

"Business in Blue" is Back for Season 2

Put on your *Blue Suede Shoes* and tune into "Business in Blue's" Season 2 premiere featuring Jack Soden, CEO of Elvis Presley Enterprises. After an initial conversation with Priscilla Presley, Elvis Presley's former wife, Jack took a leap of faith and developed a sustainable business plan to transform the "King of Rock and Roll's" homestead into a historic museum. Tune in to learn how Jack and his team prioritized authenticity while simultaneously implementing creative business advancements, to ensure that Elvis's legacy remains timely and timeless.

Hosted by MBA student, Carley Brown, "Business in Blue" aims to highlight success stories, expert advice, and of course, all things business in Memphis.

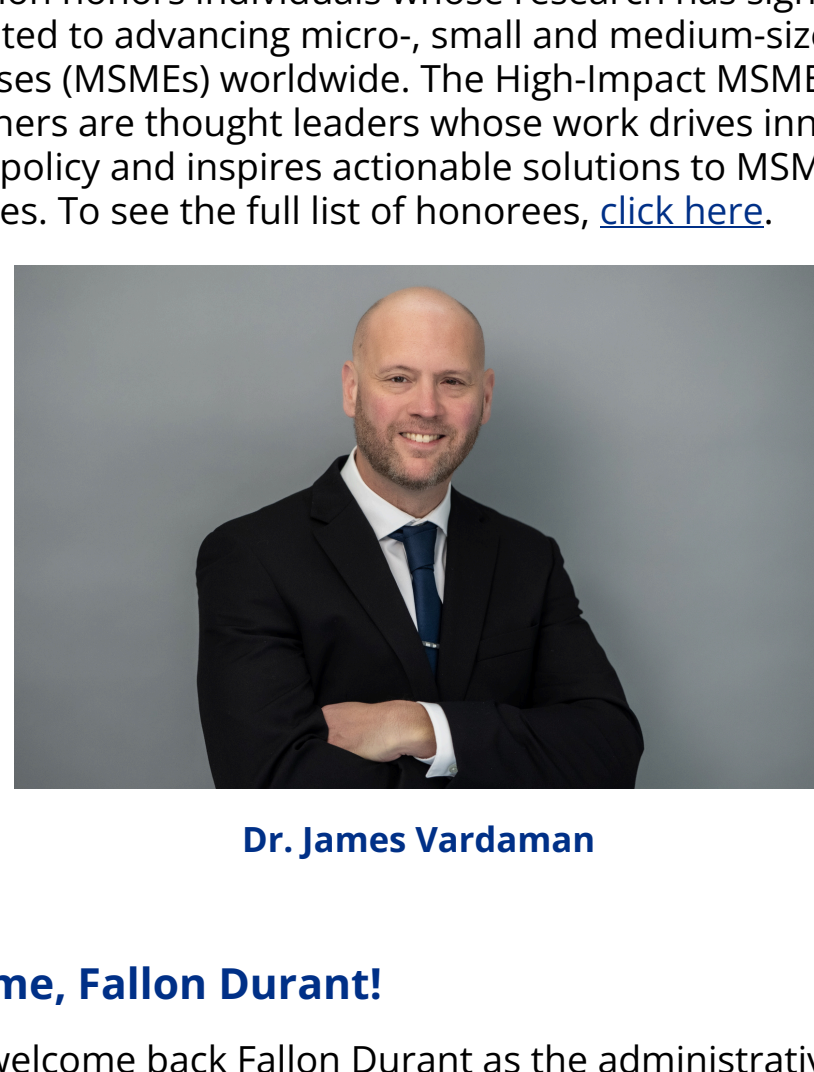
Episodes drop every two weeks. Listen on [Apple](#), [Spotify](#) or [Podbean](#).

Season 2 tentative guests include:

- Phillip Ashley Rix, Founder & CEO | Phillip Ashley Chocolates
- Dr. Russell Wigginton, President | National Civil Rights Museum
- Jessica Benson, Host & Contributor | Memphis Grizzlies & Grind City Media
- Dawn Graeter, President & CEO | Southern Security Federal Credit Union
- Alex Boggs, Area Director | Huey's Restaurants

And many more...

Follow us on [Instagram](#) for the most update to date information about our podcast. You can also access all episodes on our [website](#).



Dr. James Vardaman named one of the 10 most impactful small business scholars

Dr. James Vardaman, professor of Management and Free Enterprise Chair of Excellence, was recently named one of the top 10 most impactful small business scholars in the world by the International Council for Small Business. This prestigious recognition honors individuals whose research has significantly contributed to advancing micro-, small and medium-sized enterprises (MSMEs) worldwide. The High-Impact MSME Researchers are thought leaders whose work drives innovation, informs policy and inspires actionable solutions to MSMEs' challenges. To see the full list of honorees, [click here](#).

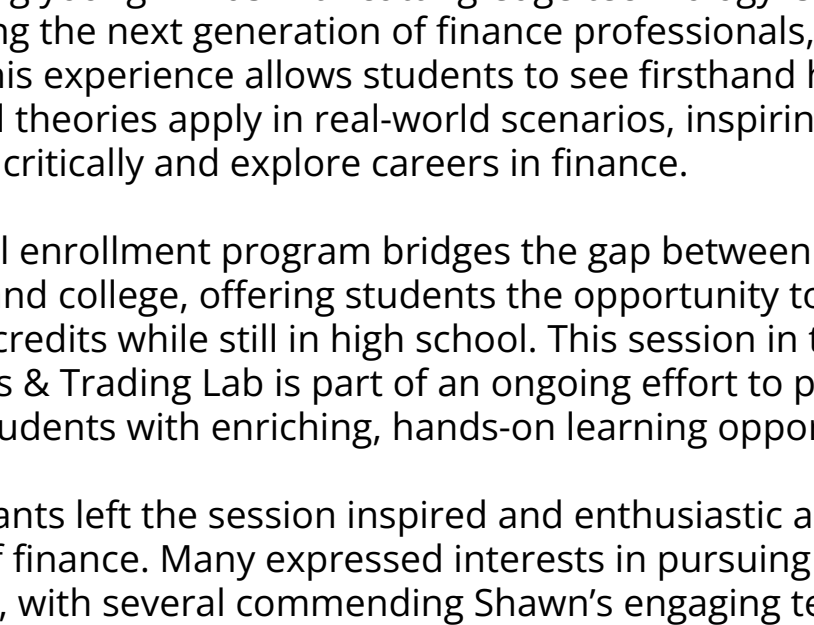


Dr. James Vardaman

Welcome, Fallon Durant!

Please welcome back Fallon Durant as the administrative associate for the Departments of Economics and Finance, Insurance & Real Estate.

Fallon said, "I'm thrilled to return to the Fogelman College and to reconnect with familiar faces. When I'm not at work, I love travelling to new places and spending quality time with my shih tzu, who keeps life full of joy and adventure. I'm looking forward to catching up with everyone and making new memories together."



Fallon Durant

Dr. Shawn McFarland hosted dual enrollment students in the Cook Analytics & Trading Lab

Dr. Shawn McFarland, faculty member in the Department of Finance, Insurance & Real Estate, recently hosted a group of dual enrollment students at the state-of-the-art Cook Analytics & Trading Lab. This initiative, aimed at exposing high school students to advanced financial tools and concepts, highlights the department's commitment to fostering early interest in finance and investment strategies.

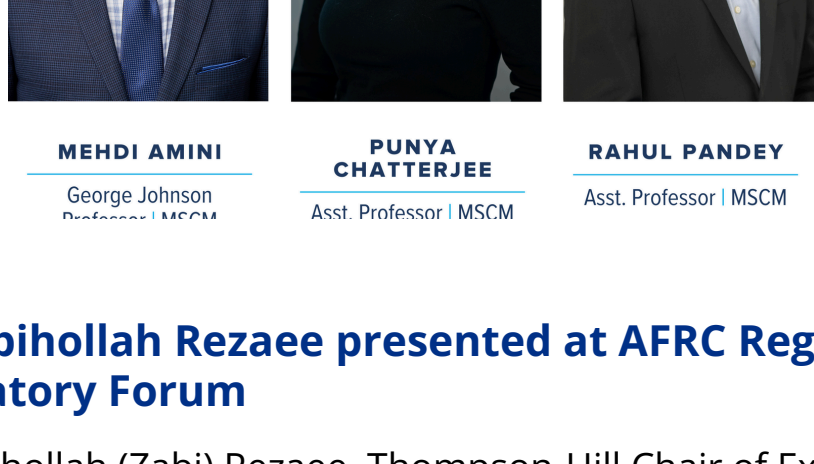
The Cook Analytics & Trading Lab, renowned for its access to Bloomberg terminals and Wharton WRDS financial datasets, offers students a hands-on experience with professional-grade financial analytics tools. During the session, Shawn introduced the students to core functionalities of the Bloomberg terminal, including real-time market tracking, portfolio analysis and economic forecasting.

"Engaging young minds with cutting-edge technology is vital in preparing the next generation of finance professionals," Shawn said. "This experience allows students to see firsthand how financial theories apply in real-world scenarios, inspiring them to think critically and explore careers in finance."

The dual enrollment program bridges the gap between high school and college, offering students the opportunity to earn college credits while still in high school. This session in the Cook Analytics & Trading Lab is part of an ongoing effort to provide these students with enriching, hands-on learning opportunities.

Participants left the session inspired and enthusiastic about the world of finance. Many expressed interests in pursuing finance degrees, with several commending Shawn's engaging teaching style and the accessibility of the Bloomberg tools.

"Thank you to everyone that organized the dual enrollment event," said Shawn. "We had a wonderful time getting to know our future Tigers!"



Dual Enrollment Cook Analytics & Trading Lab Event

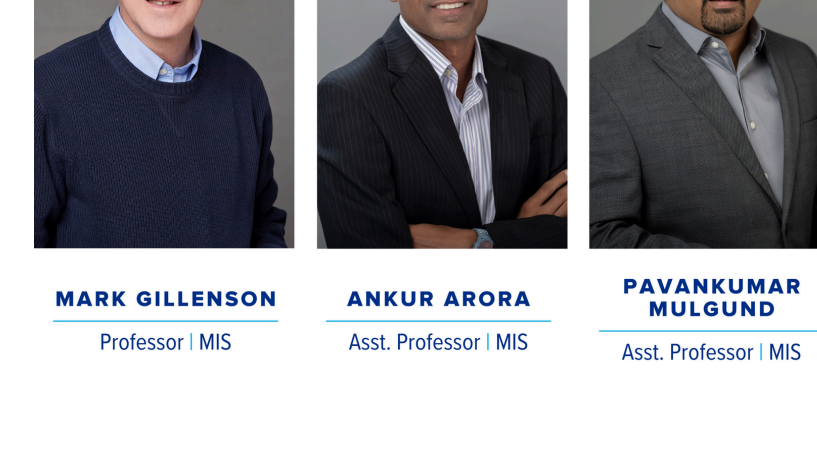
Accounting professors, Hannah Antinozzi and Phil Kunz, recognized

Drs. Hannah Smith Antinozzi and Phil Kunz, both assistant professors in the Crews School of Accountancy, recently received accolades for two of their publications. Their paper titled, "The Influence of Fraud on Bond Yield in the New Information Age: Evidence from Municipal Bond Issuances," has been accepted to be published in a forthcoming edition of *Advances in Taxation*. They coauthored this piece with doctoral candidate, Lidong Cui. Second, their paper titled, "Decoding Unrecognized Tax Benefits: An Analysis of Critical Audit Matter Reports," was accepted for feature at the American Taxation Association's annual conference. They coauthored this piece with Dr. Stevie Neuman, University of Missouri.



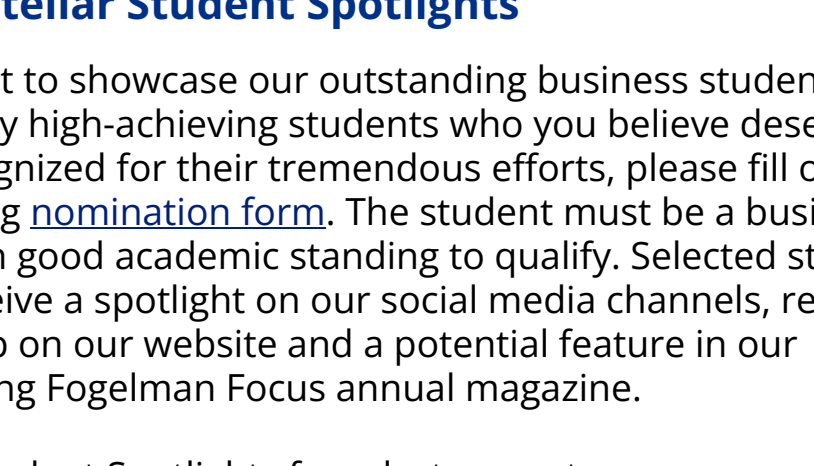
MSCM professors published

Drs. Punya Chatterjee, Rahul Pandey and Mehdi Amini recently had their paper titled, "Optimal Pricing Policy for Green Products under Supply Disruption," published in the *Journal of Cleaner Logistics Supply Chain*. Using a game-theoretic model, this paper examines the effectiveness of pricing-based substitution between green products during supply disruptions in both monopolistic and competitive markets. They coauthored this piece with Dr. Yi Liu, University of South Dakota. To read the complete article, [click here](#).



Dr. Zabihollah Rezaee presented at AFRC Regional Regulatory Forum

Dr. Zabihollah (Zabi) Rezaee, Thompson-Hill Chair of Excellence in the Crews School of Accountancy, was invited to present on an expert panel at the Accounting and Financial Reporting Counsel's (AFRC) inaugural Regional Regulatory Forum (RRF) in Hong Kong last December. The panel topic was "Exploring the Evolution of Corporate Reporting: From Past Experience to Future Innovations." Zabi spoke about the past, present and future of corporate reporting with a keen focus on sustainability reporting and the use of Artificial Intelligence (AI). The RRF attracted over 360 participants, including accounting and financial regulators, law enforcement agencies, global chairs of international network firms, professional bodies, practitioners, investors and senior business leaders.



Dr. Zabihollah (Zabi) Rezaee

MIS professors' grant renewed by the U.S. Department of Homeland Security

Drs. Mark Gillenson, Ankur Arora and Pavankumar Mulgund recently received renewal of their \$100,000 grant titled, "The Use of Large Language Models for Test Case Generation," from the U.S. Department of Homeland Security.

While most of today's discussion of AI and software testing centers on how to generate AI applications, they are looking at how Generative AI can aid in the testing of any application. In 2024, they benchmarked software test cases produced by ChatGPT4o against test cases produced by the more traditional methods of Test First Development (TFD) and pairwise analysis using the MS PICT tool, for their comparative effectiveness in finding software defects. In 2025, they intend to expand this work to more complex applications and to experiment with more complex ChatGPT4o prompts and attachments.



Dr. Susy Jaramillo published in Journal of Service Management

Dr. Susy Jaramillo, assistant professor in the Department of Marketing & Supply Chain Management, had a paper titled, "Wired for Work: Brain-Computer Interfaces' Impact on Frontline Employees' Well-Being," accepted for publication in the *Journal of Service Management* last November. To read the article in its entirety, [click here](#).

Dr. Susy Jaramillo

FCBE Stellar Student Spotlights

We want to showcase our outstanding business students! If you have any high-achieving students who you believe deserve to be recognized for their tremendous efforts, please fill out the following [nomination form](#). The student must be a business major in good academic standing to qualify. Selected students will receive a spotlight on our social media channels, receive a write-up on our website and a potential feature in our upcoming Fogelman Focus annual magazine.

FCBE Student Spotlights from last semester:

- [Terah Mom](#) | BBA, ACCT & MKTG '25
- [Vegard "V.K." Kundsen](#) | BBA, MKTG '24
- [London Taylor Ward](#) | BBA, MIS '25
- [Sophia Cruz](#) | BBA, MKTG '26
- [Ryan Owens](#) | BBA, SCMT '26
- [Shaun Gustafson](#) | BBA, MGMT '24

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