department of Marketing, with co-authors, Rakesh Niraj and Awanindra Singh of Case Western Reserve University had a paper titled, “Using Large Scale Customer Feedback: Combining Quantitative and Verbatim in Surveys to Improve Healthcare Operations,” accepted to the 2019 INFORMS Marketing Science Conference in Rome in June.

The following have been awarded the **2018 Schulze Award** from the Richard M. Schulze Family Foundation:

- **Roland Kidwell**, Professor and Department Chair, Department of Management Programs for his articles, “How Family Business Leaders can Encourage Both Devotion and Performance” and “Let’s Get Professional: Family Firms Need HRM Practices.”
- **Mingxiang Li**, Associate Professor, Department of Management Programs, for his article, “Technical Specialized Knowledge and Founder Leadership at Initial Public Offering.”
- **Kathryn Kloepper**, PhD Student for her article, “How Family Business Leaders can Encourage Both Devotion and Performance.”



## 2. Freshman Convocation

Please welcome our new students at the Freshman Convocation on **Sunday, August 18, at 1 p.m.** in the Carole and Barry Kaye Auditorium of the FAU Student Union on the Boca Raton campus. This ceremony marks the official beginning of our new students' four-year academic journey, and it is an opportunity to form an early connection with them as they join our community of learners.

College Deans and faculty will meet in the area adjacent to the VIP room of the auditorium in the Student Union for light refreshments before the convocation. Faculty will be asked to line up in regalia for the processional at 12:45 p.m., with the deans in front of the line. An event coordinator will direct faculty in the lineup and will lead them in the Processional to the stage.

Visit [www.fau.edu/ugstudies/freshmanconvocation](http://www.fau.edu/ugstudies/freshmanconvocation) for more details.



### 3. 2019 Research Showcase

**When:** Sept. 26 and 27

**Where:** FAU Tech Runway, 901 NW 35th St. Boca Raton, FL 33431

**Day one** (3:30 to 7:30 p.m. Thursday, Sept. 26)

A panel discussion on artificial intelligence and emerging technologies, and the annual research faculty recognition reception.

**Day two** (8 a.m. to 4 p.m. Friday, Sept. 27)

Posters and speakers from each college.

*If you have any questions about this event, contact [Cammi Clark](#).*



#### 4. Website/CMS Training and Canva.com Design Training (Aug. 26-30)

##### **Website/CMS Training (\*Please bring a laptop if you have one!)**

Do you want to embed pictures onto your College of Business webpages? How about organizing your content so that it expands and hides – letting users read what they want, when they want? COB Web Developer, Sireesha Puttagunta, will be reviewing all the website tools made available for COB website editors to use. These tools are fun to use, and they make it easy to keep your pages looking fresh!

*New users* - please attend one of the intro trainings on either Monday, 8/26, or Wednesday 8/28. Friday, 8/30, will be an open forum/Q&A where we field user-questions and assist with page updates for the entirety of the class.

Please note:

- CMS intro training is required to have access to edit pages on the website.
- You're welcome to attend more than one training session, and please bring specific examples of changes you want to make to your pages so that you can actually do your work during training.
- *\*Unfortunately, we will not be in a lab with available computers, so please bring a laptop if you have one! If you need a loaner laptop, we have two or three made available for training. Please reserve yours by emailing [cobcommunications@fau.edu](mailto:cobcommunications@fau.edu).*

If you have any questions about CMS training, please email Sireesha at [sputtagunta2016@fau.edu](mailto:sputtagunta2016@fau.edu).

##### **Canva Design Training:**

Are you interested in quickly, and more easily, creating eye-catching visuals for social media, presentations or print collateral like flyers and postcards? Then attend one of our Canva training sessions. [Canva.com](https://www.canva.com) is a free, graphic design tool with lots of easy-to-use templates for producing social, web, and print imagery. COB Marketing & Social Media Specialist, Jen Mullins, will lead the session. If you have any questions about Canva training, please email Jen at [mullinsj@fau.edu](mailto:mullinsj@fau.edu). Prior to training, sign up for a free account [here](#).

##### **Training Schedule:**

- Monday 8/26: Web/CMS Intro Training & SEO Basics
  - 1:00 – 4:00pm, OD 102
- Tuesday 8/27: Canva Design
  - 9:30am – 12:30pm, OD 102
- Wednesday 8/28: Web/CMS Intro Training & SEO Basics
  - 1:00 – 4:00pm, OD 102
- Thursday 8/29: Canva Design
  - 1:00 – 4:00pm, OD 102
- Friday 8/30: Web/CMS Open Forum
  - 9:30am – 12:30pm, OD 102



## 5. Staff Photos (Aug. 26-30)

Are you \*new to the College of Business or would you like to update your current staff photo?

Staff photography will be available August 26-30th, from 9:30am - 4pm, in the DeSantis Pavilion Theater (located on the 2nd floor of the COB DeSantis Pavilion next to the Adams Center for Entrepreneurship).

To have your photo taken, please [make an appointment](#) with COB Marketing & Communications Specialist, Ryan Swanno ([rswanno@fau.edu](mailto:rswanno@fau.edu)).

\*Please note: staff photos are required for the [Faculty and Staff Profiles](#) page on our College of Business website.