

WHAT'S NEW, CREW?

MARKETING AND LOGISTICS
DEPARTMENT

M&L

Spring 2024
Newsletter



What have we been up to???

As the spring semester unfolds, our department maintains its dynamic pace, brimming with activity and accomplishments. In this edition of our newsletter, we're excited to share the outstanding achievements of our faculty members, who continue to receive accolades and recognition for their remarkable contributions. Our students are also venturing into new horizons, embracing enriching study abroad experiences that broaden their perspectives and fuel their academic growth. Amidst this flurry of activity, our department has thrived as a tight-knit community, coming together in lively events that foster collaboration and unity. Join us as we delve into the vibrant successes and collective spirit that define this spring semester in our department.

Sales Center Industry Night

Join us in celebrating the success of our Industry Night event, hosted on January 31st by the Sales Center at FIU! With an impressive turnout, we welcomed industry partners and sponsors who provided invaluable insights into various careers within the sales sector. Students had the opportunity to explore diverse job roles and discover exciting internship prospects. This event exemplified our commitment to fostering meaningful connections and empowering future sales professionals.



— 02/25

What a great turn out!



A Prestigious Award

Dr. L. Craig Austin attended the IACBE Annual Conference in Memphis, Tenn. from 04/03/2024 to 04/05/2023.

Dr. Austin presented an article at the conference that highlighted the FIU Logistics and Supply Chain Management program, and won the Peregrine Global Services Best Paper Award for “Assessing the alignment between logistics education and the need in the field: A Necessary Condition Analysis.” Woohoo!!

A Revamp for Research!!

The department has reinstated our Research Seminar Series with three research presentations this semester:

Professor Bodo Lang visited us in February from Massey University in Auckland, New Zealand and presented his research on what makes consumer share word-of-mouth and how marketers can use that strategically.

In March, Professor Walter D’Lima of FIU’s Tibor and Sheila Hollo School of Real Estate presented his research on the effect of pre-sale promotions through “Coming Soon” notifications on real estate prior to official listings. Professor D’Lima’s interdisciplinary research at the intersection of marketing and real estate generated a rich, interactive discussion and debate.

Finally, our own Professor Sebastian Garcia Dastugue presented his conceptual research on the changing role of information in supply chain management such that consumption and usage data can now be collected, rather than merely point-of-sale data, and used strategically to push promotions, reduce waste, and balance demand.

Thank you sincerely to all our presenters! We look forward to continuing to foster an active collaborative research environment with future presentations by researchers both from within and outside of FIU.

FACULTY STUDY ABROAD



When FIU bid its students a happy spring break on February 23, 2024, ten professors embarked on a journey that enriched their cultural understanding of the Old World. As the first of its kind for FIU's College of Business (COB) and the Department of Marketing and Logistics, Professors Kimberly Taylor, Jaclyn Tanenbaum, Ha Ta, Jayati Sinha, Ronald Mesia, Maria Garcia, Joshua Dorsey, Sebastian Garcia Dastugue, Vivian Chen, and Elisabeth Beristain-Moreiras shared in eager anticipation and delight for the 9-day faculty-only program. Two European countries, Spain and Italy, awaited.

FACULTY STUDY ABROAD

First off, Spain!!

Renowned for its Neo-classical architecture and complicated past, Spain's capital city of Madrid was the group's first stop. The team of professors marched up and down Madrid's grand boulevards and historic plazas, relishing the sights and sounds of a city decorated with various art museums, tapas bars, bike paths, parks, and boutique shops. The group spent many hours on a walking tour in the historic district, and visited the famous Museo del Prado (Prado Museum), the Royal Palace, grand plazas, local eateries, and cathedrals. They celebrated flamenco artistry at Teatro Flamenco Madrid; cooked and savored local dishes; and discovered the challenges in marketing wine to a changing demographic at Licinia Wines and Jesus Diaz & Sons Winery on the outskirts of Madrid. On their final day in Spain, they gained insights on luxury marketing during a private tour of Casa LOEWE, part of LVMH, where they discussed shifts in consumer behavior and celebrity sponsorship.



— 05/25

FACULTY STUDY ABROAD

Then, Italy !!

The second leg of the program introduced professors to a city whose reputation is rooted as the world's fashion capital, known for its elegance and sophistication. When the professors entered Milan, they were in awe of il Duomo di Milano (the Milan Cathedral), a Gothic masterpiece that took over 600 years to build. Aside from exploring the city with tours of il Duomo and Museo Teatrale alla Scala (La Scala Theatre Museum), the group drove to Turin, a city embraced by the Alps.

There they learned about the Piedmont region and wandered around il Musei Reali di Torino (the Royal Museums of Turin). In Genoa, they gained an understanding of agricultural production, distribution, and export practices at Il Pesto di Pra', a family-owned basil facility that has produced traditional pesto for over two centuries. When they drove further to Genoa, Matthew Rice, Director of FIU's Genoa Program, guided them on a walking tour and shared details of the medieval city's colorful history and architecture.

At the close of their Italian circuit, the group met with Caroline Chung, an American diplomat and representative of the U.S. Commercial Service, part of the U.S. Department of Commerce's International Trade Administration, to learn about international trade, policy, and inter-country insights. Towards the end of their journey, FIU's professors reflected on the Faculty Study Abroad trip and agreed it was better than they could have ever imagined. It inspired new ideas and reawakened their curiosity in appreciation of the people they had met, and the depth of conversations shared. When Clarissa Reyes, the program coordinator, asked if they would do it again, they smiled and replied, "Just tell me when."

FACULTY STUDY ABROAD



FACULTY STUDY ABROAD



From Vision to Fruition !!

At the time of the COVID-19 pandemic and post-pandemic, FIU's Student Study Abroad programs halted due to health concerns and restrictive travel policies abroad. As a response, a need for a creative approach emerged that resulted in two years of dedicated planning. Elisabeth Beristain-Moreiras, Director of the Department of Marketing and Logistics Student Study Abroad and program visionary, explained:

“The idea for a faculty program occurred to me back in 2022 basically as a result of the isolation of the COVID pandemic where faculty had been and continued to be limited in our interactions with colleagues and with students. As I couldn't plan or conduct any student study abroad programs after Spring Break 2020, and so many faculty had expressed interest over the years in participating in a study abroad when I talked about our faculty-led programs in our monthly meetings, I thought: why not put together a program for our faculty to ‘experience study abroad’ and to use our time together to engage with each other and rekindle established bonds and create new ones with faculty who had been hired just prior to or during the pandemic? Spring Break seemed like an ideal time for us to travel together!”

08/25

FACULTY STUDY ABROAD

Thanks to the support from the Department Chair and COB Administration, efforts were made to cultivate faculty involvement. The Department of Marketing and Logistics faculty completed a survey that helped organizers develop a program and identify vendor support. Dr. Kimberly Taylor, Department Chair and program participant, added:

“On a deeper level, this trip, and the corporate visits and experiences we had allowed faculty the opportunity to see some of what they teach put into practice up close, and to see how business and marketing practices may differ around the world. In touring company headquarters and manufacturing facilities, hearing from marketers and trade representatives, and viewing products and advertisements in multiple cities, we were able to gain knowledge and real-world examples we can bring back to the classroom.”

With continued collaboration and interest, FIU’s study abroad programs will further enhance participant world views, foster healthier dialogue on complex issues, and enrich critical and creative thinking in both students and professors alike.



Faculty Publications:

Dr. Ron Mesia has 3 publications currently under review:

1. Automation, sustainability, and digitalization at Callao Port: An exploration of Operations at the Southern Dock from 2019 to 2022
2. Current research trends on digitalization in port supply chain operability management published from 2017 to 2022
3. Leagile Supply Chain Modeling: A case study of Peruvian sports goods distribution company

Amazing work!

Our very own Dr. Sebastian Garcia Dastugue recently received an accepted publication:

García-Dastugue, S.J., García-Contreras, R., Stauss, K., Milford, T. and Leuschner, R. (2024), "Food insecurity: addressing a challenging social problem with supply chains and service ecosystems", The International Journal of Logistics Management, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJLM-03-2023-0113>

This is to be published in the International Journal of Logistics Management.
Way to go!!

Dr. Bahadir's paper is expected to be published in the Journal of International Marketing:

Sainam, P., & Bahadir, S. C. (2024). Emerging Market Firms' Internationalization Pricing Strategies: The Role of Country of Origin and Organizational Learning. Journal of International Marketing, 0(0). <https://doi.org/10.1177/1069031X241226668>

Congratulations on this amazing publication!

Dr.Linnéa Chapman recently had her paper accepted for Publication:

Chapman, Linnéa M., Ana Valenzuela, and Kathleen D. Vohs (2024), "More than Just Your Name: Public Donations Drive Inferences of Egoistic and Altruistic Motives," Psychology & Marketing.

Congratulations on your hard work!

2024 FIU Service and Recognition Awards

Nicolo Alaimo was recognized for Five Years of Service and represented the Global Sales Center that was nominated for the FIU Community Award.

Gabriela Alpizar, Program Manager, Global Sales Center, was recognized for Five Years of Service.

Michelle Londono, Program Coordinator, Dept. Mktg. & Logistics, was recognized for Five Years of Service.

Cassandra Otero, Assistant Director of Administrative Services, Dept. Mktg. & Logistics, was recognized for Fifteen Years of Service and also nominated for a Service Excellence Award.

Global Sales Center Co-Directors, Nicolo Alaimo, Associate Teaching Professor, and Rafael Soltero Venegas, Associate Teaching Professor, were both nominated for the FIU Community Award. The FIU Community Award is for employees and areas of the university that support the university's mission by promoting high quality teaching, state-of-the-art research and creative activity or collaborative engagement with our local and global communities during the past year. The award was sponsored by Gabor Financial Solutions.

Congratulations and thank you for everything you do!!



Community Engagement!

Ali Frost, CMO of Ship Sticks, visited cohort 22's Master of Science in Marketing MAR 6838, Brand Management course taught by Dr. Suleyman "Cem" Bahadir, as a guest speaker. They conducted a brand management case discussion. It is always great to have community members involved in the curriculum of our students!



Professor and department chair, Dr. Kimberly Taylor, supervising an undergraduate honors student, Sofia Nava Marron, and her independent research project this semester, titled: "Exploring Gender Representation in Alcohol Advertising Across Decades." She presented her work on Tuesday, April 2nd, at FIU's Undergraduate Student Research Conference.



Way to go, Sofia and Dr. Taylor!!

Sharpening Your Soft Skills Series

The Master of Science in Marketing (MSM) program held their first MSM speaker event titled Manage Up. It was part of their MSM Speaker Series: Sharpening Your Soft Skills. MSM alum Carmen Ackerman was the guest speaker. MSM students, alums, faculty, and advisory board Members came together to gain helpful insights on how to prepare for any work environment by using tools to help grow professionally and personally into a productive and well-regarded coworker.



The Master of Science in Marketing (MSM) program hosted another great event in the Sharpening Your Soft Skills Speakers Series. This event featured MSM alum and advisory board member, Julio Morel. Julio shared his thoughts and experiences about how to harness data and becoming insights-driven leader. Julio's presentation sparked many thought-provoking questions and interesting discussions among the MSM students, alums, board members, faculty staff, and our FIU mascot, Roary the Panther.



Happiness Fest

Dr. Jayati Sinha served as the happiness ambassador and also participated in a panel discussion on “Education, Well-Being and Happiness” along with Izarbe Lafuerza, founder of Alt.O, and Gabriela Perez Eusebio, Director of the Civitas School in Santo Domingo, Dominican Republic.



Magnificent MSM News



Professor Yanyn San Luis, teaching MAR 6936 - Special Topics in Marketing course for cohort 21, had a great class visit by Jason Mizrahi, VP of Unified Partnership at IHeart Media recently where he covered his extensive experience in media cause Marketing and best practices and navigating a competitive sales arena. How cool!

Students in Dr. Jaclyn Tanenbaum's MAR 6646 - Marketing Research course for cohort 23 conducted their own hands-on marketing experiments today. During this fun and interactive activity, students worked in groups to design, program, and conduct a marketing research experiment using real-world scenarios. Once the data was collected, the students analyzed the results and prepared insights-driven presentations, showcasing their research skills. The prior cohort even came back to participate.

Radiant Rankings

For the Dean's 2022 - 2023 annual report, our department had many successes worth celebrating. Some of our highlights include our Master in Logistics and Supply Chain Management program ranking seventh in the country and our Master in Marketing program ranking tenth! Check out the report and the rankings here:

<https://business.fiu.edu/news-events/publications/annual-report/>

Congratulations to the entire department for these phenomenal rankings!!

LSCMA NEWS!

During the spring semester, the Logistics and Supply Chain Management Association hosted five meetings with FIU logistics majors. The students had the opportunity to meet with experts from the logistics industry, such as Nicholas Roe (Export Manager/Sales Director from Florida Customs Brokers & Forwarders Association), Juan Camilo Arias (Trucker/Logistics Expert from ARA Logistics, and Albert Razon (Pricing Manager/ DHL Express) to discuss the insights of working for a logistics company and how logistics students can obtain job opportunities in the logistics field.



PAYCARGO PROGRAMS HEAD TO THE EVERGLADES!!!

Our FIU PayCargo Supply Chain and Logistics students from the undergraduate and graduate programs visited the Port Everglades headquarters on Thursday, March 22nd, 2024. Port Everglades is one of the busiest cruise ports in the world. It is a leading container port in Florida and among the most active cargo ports in the United States. Robert Barcelo, Senior Manager of Port Everglades, gave our students a tour of the Port Everglades. This tour gave our students a great perspective on how Port Everglades is South Florida's main seaport for receiving petroleum products including, gasoline and jet fuel. Its Foreign-Trade Zone No. 25, office space inside the port's secure area and neighboring logistical warehouses, make Port Everglades a highly desirable business center for world trade.





FACULTY SPOTLIGHT: ELISABETH BERISTAIN-MOREIRAS

Elisabeth Beristain-Moreiras is a Teaching Professor in the Department of Marketing & Logistics. She has been Faculty Director for the department's study abroad programs since 2011, and has represented the College of Business as a Faculty Senator (FS) for 10+ years, having served on the FS Steering Committee, and on numerous university and department committees.

As a member of the FS Steering Committee, she spearheaded the FIU Faculty On-Campus Safety Resource Perceptions Survey conducted in 2023, in collaboration with department colleague Jackie Tanenbaum.

Elisabeth has planned and led study abroad programs together with 6 faculty partners: Tim Birrittella, Vivian Chen and Ron Mesia from the Department of Marketing & Logistics, Fred Perry from the School of Accounting and Fernando Figueredo formerly from the School of Communications. In 2023, Elisabeth collaborated with IB Professor Doreen Gooden to re-launch COB Faculty-led Study Abroad, after a 3 year hiatus due to the COVID pandemic, with a program to the UAE and Qatar for Winter Break 2023.

Born in England, she inherited her spirit of adventure from her parents – both avid world travelers. Her travel experience began with her 1st transatlantic voyage from Southampton to New York as a toddler aboard the Cunard RMS Queen Elizabeth, and continued with family and professional travels which have led her to visit 60+ countries. She has shared her travel knowledge and organizational expertise with close to 400 students across 20+ study abroad programs, and a recent departmental faculty development program.

Her most memorable adventures include solo travels to Iguazu in South America, to Machu Pichu and Cusco in Peru, as well as family travels to India, Thailand, Nepal, Turkey, and Morocco. Elisabeth lived with her family in Mexico for 25 years and in Puerto Rico for 3 years. She has held senior management positions for Latin America in global communications giants JWT, Leo Burnett, DMB&B, and Burson Marsteller as well as in global financial services for JP Morgan Chase. She was a pioneer female leader in Mexico in the automotive and luxury sectors.

She has also been an entrepreneur as the founder of a qualitative research firm. Elisabeth's ability to communicate fluently in four languages has proven useful in her global adventures. She is currently planning study abroad programs with department colleagues for 2025.

PH.D. NEWS!

Dissertation Defense

Todd Haderlie successfully defended his dissertation on March 20th. He will graduate this Spring semester and join Stetson University as a tenure-track assistant professor of marketing this summer.



Doctoral Student Publications

Lee, Jaehoon, Haderlie, Todd C., Miyazaki, Anthony D., & Lee, Yuri (2024). "Social class and conspicuous brand logo in gift choice." *Journal of Consumer Behaviour*.

Maddocks, Sophie, Jaclyn A. Siegel, Asia A. Eaton, and Shivam Agarwal (2024), "Who Is Invited to the Metaverse? Analyzing Media Coverage of an Emerging Virtual World." *Cyberpsychology, Behavior, and Social Networking* 27, no. 1 (2024): 76-82.

PH.D. NEWS!

Doctoral Student Achievements Summer & Fall 2023

Awards

Todd Haderlie was awarded the Dissertation Year Fellowship from the FIU University Graduate School. Todd also received a travel grant from the FIU Graduate & Professional Student Committee.

Shivam Agarwal was selected to represent the Department of Marketing & Logistics at the AMA - Sheth Foundation Doctoral Consortium, which will be held in June. Shivam was also awarded a travel grant from the AMA Winter Academic Conference in St. Pete.



Kaan Canayaz was selected to represent the Department of Marketing & Logistics at the Academy of Marketing Science (AMS) Doctoral Consortium, which will be held in May.

PH.D. NEWS!

Conference Presentations

Agarwal, Shivam, Sphurti Sewak, Todd Haderlie, and Jaehoon Lee, (2024) “Investigating the Impact of ChatGPT on Students Enrolled in Fully Asynchronous Online Marketing Classes,” American Marketing Association, Feb 2024, St Pete, Florida.

Agarwal, Shivam, Todd Haderlie, Kaan Canayaz, and Jaehoon Lee, (2024) “The Effect of Service Failure Agent (Human versus Robot) on Negative WOM,” American Marketing Association, Feb 2024, St Pete, Florida.



Jenkins, Michael, Todd Haderlie, and Umair Usman (2024) “Small GAIM: How Generative-AI Impacts the Social Capital of Small Brands,” American Marketing Association, Feb 2024, St Pete, Florida.

Serin, Nuket, Adrienne Fayola Muldrow, Murad Canbulut, Sphurti Sewak, Todd Haderlie, Nakeisha Lewis, and Jayati Sinha, (2024) “The Emerging Role of Higher Education Institutions in Advancing D-EI Initiatives,” Association of Marketing Theory & Practice, March 2024, Hilton Head, South Carolina.

PH.D. NEWS!

Agarwal, Shivam, Sphurti Sewak, Todd Haderlie, and Jaehoon Lee, “Investigating the Impact of ChatGPT on Students Enrolled in Fully Asynchronous Online Marketing Classes,” Association of Marketing Theory & Practice, March 2024, Hilton Head, South Carolina.





GLOBAL BILINGUAL SALES COMPETITION

Selling from Miami to Madrid: A Recap of the 2024 Global Bilingual Sales Competition

This semester the Global bilingual Sales Competition (GBSC) hosted 18 schools and over 70 competitors- our biggest competition to date. GBSC started on February 16 with virtual qualifiers. The top 14 teams then traveled to Miami for the finals on April 3-4. Thanks to our sponsors, we awarded over \$10,000 in scholarships to more than 15 students worldwide!

The focus of GBSC 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.

Long-time GBSC product sponsor, **HubSpot**,

provided multiple training webinars for competitors ahead of the virtual rounds.

In addition to HubSpot, we would like to thank **all the corporate partners** who helped make the competition possible. Not only do their donations allow us to offer scholarships and professional development events to our students, but their time commitment as judges, buyers, and coaches during GBSC make the event a reality.

We would also like to acknowledge everyone who competed in this year's GBSC, and invite them back to compete in future tournaments:

[Panther Sales Tournament \(FIU only\)](#)

October 9-11, 2024

[Global Bilingual Sales Competition](#)

February and April 2025



GBSC winners pose together during the awards ceremony on April 5, 2024.

FIU LOCAL SALES CHAMPIONS

ENGLISH FIU CHAMPIONS

COMPETITOR	SCHOOL	RANKING
SARA LANDAETA	FIU	ENGLISH CHAMPION
MARITZA SANDOVAL	FIU	SECOND PLACE
MIGUEL WAISMAN	FIU	THIRD PLACE



SPANISH FIU CHAMPIONS



COMPETITOR	SCHOOL	RANKING
SARA LANDAETA	FIU	SPANISH CHAMPION
SEBASTIAN DE LA PAZ	FIU	SECOND PLACE
ERKKI ARPIA	FIU	THIRD PLACE

Sales Society's Spring Wrap-Up

This semester saw valuable workshops, both in-person and online, from top recruiters and sales executives representing our Global Sales Center Sponsors. Breakthru Beverages presented online while Miami Heat, Altria, PayCargo, and HubSpot shared insights during in-person Sales Society meetings.

Our final workshop of the semester, lead by Chrissy Damasco from HubSpot, gave students valuable insights on the world of recruiting. Chrissy shared her experience as a recruiter, providing resume and interview tips along with advice on how students and recent graduates can “shop” for the right company.



SALES SOCIETY
CORNER



Professor Alaimo speaks to a group of newly admitted students and their parents on April 6.



Chrissy Damasco answering student questions during HubSpot's Resume and Interview Skills workshop on April 3.