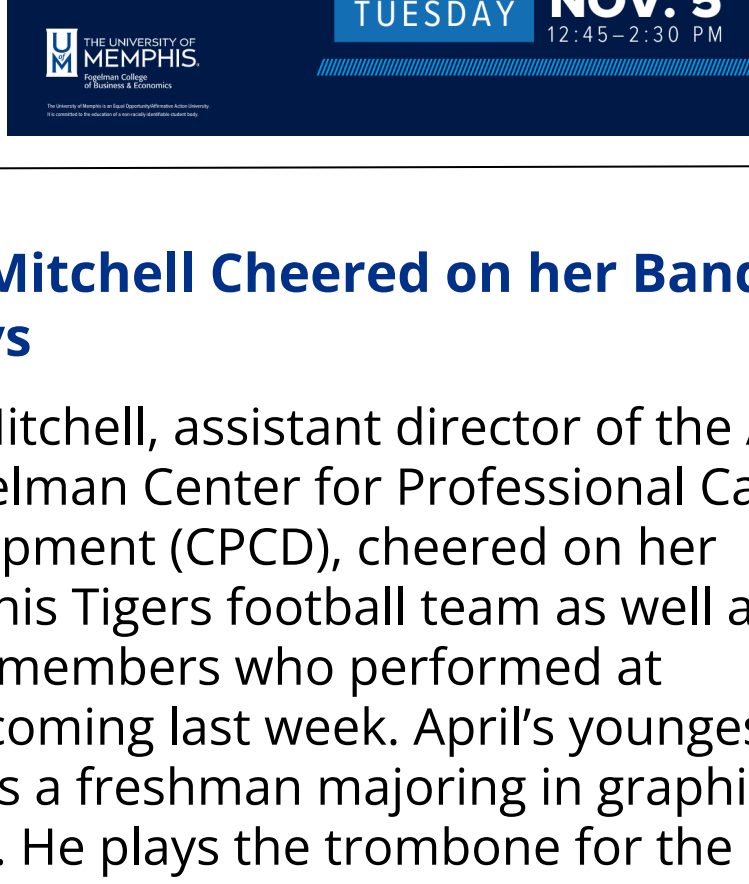


November 2024

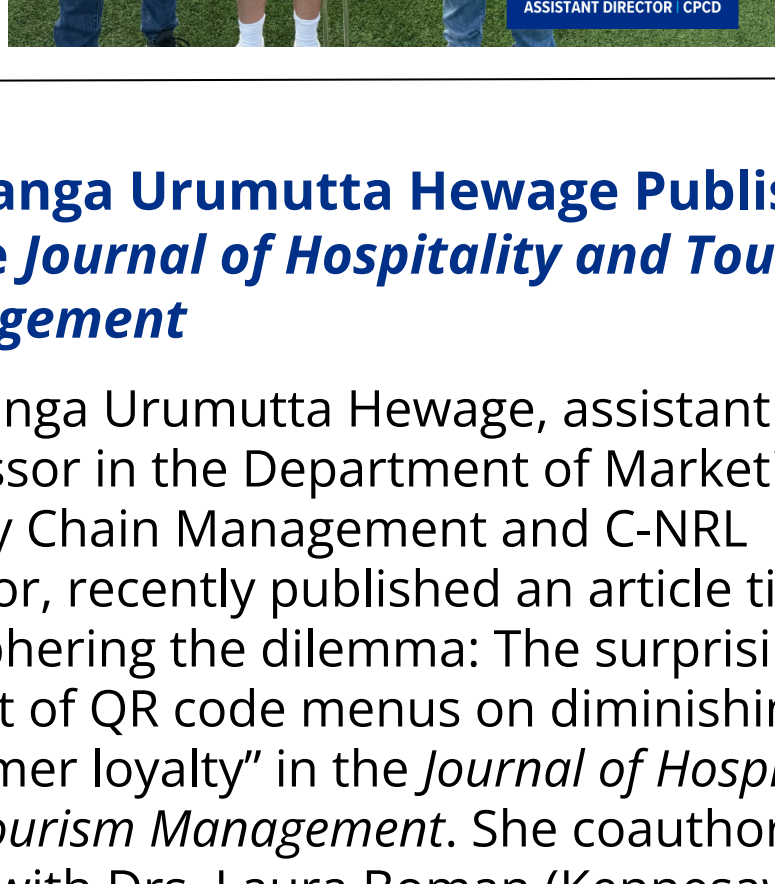
“What It Takes” Event Featuring Marvin Ellison on Nov. 5

Please join us for the next “What It Takes” event featuring Marvin Ellison, chairman & CEO of Lowe’s, next Tuesday, Nov. 5. The event will be held from 12:45 – 2:30 PM in FCBE Room 118. Dean Bobby Garrett will moderate the discussion. Please encourage your students to attend. To learn more and to register for the event, [click here](#). Lunch will be provided.



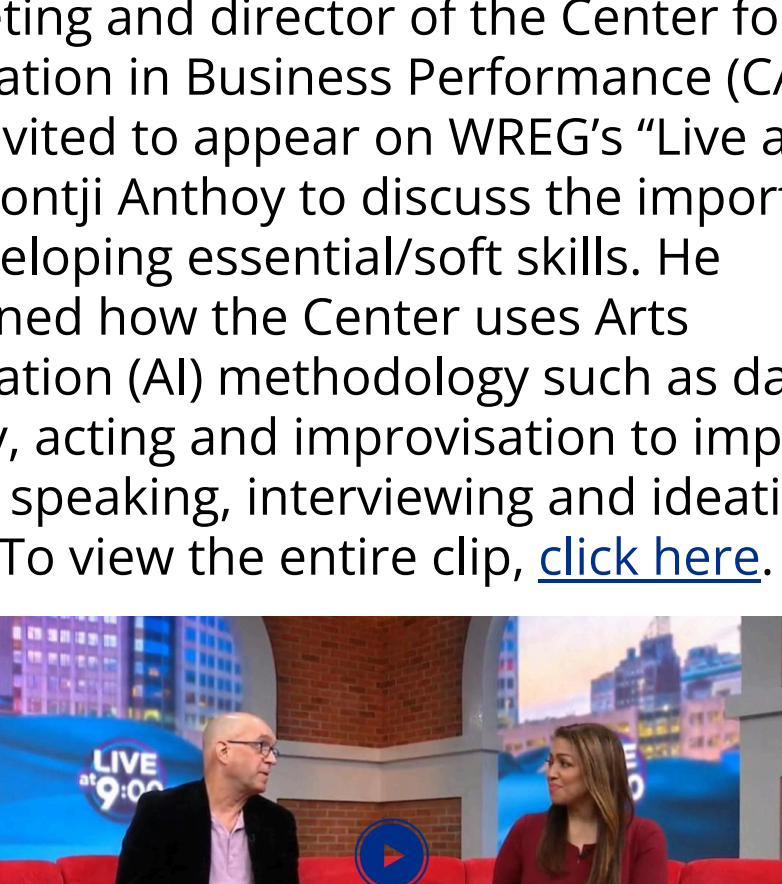
April Mitchell Cheered on her Band of Boys

April Mitchell, assistant director of the Avron B. Fogelman Center for Professional Career Development (CPCD), cheered on her Memphis Tigers football team as well as her family members who performed at Homecoming last week. April’s youngest son, Andy, is a freshman majoring in graphic design. He plays the trombone for the Mighty Sound of the South. Her eldest son, Sam, and husband, Chris, both of whom graduated from Fogelman College with degrees in MIS, performed with the Alumni Band. Sam plays the trumpet, and Chris plays the sousaphone/tuba. They performed “Thriller,” “Eye of the Tiger” and the UofM fight song last Saturday when the Tigers proved victorious over Charlotte.



Dr. Ganga Urumutta Hewage Published in the *Journal of Hospitality and Tourism Management*

Dr. Ganga Urumutta Hewage, assistant professor in the Department of Marketing & Supply Chain Management and C-NRL director, recently published an article titled “Deciphering the dilemma: The surprising impact of QR code menus on diminishing customer loyalty” in the *Journal of Hospitality and Tourism Management*. She coauthored this piece with Drs. Laura Boman (Kennesaw State University) and Sarah Lefebvre (Murray State University). To access the complete paper, [click here](#).



Dr. Ganga Urumutta Hewage

Dr. Greg Boller Discussed CAIBP on WREG’s Live at 9

Dr. Greg Boller, associate professor of Marketing and director of the Center for Arts Integration in Business Performance (CAIBP), was invited to appear on WREG’s “Live at 9” with Kontji Anthoy to discuss the importance of developing essential/soft skills. He explained how the Center uses Arts Integration (AI) methodology such as dance theory, acting and improvisation to improve public speaking, interviewing and ideation work. To view the entire clip, [click here](#).



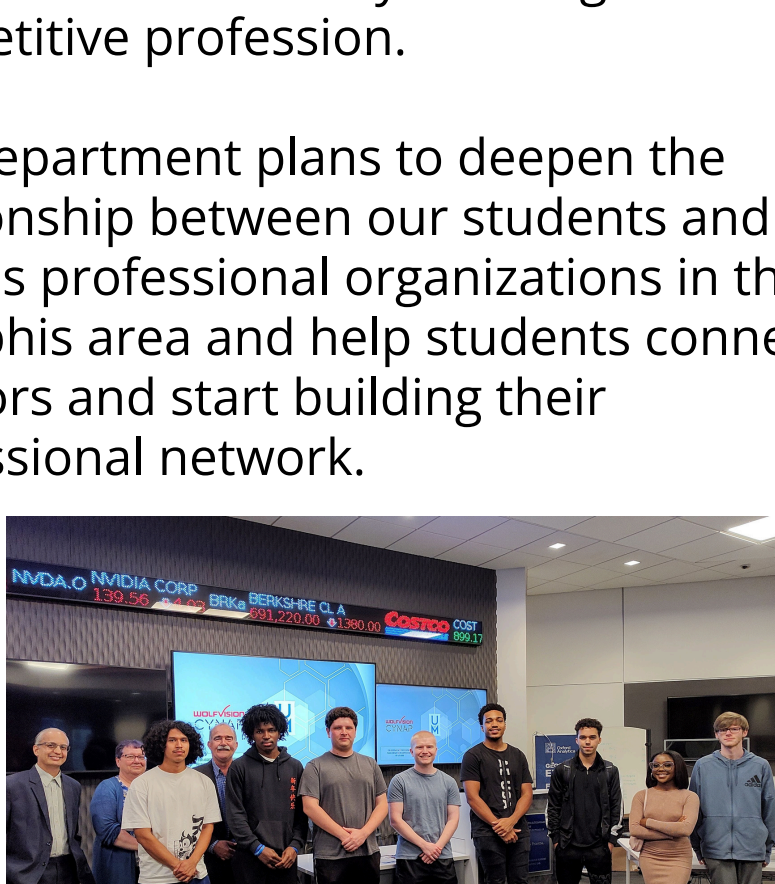
SOAR Champions for the Oracle Cloud Transition

Business Officer, Dianne Moody, and Scholarship & Recruitment Coordinator, Felicia Roddy-Jackson, have been named as FCBE’s primary contacts for any/all questions related to the Software of Operational & Administrative Resolve’s (SOAR) upcoming transition to Oracle Cloud. Oracle Cloud is an integrated suite of SaaS applications, enabling a single ecosystem to manage the business and automate many functions related to technology and services for financial and human resources business processes. Please feel free to reach out to our SOAR Champions, [Dianne](#) and [Felicia](#), with any issues related to this transition. The launch is scheduled for May 2025. For more information about Oracle Cloud, [click here](#).



Dr. Frances Fabian Presented Research at the Strategic Management Society’s Annual Conference

Dr. Frances Fabian, associate professor of Management, and FCBE doctoral alumnus, David Jorgensen, presented research on Artificial Intelligence (AI) to help neurodivergent employees at the Strategic Management Society annual conference in Istanbul, Turkey on Oct. 21, 2024. To learn more about the conference, [click here](#).



Fogelman Finance Club Builds Professional Relations

On Oct. 23, the Fogelman Finance Club met with three Board members from the CFA Society Memphis – Brittany Clark, vice president of ALM Advisors at FHN Financial; Sreeni Meka, financial advisor at Lakeland Wealth; and Professor Napoleon Overton – to learn about the benefits and challenges of acquiring the CFA certification, as well as the scholarships available to college students who sit for the CFA1 exam.

Our Finance program is a CFA University Affiliation Program. The curriculum embeds coverage for a significant portion of the CFA Program Candidate Body of Knowledge (CBOK). The CFA program includes the foundational knowledge and analytical skills that contemporary financial firms expect candidates to bring upon employment. CBOK is sharply focused on modern financial practices and in-demand skills. By adopting the changes identified in CBOK in our curriculum, we provide our students with the skills the industry wants and help them succeed in a constantly evolving and competitive profession.

The Department plans to deepen the relationship between our students and various professional organizations in the Memphis area and help students connect with mentors and start building their professional network.



FCBE Finance Club

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