

WHAT'S NEW, CREW?

MARKETING AND LOGISTICS
DEPARTMENT

M&L

Fall 2023
Newsletter



What have we been up to???

As we reflect on last fall, it can be seen that the pace certainly hasn't slowed down in our department, and it's been a whirlwind of activity. We're thrilled to showcase this newsletter which includes highlights of the outstanding accomplishments of our faculty, who've earned well-deserved awards and honors. Additionally, our students are spreading their wings, engaging in enriching study abroad experiences that broaden their perspectives. Amidst it all, our department has come together in a series of lively events, fostering a strong sense of community and collaboration. Join us as we revisit these moments of success and unity in this edition of our newsletter.



First off, First Night!

As the curtains rose on a new academic year, our department proudly took center stage at First Night—an electrifying event that serves as the grand opening of the school year. We made sure every visitor got a glimpse into the dynamic world of our department and our programs. It was more than just a display; it was a celebration of our commitment to academic excellence and a warm welcome to those embarking on their FIU journey.

PayCargo, AirLink, and FIU Come Together!

Our department hosted an event on November 16th in the beautiful and dynamic area of Wynwood. Thanks to PayCargo and FIU, we listened to Steven J. Smith the CEO of Airlink, who shared how his non-profit logistics organization delivers critical aid to places all over the world that fall victim to natural disasters.

Attendees felt it was exciting and important to hear how Airlink provides complimentary services to help out those suffering from natural disasters around the world. The event was great as they got to hear and meet with the CEO of Airlink as well as network with other attendees from the industry.



PANTHERS AND PAYCARGO: A RECAP OF THE 2023 FIU PANTHER SALES TOURNAMENT

This semester, we hosted our first competition as an officially recognized FIU Global Sales Center! The Panther Sales Tournament (PST) hosted 53 FIU competitors from October 25-27. With the help from our sponsors, 18 winners were awarded over \$3,900 in scholarships.

The focus of PST is its simulated sales role-plays in English and Spanish. In addition to that, students had the opportunity to compete in the 60-second Panther Pitch competition and participate in the sales-focused career fair. This year's product sponsor, PayCargo, was integral in training competitors on their services, giving students insight into the real world of professional sales.

Congrats to our top roleplay competitors: Kalli Stephens (English language champion), Kelsey Sheaffer (English language first runner up), Alejandro Carranque (English language second runner up), Sebastian De La Paz (Spanish language champion), Kelly Bravo (Spanish language first runner up), and Mateo Olave (Spanish language second runner up). The full list of winners can be found at fiu-pst.com/2023-winners.

We look forward to seeing everyone compete again at next semester's Global Bilingual Sales Competition!



03/12

What a great turn out!

Excellence in Teaching Award

On Wednesday, October 18th, our very own Prof. Tim Birrittella received the University-wide “Excellence in Teaching” award at the Faculty Convocation Awards Ceremony. This award is given to six faculty members out of 1,800+ eligible faculty and he was the only recipient in this category from the College of Business. Recipients were evaluated based on the quality of pedagogy, evidence of learning and effective teaching, professional development in higher education, and courses taught. Prof. Birrittella was recognized because he “inspires students in marketing and combines real-world experiences with classroom teaching.” This is the third time (2023, 2016, & 2005) he has received the award.



Congratulations Prof. Tim Birrittella!

Affective & Audacious AI

Alum Jeff Zelaya hosted a round table event about the Future of Marketing with AI as a collaboration with Amazon Advertising. They talked about the transformative power of AI and the importance of embracing it for future effectiveness in the industry. Marketing experts were invited to participate, and it was a great discussion!



04/12



Forbes 30 Under 30: One of our Own!

Cheers to an extraordinary achievement! We are thrilled to announce that our exceptional MSM graduate, Cesar Toirac (MSM Cohort 2), has been recognized on the prestigious Forbes 30 Under 30 list in the music industry. This is a testament to Cesar's outstanding talent, dedication, and the impact he's making in the field. We couldn't be prouder to have had him as part of our department. Here's to Cesar and his continued success—may this be just the beginning of a remarkable journey in the music industry. Congratulations!

05/12

Conference Highlight!

Dr. Umair Usman and Shivam Agarwal (doctoral student at FIU), together with Dr. Ripinka Patil (Assistant Professor of Marketing at Southern Illinois University) participated in a special session related to behavioral research on technology in marketing at the annual conference of the Society for Marketing Advances in Fort Worth, Texas. They had a very engaging and enlightening session with panelists and attendees where they discussed important topics such as theories in use within consumer-AI research in marketing, important and impactful questions that we need to be asking about AI as academics, and the current practices of studying various technologies in marketing via behavioral research including AI, blockchain and the metaverse.

Visiting Peru!

Dr. Ron Mesia was a speaker at the following conferences:
Expoindustrial at the Industrial Engineering, hosted by the Universidad Peruana de Ciencias Aplicadas: From the Americas to the Southeast Asia Seaports. Impact of the new seaport HUB in Peru VI
Engineering International Conference, hosted by the Antenor Orrego Private University in Peru: Artificial Intelligence, Impact in Supply Chain, & Blockchain Impact on Logistics.

We Love Our Alumni!

This past semester, Dr. Lennay Chapman invited Justin Seedman (MSM Cohort 8) to visit to her MAR 6722 E-Marketing class. Justin shared his story of being a physical education teacher who used his expertise to develop and market a personal training business. He also shared his recent experiences launching and running various e-commerce businesses. As an FIU MSM program alum, Justin shared insights on how to make the most of the program. He emphasized getting to know everyone involved in the program, including other students, professors, and alumni. The students found his story inspiring and had many questions. Overall, it was a great way to gain the perspective of a successful entrepreneur and program alum, who is now also an advisory board member.



A win for our Department

MSLSCM Cohort 11 students, Arlene Ortega, Tynesha Tynes, and Kajal Tailor, coached by our very own Dr. Ha Ta, teaching SCM 6206 - Logistics Systems and Analytics, participated in the SAP ERPsim Lab - HEC Montréal Maple Game Challenge 2023 with 17 other teams from all over the world. They received the honor of fourth place and accomplished this as first-time participants! Congratulations!!!



06/12

Some More Faculty Highlights:

In September, Dr. Andrea Patrucco was invited to visit Auburn University, Department of Supply Chain Management. The visit had research purposes and, together with two colleagues (Dr. Glenn Richey and Dr. Tony Roath), they discussed and presented their ongoing project focused on the relationship between supply chain resilience and responsiveness capabilities to Ph.D. students and other faculty.



On Sunday, December 17th, Amanda Yap graduated with both a Master of Business Administration and a Master of Science in Finance from Florida International University. Her proud father is Professor Andrew Yap, Assistant Teaching Professor in FIU's College of Business' Department of Marketing and Logistics, who has been teaching at FIU since 1997. Professor Yap was honored to have been able to personally congratulate Amanda in the faculty greeting line as she received both degrees. Congratulations to Amanda on becoming an FIU Panther and for completing both an MBA and MSF from FIU.



Dr. Craig Austin, Associate Teaching Professor in the Department of Marketing and Logistics at Florida International University's College of Business, was featured in an article by CBS News discussing food costs for Thanksgiving: "The food items are up slightly because you're still having the supply chain issues," said Austin. He was also featured in an article for Information Week discussing Cyberattacks and Logistics: "The timing and the scale and the impact of that disruption suggest it was a very targeted attack," said Austin.



Thank you for your insight, Dr. Austin!

DRUM ROLL, PLEASE... WELCOME BACK STUDY ABROAD!!!

After a 3 year hiatus, due to the global pandemic, the College of Business re-launched its faculty-led study abroad with a Winter Break 2023 Program to Dubai and Abu Dhabi, UAE, and Doha, Qatar with travels from December 8-19, 2023.

In a unique collaboration between the Department of Marketing & Logistics and the Department of International Business, Teaching Professors, and Faculty Directors for Study Abroad Programs in their corresponding departments, Profs. Elisabeth Beristain and Doreen Gooden contributed their many years of experience to lead this joint effort. 17 College of Business students took advantage of this learning opportunity to experience different cultures and to learn about business practices in a variety of industries.



PH.D. NEWS!

Doctoral Student Publications

Han, Wenjia, Ozdemir, Ozgur, Agarwal, Shivam (2023) “Linking Social Media Marketing to Restaurant Performance - The Moderating Role of Advertising Expenditure” *Journal of Hospitality and Tourism Insights*

Agarwal, Shivam and Jae Hoon Lee (2023) “Effect of Avatar Creation and Exposure to Virtual World on Consumers’ Conspicuous Consumption Behavior” in *Society for Marketing Advances*, ed. Alisha Horky.

Haderlie, Todd, Sphurti Sewak, Shivam Agarwal, and Jaehoon Lee (2023) “Investigating the Impact of ChatGPT on Students Enrolled in Fully Asynchronous Online Marketing Classes” in *Society for Marketing Advances*, ed. Alisha Horky.

Lee, Jaehoon, Shivam Agarwal, Todd Haderlie, and Kaan Canayaz (2023) “How Service Failure Agent (Human versus Robot) Influences Consumers’ Negative WOM” in *Marketing Management Association*, Fall 2023.

Agarwal, Shivam and Jaehoon Lee (2023) “Inclusive Tourism for Inclusive Society Powered by Metaverse” in *AIRSI (Artificial intelligence, Immersive technologies, Robots, Social media, and Internet of things): The Metaverse Conference*

PH.D. NEWS!

Doctoral Student Achievements Summer & Fall 2023

Job Placement

Todd Haderlie (5th Year Doctoral Student) accepted a job offer from Stetson University, Deland, FL. He will start his tenure-track position as Assistant Professor of Marketing in the summer of 2024.

Doctoral Consortia

Todd Haderlie represented FIU Marketing & Logistics at the 2023 AMA [American Marketing Association] Sheth Doctoral Consortium held in Oslo, Norway.



Todd Haderlie and Shivam Agarwal represented FIU Marketing & Logistics at the 2023 MMA [Marketing Management Association] Doctoral Consortium held in Orlando, FL.



PH.D. NEWS!

Best Paper Awards

Kaan Canayaz (3rd Year Doctoral Student) won the Best Paper in Track Award at the 2023 Society for Marketing Advances conference held in Fort Worth, TX.



Sphurti Sewak (Class of 2023) won the Best Paper in Track Award at the 2023 Society for Marketing Advances conference held in Fort Worth, TX.



Conference Presentations

Tessa Garcia Collart (Class of 2020) and Patricia Torres (Class of 2021) presented their research at the 2023 Association for Consumer Research held in Seattle, WA.

PH.D. NEWS!

Our current and former doctoral students participated in the 2023 Society for Marketing Advances in various capacities including track chairs, session chairs, presenters, and panel discussants: Ellen Campos Sousa (Class of 2021), Nuket Serin (Class of 2022), Sphurti Sewak (Class of 2023), Todd Haderlie, Shivam Agarwal, and Kaan Canayaz.



Joy Fest

Shivam Agarwal participated as a speaker in the 2023 Financial Wellness Panel at the 2023 Joy Fest organized by the College of Business, FIU.

