Dr. Joan Marques named Dean of Woodbury University School of Business

Joan Marques, Ph.D., Ed.D., Interim Dean of the School of Business at Woodbury University and Professor of Management, has been named Dean of the School, effective June 1.

Dr. Marques earned an MBA from Woodbury and an educational doctorate (Ed.D.) in Organizational Leadership from Pepperdine University. In addition to degrees from Woodbury and Pepperdine, Prof. Marques has a Ph.D. in Social Sciences from the University of Tilburg in the Netherlands and a B.S. in Business Economics from MOC, Suriname. She also holds an AACSB Bridge to Business Post-Doctoral Certificate from Tulane University’s Freeman School of Business.

Dr. Marques has served as an academic advisor at Woodbury since 1999 and an adjunct faculty member since 2001, eventually becoming Director and Chair of the BBA Program and Chair of the Management Department, where she is a full professor. Her teaching focuses on leadership, ethics, and organizational behavior, and her research interests pertain to the same areas with specific focus on workplace spirituality, mindfulness and leadership.

Dr. Marques is author or co-author of more than twenty books on management and leadership topics, including most recently, Leadership: Finding Balance Between Ambition and Acceptance (Routledge, 2016); Leadership Today: Practices for Personal and Professional Performance, and Spirituality and Sustainability: New Horizons and Exemplary Approaches (with Dr. S. Dhiman, Springer, 2016).

On Saturday, April 29, Woodbury’s CEO Chapter organized a highly successful “Baron Business Plan Awards Dinner”. Among the notable guests were, the participants to the business plan competition and their families, the main event sponsor, Mr. Thomas Baron and his lovely wife; Woodbury’s President, Dr. David Steele-Figueroedo; School of Business I-Dean, Dr. Joan Marques; CEO Advisor, Dr. Paul Sabolic, the tireless mentor and advisor of this organization; BBA Director, Dr. Svetlana Holt; Business faculty Drs Nathan Garrett and Adam Wood, and the Woodbury CEO leadership team. The guests enjoyed an elegant dinner, followed by compelling and inspiring speeches from Mr. Sunder Ramani, member of the School of Business Advisory Board, and Dr. Brett Hunt, Entrepreneur, CEO, and entertainer.

The winners of the 2017 Baron’s Business Plan Competition were subsequently announced:

1st pl. Brandon Lopez, Brijete Baljian, Natalin Matteossian
2nd pl. Gohar Nazaryan
3rd pl. Aalilyah Thomas

On Saturday, April 1st, the School of Business and the Admissions Department joined forces in organizing the second MBA Experience for the 2017-2018 academic year. 20 potential students and 13 guests attended the event, and engaged with a team of MBA faculty and alumni in an information exchange session to enhance their sense of what the program had to offer.

In her introductory comments, Dr. Joan Marques, Interim-Dean School of Business, emphasized some dynamic changes that have recently been implemented in the MBA application process, among which the discontinuation of the GMAT/GRE entry requirement, and the instatement of a rotating Executive-in-Residence program starting in Fall 2017.

In the following panel discussion, led by Osvanna Adjiankian Daglian, Graduate Admissions Counselor, and Dr. Satinder Dhiman, Associate Dean, MBA Chair and Professor, four successful MBA alumni and four MBA faculty shared valuable insights. The members of the alumni panel were: Ms. Kipenzi Chidinma, Marketing Coordinator and QS Specialist; Ms. Maria Agopian, CEO and Lead Consultant, Thonbird Marketing, Inc.; Mr. Jack McAlpin, Director of Global Marketing at OpenDrives, and Ms. Shahiedah Palmer, Government Attorney. The faculty panel consisted of Dr. Paul Sabolic (Entrepreneurship and Consultancy), Dr. Svetlana Holt (Business Strategy and Emotional Intelligence), Dr. Tony Stovall (Marketing), and Dr. Nathan Garrett (Information Technology).

The aspiring MBA student attendees represented an even blend of current BBA seniors and external applicants. In the post-event survey, all participants expressed their appreciation for the flow and structure of the event, and stated that their questions were answered properly. They generally agreed that the event fulfilled an important purpose, and significantly increased their interest in becoming Woodbury MBA students.

**Kudos**


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On April 1st, Wendy Benedoni, Chair of the Marketing & Fashion Marketing Departments, organized a successful Fashion Forecasting Workshop in the Fletcher Jones Foundation Auditorium. This event was aimed at reaching out to and inspiring potential students to join Woodbury’s Fashion Marketing program.

The event was attended by 19 high school and transfer students, 3 instructors, and 4 Fashion Marketing student volunteers. Following a lecture by Prof. Benedoni, there was a hands-on workshop, both very well-received by the guests, who expressed their excitement about the experience, and adjourned with positive intentions to become near-future Woodbury students.

Follow @FashionMarketing on Instagram to see our latest collaborations and field experiences.

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On Monday, April 10, the School of Business held its final entrepreneur lecture event for the semester. The presenting entrepreneur was Jocelyn Ramirez, founder of Todo Verde. Ms. Ramirez is a vegan cook, yoga instructor, and advocate for healthy food access in her community. She noticed the disproportion of healthy food options in the LA area after years of driving across town in search of healthier food.

Ms. Ramirez founded Todo Verde with the mission to create delicious and healthy plant-based food options inspired by familiar tastes using Mexican and South American flavors using local, fresh, and organically grown ingredients. Jocelyn is also a proud alumna of Woodbury University; she received her BFA in Fashion Design, Fashion Marketing and Graphic Design and an MBA. Aside from managing Todo Verde, Ms. Ramirez performs as a yoga instructor in East LA.
Sabbatical: During fall 2016 Dr. Angelo Camillo was on sabbatical, serving in Italy as a visiting professor at the University of Molise, and conducting research on various topics, such as the comparative management of the G7 countries, the gap between the U.S. and European business education systems and industry, and the creation of competitive advantage of small and medium enterprises (SMEs) in southern Italy.

Teaching: In spring 2017, Professor Camillo facilitated, among others, the successful annual elective course in hospitality management. In this course students receive two certificates, and visit an international hotel. This year they visited the Marriott Burbank Airport.

Journal: Dr. Angelo Camillo just launched the second edition of International Journal of Tourism and Hospitality Management in the Digital Age, IJTHMDA, a pivotal reference source for emerging research, concepts, and managerial solutions within the hospitality and tourism industry. IJTHMDA meets the research needs of managers, business executives, researchers, educators, and graduate-level students in the areas of travel and tourism, hotel management, event planning, luxury services, and restaurant management.

Recent Scholarly Publications: Dr. Camillo’s most recent academic publications include a book chapter, titled, “The Ethics of Strategic Managerial Communication in the Global Context”, in Normore, Javidi and Long’s Handbook of Research on Effective Communication, Leadership, and Conflict Resolution (2016), and three journal articles on the impact of social network on Italian users’ behavioral intention for the choice of a medical tourist destination (IJTHMDA), Creating Competitive Advantage through Knowledge Sharing in the Digital Economy (Sinergie 2016 conference paper), and Passion before profit in hospitality ventures: Some thoughts on Lifestyle Entrepreneurs and Albergo Diffuso (Sinergie, 2015).

Beta Gamma Sigma Induction Ceremony

On Friday, April 21, the annual Beta Gamma Sigma induction ceremony was held in the Hensel Hall Boardroom. This year, BGS Faculty Advisor Dr. Adam Wood, inducted 15 Business students into this prestigious honor society. Nine BBA and two MBA inductees attended the event. Students eligible to be inducted in BGS must be in the top 10% of a bachelor’s business program, and the top 20% for the master’s program. They are inducted toward the end of their degree program.

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

MBA Gala 2017

On April 7, the MBA Association organized The Golden Age of Hollywood - Black Tie Gala. The event was held at Castle Green in Pasadena. Faculty, students, alumni, and spouses gathered together and celebrated the end of yet another successful year. As has become customary, the MBA faculty were honored with awards for their tireless input and dedication.

School of Business Advisory Board will serve as a weekly rotating Executive in Service for the Business student community starting fall 2017. Details to follow.
Field Experience

In March, Wendy K. Bendoni, Chair of Marketing and Fashion Marketing, traveled with 13 Marketing & Fashion Marketing students to New York to engage in an in-depth study of the business of fashion that included an eight-day field experience. Topics included digital marketing, fashion publications, manufacturers, trend science, major retailers, visual merchandising, as well as cultural activities, theater. Some highlights: a special workshop with Burberry America’s marketing & digital team, a morning journey with deputy editor from MOTTO INC. at TIME headquarters, a special presentation from Aliza Licht, Executive Vice President of Brand Marketing and Communications at Alice & Olivia, and a private tour of WWD historical archive. Depicted above, the welcome notice from Burberry’s NYC quarters to the Woodbury team. Below, the Woodbury students and professor Bendoni with Carol Lim, co-owner of New York’s famous mega boutique OPENING CEREMONY. Follow our story on social media #WUFM.

Business Leaders Lecture in Leadership

BBA Management seniors enjoyed a series of leadership lectures from local business leaders in the course, “Leadership in Action”, facilitated by Professor Joan Marques. This was the fourth year in a row that the course was presented, and, as has become customary, five leaders from a variety of work environments were invited to share their insights and lessons learned with the oncoming generation of managers. Speakers this year:

- Sunder Ramani - President, Penta Resources, Inc.
- Ingrid Lohne - Chief Administrative Officer, Contract Services Administration Trust Fund (“CSATF”),
- Louie Sadd - Founder and CEO, Datastream IT
- Jack Condon – Published author, producer, entrepreneur, and Guinness record holder, and
- Kevin Matossian - founder and CEO of Film Solutions.

We Inspire Leadership Summit

On Friday, March 30, the Marketing Chair and students organized the “We Inspire” Leadership Summit, a mega event in which 65 guests and 14 guest speakers gathered. Guests included Nasa, Synergy Marketing, Malibu Holdings, American Red Cross, Dale Carnegie, Axiantia Financial, Taryn Rose and many more. While a large number of the speakers had not known about our university before their visit, they came away with a great impression of our beautiful campus and its programs. In the departmental displays, there was not only attention allotted to our undergraduate business majors, but also to the MBA program. This event turned out to also be a great networking event for current Marketing and Fashion Marketing students with invited alumni.

The editorial team welcomes news from and about all members of the School of Business community, present and past, student, faculty or staff, in order to nurture a proud and rewarding relationship, and an admirable tradition, since 1884.

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Woodbury’s University’s School of Business cultivates the distinctive talents of each student to prepare future leaders of business who communicate effectively, act ethically, and think globally.