A Message from the Dean

Adapting to new working and learning modes this past year created great challenges and stretched us in ways we could not anticipate. We miss engaging directly with our colleagues, students, and community.

At the same time, we have accomplished much and we look forward to a post-pandemic world where what we have learned can be leveraged to create an even greater future for the College of Business and Public Management (CBPM).

The stories in this first edition of the College of Business and Public Management Quarterly Newsletter are a source of great pride and encouragement as we celebrate the accomplishments of our staff, students, faculty and alumni. I hope that you enjoy it.

Sincerely,

Jin Wang, Ph.D.
Dean, College of Business and Public Management
Hynes Hall is Open for Business

Hynes Hall officially opened in Fall 2020.

The 90,000-square-foot facility is the new home of the College of Business and Public Management at Kean University. The state-of-the-art building brings all four CBPM schools under one roof. In addition to advanced technology classrooms, Hynes Hall has several spaces for students to hang out and study, a Bloomberg technology-enabled finance lab, meeting spaces, offices for faculty, and a rooftop deck with views of the Manhattan skyline. Hynes Hall is named after alumnus and donor Jim Hynes ’63, who credits Kean with providing him the education and tools necessary for professional success. Select business classes began meeting in Hynes Hall on March 1, 2021 and the University plans to return to face-to-face learning this fall. Hynes Hall, the new home of CBPM, includes the Global Business School, School of Management and Marketing, School of Criminal Justice and Public Administration, and School of Accounting and Finance. Click here to take a virtual tour.

Freshman Scholars Brunch

In February and March 2021, the CBPM hosted brunches for 43 scholarship recipients. The virtual events were enhanced by the home delivery of brunch from Panera Bread. Admissions staff were on hand to discuss next steps for students wishing to claim their spots in the class of 2025. These high-achieving students were already discussing how to get the most out of their Kean experience by engaging beyond the classroom. Faculty, staff and current students answered questions about research, student groups, the global practicum, studying at Wenzhou Kean University (WKU) in China, studying abroad, and the hottest topic—internships.

We are looking forward to seeing these new Cougars in our classes, hallways, offices and events this fall.
Faculty Spotlight: Ipek Kocoglu, Ph.D.

You may have seen Ipek Kocoglu, Ph.D., mentioned in Psychology Today since her academic research has been picked up by the popular news outlet. A recent study published in The Leadership Quarterly, which she conducted with co-researcher Murad Mithani of Stevens Institute of Technology, reveals how perceived leadership abilities of CEOs are influenced by the attractiveness of their spouse/partner. Kocoglu, who joined the faculty of the School of Management and Marketing in the fall of 2019, teaches courses in management, organizational behavior and entrepreneurship at Kean. Her research interests span a range of topics including innovation, supply chain, corporate social responsibility and organizational leadership. Kocoglu has published a strong portfolio of book chapters and research articles in top journals, and has presented at numerous conferences. Her work has been cited more than 700 times by other researchers.

Kean Team Tops National Marketing Competition

The Kean Association of Marketing (KAM) team won first place at the national Marketing Madness competition, followed closely by their peers from the Kean Design team who took second place. Thirty-seven universities and 38 teams of undergraduate students competed and shared ideas about integrated marketing in the inaugural competition hosted by the United States Postal Service and sponsored by HP. KAM president and senior marketing student Alex Savage noted: “I am proud that all of our KAM members were able to work together and participate in the competition and I hope they all enjoyed it as much as I did.”

The KAM team showed strong performance in both phases of the competition, keeping them in a leadership position throughout the month of fierce competition. KAM will receive a cash prize plus the opportunity to meet marketing executives from HP.
Welcome Associate Dean Tobin Porterfield, Ph.D.

We are delighted to have Tobin Porterfield, Ph.D., join us in the Dean’s office. Along with various administrative duties, he is supporting the College’s Association to Advance Collegiate Schools of Business (AACSB) accreditation initiative and new curriculum development. Prior to joining Kean, Porterfield was an associate professor and led the Business Analytics and Technology Management Department at Towson University. In those roles, he directed Towson’s industry outreach activities and the development of business analytics and supply chain degrees. He earned his Ph.D. in transportation and logistics from the University of Maryland.

TAG Cyber Expands Student Opportunities

Kean University’s Center for Cybersecurity recently partnered with TAG Cyber, a cyber security analysis and consulting firm, to form the innovative TAG Cyber Apprenticeships program which prepares students for careers in cybersecurity. Open to students from any major, the one-year internship program started last year with five students, and this February expanded to include 10 students. We are grateful to Shawn Hopkins, executive vice president of cyber security services at TAG Cyber and member of CBPM’s Board of Advisors, for his efforts to make this great program available to our students. Contact CBPM@kean.edu to develop internship opportunities at your organization.

Global Social Entrepreneurship Expert Speaks at Kean

Social entrepreneurship is reshaping how individuals and groups impact social, cultural and environmental issues. Global expert Josette Dijkhuizen, Ph.D., shared her experiences as an entrepreneur with 131 attendees at the virtual CBPM Dean’s Forum on March 25.

An honorary professor in entrepreneurship development at Maastricht School of Management in the Netherlands, Dijkhuizen explained the main distinction between social and traditional entrepreneurship. The core goal of social entrepreneurship is improving human lives rather than profit. She shared examples of social enterprises that
address problems related to food availability, clothing recycling, food waste and elderly loneliness.

Dijkhuizen’s own social enterprise, Women4Women, takes her to some of the hardest places on earth, refugee camps in the Middle East, to coach women and inspire them to start businesses that impact their communities.

Participants engaged throughout the forum using the chat function and were challenged with the closing question, “What is your lesson learned from the stories shared?” Attendees learned that they can make a difference either by starting their own social enterprise or supporting existing enterprises.

**January Survey Invites Alumni Input**

Ninety-two alumni from the classes of 1975 to 2020 shared information about their Kean experience and current careers as part of CBPM’s January Survey. The Kean alumni identified as entrepreneurs, and are employed at companies of all sizes and government agencies throughout the region and far beyond. Respondents were asked to rate their Kean education, share their best experiences, and make suggestions for improving the CBPM. Alumni affirmed the value they received from specific courses and instructors, internships, the global practicum, group projects and engaging in research. Three even noted that they met their spouses while at Kean! The information is being used by CBPM faculty to evaluate program effectiveness, develop new programs, and ensure that Kean degrees remain relevant and valuable to employers. The Dean's Office staff will be following up with 30 of the respondents who asked for more information on how they can become more involved with the CBPM and the University.
Campus Hosts Drive-thru Admitted Students Day

Students admitted for this fall were treated to a drive-thru welcome to campus on March 20. Various groups manned tents from Kean Hall, along Hennings parking lot, and across Morris Avenue to Hynes Hall. Each tent represented a vignette of their future college experience from move-in to graduation. Students and their families drove through the experience in their vehicles and were treated to Kean swag as they went. CBPM highlighted their Bloomberg finance lab with a mock trading room—giving out Kean baseball caps as a tribute to alumnus and Hynes Hall namesake, Jim Hynes '63, who was captain of the Kean baseball team. As part of the event, Kean President Lamont O. Repollet, Ed.D., joined families and future Cougars for a tour of Hynes Hall.

ISO Alumni Volunteers

CBPM is in search of recent alumni (1-5 years since graduation) to share their stories with new students admitted for the fall during the virtual "Dinner with the Dean" on Thursday, April 22, from 6-7 p.m. EST. Contact Assistant Dean Dave Farrokh dfarrokh@kean.edu for details and to volunteer.

Submit Your Story Ideas and Photos

The next edition of the CBPM newsletter comes out in June. Submit your story ideas/photos or photos with captions to CBPM at cbpm@kean.edu.