

Management & Marketing Department

Student Spotlight

Hannah Beazoglou is a 2021 graduate of the Business Administration Department. She is a University Honors Scholar and President of the Delta Mu Delta Honor Society. As a member of the University Honors Program, she completed a thesis, *“Monitoring Length of Stay (LOS) and Readmission Rate at Hospitals: An Analysis using Statistical Process Control (SPC).”* Faculty Advisor Dr. Fatma Pakdil stated, “Hannah’s performance on her Honors thesis is equivalent to that of graduate students.” She is scheduled to present this research at six conferences and is currently undergoing the peer review process to publish the paper in a scholarly journal.

Hannah excelled in her internship program with Aetna, Inc., A CVS Health Company. She started as a Government

Services, Group Medicare intern in 2018. During that two-year internship she developed prospect profiles to build a new business pipeline for the sales team, improved insights for the marketing team to create tailored messaging and collateral by employer buyer type, researched population health topics to support the development of a differentiated clinical value story and presented her deliverables and recommendations to the Aetna Executive Leadership and Senior Sales Vice Presidents. As a result, she was accepted into the General Management Corporate Internship Program at Aetna in 2020 and was recognized for her leadership qualities and encouraged to apply for CVS Health’s General Management Development Program (GMDP), which she starts upon graduation.



During her time at ECSU, Hannah received the following prestigious awards: Dean’s List, Academic Excellence Scholarship, Honors Scholarship, Eastern Scholars Scholarship, Delta Mu Delta Regional Award, Henry Barnard Foundation Distinguished Students Award, and President’s Award for Undergraduate Research and Creative Activity. Congratulations Hannah!

Faculty Spotlight: Dr. Oh

Dr. Nahyun Oh, assistant professor joined Eastern in fall 2020. She received her Ph.D. in Business Administration with a concentration in Strategy/Entrepreneurship from the University of Missouri in 2018. From 2018 to 2020, she worked as a postdoctoral research associate at the University of Illinois.

Her research interests revolve around social enterprises and social-mission oriented firms’ top management teams, resource acquisition, and value creation. In her doctoral thesis, she explores how social enterprises successfully attract financial resources from prospective investors and which characteristics of the founder-CEO of the social venture influence the CEO appointment. Currently, she is researching how product diversification strategies and business-level strategies of social mission-

oriented firms at the start-up stage influence the firms’ survival and future value creation and capture. Her research has been presented at the Academy of Management (AOM), the Annual Social Entrepreneurship Conference, and the IESE-LUISS Conference on Responsibility, Sustainability, and Social Entrepreneurship. Additionally, her research has been published in Human Resource Management journal, the Journal of Personnel Psychology, and the International Journal of Cross-Cultural Management.

In her first year at Eastern, Dr. Oh has taught Principles of Management, International Business, and the capstone course, Management Policy and Strategy. In these courses, she encourages her students to apply business concepts to solve real business problems using simulations and

case studies. Students learn to think critically about business issues and to come up with creative and practical solutions.

Welcome to Eastern!



Management & Marketing Program Goals

- Students build a strong foundation in the University's liberal arts values critical to functioning as informed citizens.
- Students develop the business and employability skills that prepare them to be competitive upon graduation.
- Programs emphasize community outreach and engagement locally, regionally, and beyond.
- Programs forge and sustain ongoing and mutually beneficial relationships with the broader business community.
- Department recruits and retains faculty experts who support our teaching and research mission as a public liberal arts university.

We provide a comprehensive and practical education to diverse students with the aim of developing ethical, responsible, and problem-solving professionals who meet the emerging needs of organizations and communities in Connecticut and beyond.

*Division of Business
Mission Statement*

Healthcare Management Minor

We are very proud to highlight our Healthcare Management Minor in this issue.

The minor prepares students to contribute to improved outcomes of management functions in health practices, labs, clinics, insurance companies, hospitals, and other healthcare organizations.

As an interdisciplinary minor, the program draws from courses in management,

information systems, health sciences, psychology, economics, and biology. Students develop knowledge of the healthcare environment and skills highly desirable in healthcare organizations.

We encourage all Eastern students to consider the Healthcare Management minor as it will increase their employability potential in this thriving Connecticut industry.

For additional information about the minor, please contact [Dr. Fatma Pakdil](#).



M.S., Organizational Management

The MSOM program is an interdisciplinary degree program designed to meet the needs of working supervisors and mid-level managers. Using the small classes and on-ground and hybrid instruction, the program aims to upskill employees in the region to make them more effective managers and leaders in their organizations.

The MSOM program

underwent the Academic Program Review process this past year. Reviewers provided timely and relevant feedback about program relevance and scope. As a result, the program will undergo a full curricular review to align it with the needs of the University and employer demands for skills in their mid-career employees.

For information about the program, please contact the program coordinator, [Dr. Buck](#).



Faculty Research & Awards

Congratulations Dr. Pakdil for winning the 2021 Undergraduate Research and Creative Activity Mentor Award!

Cavarkapa, B. (2021). The Power of University Branding. *Proceedings of the Atlantic Marketing Association Conference*.

Pakdil F. (2021). Six Sigma Project Prioritization and Selection Methods: A Systematic Literature Review. *International Journal of Lean Six Sigma*. Accepted.

Azadeh-Fard N, Muchiri S, & **Pakdil F.** (2021). A Comprehensive Analysis of Length of Stay and Readmission of Congestive Heart Failure Patients. *Journal of Patient Safety*. Accepted.

Pakdil. F. (2020). Six Sigma for Students: A Problem-Solving Methodology. Palgrave Macmillan & Springer.

Pakdil F, Toktas P, & Can GF. (2020). Six Sigma Project Prioritization and Selection: A Multi-Criteria Decision-Making Approach in Healthcare Industry. *International Journal of Lean Six Sigma*.

Mallory, D., Rupp, D. E., **Pandey, N.**, & Tay, L. (2021). The effect of employee proactive personality and felt responsibility on individual corporate social responsibility behaviors: The CSR context matters. *The Journal of Sustainability Research*, 3(1).

Pandey, N. (2021). Labor market explanations for the decline of American whaling. Abstract published in the *Proceedings of the Labor and Employment Relations Association (LERA) Annual Meeting*.

Villanueva, E., & Ferro, G. (2021). An Update of the Worlds of Wine: The New World and Emerging Countries Influence. *International Journal of Economics and Business Research*.

Ferrer, J. R., & **Villanueva, E.** (2020). A Managerial Survey to Discuss Wine Business Models. *International Journal of Wine Business Research*.

WomenRetire.com

Dr. Craig Erwin is an associate professor of management. He has worked at Eastern for the past 20 years since completing his doctorate at the University of Arizona. He has used his passion for personal finance to educate women on financial security through his blog WomenRetire.com.

During this past year Dr. Erwin has been interviewed by moneygeek.com to provide insight on how college students can save money, especially in car insurance. He was also interviewed by wallethub.com on an expert panel evaluating how the pandemic affected small businesses. For more information, read Dr. Erwin's blog or visit the sites for his interviews.

Dr. Erwin's Blog: <https://womenretire.com/>

[Money Geek Article](#)

[Wallet Hub Article](#)



Honor Society Inductees Spring 2021

Alpha Mu Alpha

Hannah Beazoglou
Joshua Buvelot
Olivia Puleo
John Mesagno
Charlee Grady
Kayla Fichandler

Delta Mu Delta

Annie Marie Audige
Casey John Barrett
Cecily Justine Collazo
Matthew D. Driscoll
Adam J Dyer
Ryan M Elgin
Charlee Grady
Ryan Dorol Morales
Jessica Nguyen
John Pavliscsak
Alexis Viola Silva
Abigail Leigh Stock
Nicole Carmo Thomassen
Deborah Shavon Turner

Congratulations Students!

The Department welcomes sport and leisure management faculty – Dr. Ari de Wilde, Dr. Charlie Chatterton, and Dr. Greg Kane!

Look for new course offerings in sport management in the near future as we align this area with our business programs!

A Student's Perspective of Learning During a Global Pandemic

The transition for a student from high school to the rigors of college course work is an unparalleled and unique experience for each and every one of us. For the class of 2023 it spun most of our lives out of control!

We started at Eastern as normal as can be in the Fall of 2019 with absolutely no warning of what was to come during spring semester! Everyone's first year in college is used to build the foundation of skills and study habits to succeed for the next three years. But in the spring of 2020, we had to start all over again and learn how to be successful students – virtually.

Personally, the greatest challenge for me was motivation. When you are on ground for a class it is easy to reward yourself. For example, you can tell yourself “If I get all of my work done for one class by Tuesday, I can take a small break on Wednesday.”

But during quarantine we didn't have that luxury. There was no rewarding yourself with a hangout with friends or a trip off campus. Your bedroom turned into your classroom, and it felt like there could be no escape. To combat this feeling, I scheduled my day in blocks. No matter the weather, or how I was feeling, I took breaks every two hours to go outside to

refocus myself and go back with a fresh mind to complete my work.

But we did succeed, and we did it together. You would think that learning virtually would push students away but, in most cases, it did the opposite. Even before COVID-19 we were the generation that texted before calling someone and those habits were expressed in breakout rooms and chat boxes. Students would share their study guides and in one of my classes we all went around and shared our favorite Spotify playlists. Anything to feel a connection!

This experience taught me to treat everyone with the upmost compassion because that's how I was treated in these classrooms. The class of 2023 will now start all over again in the Fall of 2021 and they will feel like they are first year students again, roaming the campus and adjusting their habits to being back on ground. I hope everyone will take that extra step and make a connection to their fellow classmates, faculty, and staff. I am excited about coming back to campus and seeing new surprises every day, whether it is meeting someone new or turning a corner and finding a new club event – you never know what is going to happen here at Eastern!

There is another benefit to virtual learning that we would never have been exposed to were it not for the pandemic – virtual collaboration. Companies took what they learned from pandemic and are implementing new practices at work. According to flexjobs.com, 47% of jobs will now offer virtual positions full time even after the pandemic has ended. When we graduate, we will have that extra skill of working virtually that will be in demand to succeed in the workplace of the future. While hopefully virtual learning is behind us, we will take and use those skills with us forever.

Grace Delaney '23

Interested in learning more about the department and our programs?

Contact:
[Dr. Emiliano Villanueva](#)
Incoming Department Chair

[Dr. Wayne Buck](#)
Assistant Chair

[Ms. Miranda Lau](#)
Department Secretary

[Ms. Karen Crowley](#)
Internship Coordinator

Eastern Connecticut State University engages students from diverse backgrounds in a transformative, liberal arts learning experience that provides knowledge and skills to lead enriching, purposeful lives.

ECSU Mission Statement