It is with a great sense of pride that I share the wonderful accomplishments that Scheller College of Business at Georgia Tech has made over the course of the year. As we continue to gain traction and momentum surrounding our strategic plan, we celebrate the year’s many accomplishments. These include Financial Times Jones MBA Career Services #1 ranking, faculty thought leadership expressed in 72 published research papers, national business case competition wins, additional MBA dual degree offerings with Georgia Tech College of Design and M.D./MBA with Morehouse School of Medicine, as well as designation as a UN Regional Centre of Expertise on Education for Sustainable Development. Our stellar faculty, student, staff, and alumni received numerous awards and recognition including Carnegie Fellow, Woman of the Year, 40 under 40 accolades, and more.

This spring, our namesake and gracious benefactor, Mr. Ernest Scheller, Jr., spent time interacting with students and attending final case presentations including Denning T&M (Technology & Management), Ti:GER (Technological Innovation: Generating Economic Results), and the MBA strategy practicum.

Thanks to the efforts of our strong team, incoming classes across all programs reported our highest number to date of underrepresented minorities, women, military, MBA dual degrees, and Georgia Tech double jackets.

Additionally, we have made significant contributions in the Atlanta community and beyond. We continue to expand on our key differentiators by leveraging our talent and thought leadership to build an even stronger entrepreneurial and innovative ecosystem. Moving forward, we will continue to support our world-class faculty, dedicated staff, and talented students by providing thought leadership opportunities, refining our curriculum to meet future workforce demands, strengthening our corporate and community partnerships, enhancing our alumni engagement, and more.

Dean Maryam Alavi
Stephen P. Zelnak, Jr., Dean’s Chair and Professor of IT Management
Thought Leadership

Our faculty published more than 72 research papers on topics including blockchain, supply chain innovation, and right-to-work laws. Our students competed in numerous case competitions showcasing knowledge gained in the classroom from faculty and corporate sponsors.

Experiential Learning

Leveraging our unique position at the intersection of business and technology, we provide unparalleled hands-on learning opportunities for students, faculty, and corporate partners. For example, this spring students competing in the Business Analytics Master Modeler Competition analyzed data from Amazon to develop weather-related delivery service models.

Diversity and Inclusion

Scheller College’s MBA program was recognized for its distinguished efforts in advancing diversity and inclusion with the prestigious honor of Georgia Tech’s Diversity Unit award. Additionally, *Atlanta Business Chronicle* featured an article in which Dean Alavi highlighted how business schools can work to strengthen and incorporate diversity.

Successes and Accomplishments

In 2018, *Financial Times* ranked our Jones MBA Career Center #1 in the world. *Poets & Quants for Undergrads* noted Scheller College as “one to watch” and in our inaugural ranking in this category, we placed #11 in the nation. Student, faculty, staff, and alumni accomplishments are profiled in the pages that follow — as well as on our website.
Atlanta Business Chronicle Features Scheller College’s Diversity Accomplishments

In Atlanta Business Chronicle’s Executive Education Guide, Dean Alavi outlined the wide range of efforts within Scheller College of Business and Georgia Tech in pursuit of a more diverse and inclusive campus. Her byline feature is excerpted below:

“The need to develop diverse teams — inclusive of various races, ethnicities, genders, religions, sexual orientations, socio-economic circumstances, cultures, and perspectives — remains a driving force in business as well as academia.

At Georgia Tech Scheller College of Business, we actively recruit, develop, and engage a broad and diverse community of students, faculty, and staff, believing diversity enhances individual learning and improves organizational performance. However, the question remains: how can we continue to grow this diverse environment in today’s business schools?

I believe this begins with establishing a comprehensive vision and a dedicated mission to build and foster an inclusive community. They must be bolstered by intentional tactics and measurable outcomes, so that leaders and teams feel empowered and accountable for progress.”

Dean Alavi recommended executing the stated strategy through consistent and comprehensive communication, resource allocation for conversations and training, collaboration with internal and external partners, and development of a talent pipeline — all intentionally designed with the unique perspectives and pathways of diverse students in mind.

Building Principled Leaders - Scheller College Incorporates Implicit Bias Training

For the 2017-2018 academic year, Scheller College added an implicit bias workshop to its new student orientation for all incoming Full-time, Evening, and Executive MBA students. As a direct result of its mission to develop principled business leaders, training was born from the College’s ongoing commitment to increase diversity and foster inclusion in its curriculum and community. In post-orientation evaluations, students selected the implicit bias training session as one of the most meaningful portions of the orientation program. Implicit bias training is also offered to our faculty and staff.
DIVERSITY AND INCLUSION

C-Suite Executives Share Best Practices on Prioritizing and Embracing Diversity and Inclusion

In a rapidly diversifying world, implementing diversity and inclusion practices in the workplace is not only the right thing to do — it is a business imperative. To this end, the College hosted a Future Leaders Panel on “Prioritizing and Embracing Diversity and Inclusion.”

Distinguished panelists Andrew Davis: global chief diversity & inclusion officer, The Coca-Cola Company; Dr. Beatriz M. Rodriguez: chief diversity officer, The Home Depot; and Nancy Sykes: executive vice president and chief human resources officer, Southern Company, shared how their organizations both embody and embrace the power of differences.

Dean Alavi, panel moderator, shared, “In order for businesses to innovate, they must embody diversity and inclusion at all levels.” The discussion focused on how the panelists promoted diversity and inclusion within their organizations to increase performance and drive innovation.

The panelists stressed the importance of travel and new experiences, so that leaders can understand what it’s like to be the “different” person in the room. No matter the situation, organization, or industry, all are human with their own biases, but can make a difference by acknowledging their own perspectives and embracing those from others. Davis concluded, “We all have more in common than we have differences. Look for similarities first.”

Women Who Mean Business
The 2018 incoming class boasts 40% women in both Full-time and Evening MBA, 30% in Executive MBA, and 43% in Undergraduate.
Amazon Sponsors Analytics Master Modeler Competition

The Business Analytics Center (BAC) hosted its third annual Analytics Master Modeler Competition, sponsored by Amazon. Featuring real-world supply chain analytics, teams were asked to improve on-time performance using weather and other localized data.

“The Master Modeler Competition has been a great way to see how the innovative minds from Georgia Tech solve problems,” noted Amazon Supply Chain Data Scientist and Georgia Tech Scheller College alumnus Paul Stroup (MBA 2010).

The competition culminated with live presentations from the finalist teams with Amazon representatives, faculty, and members of the BAC Executive Council serving as judges for the team presentations. Keith Werle, managing director of the BAC, reflected, “Not only was it fun and very challenging for our students, but this competition provided a hands-on opportunity for our students to stretch their analytics knowledge and experience to develop innovative approaches and solve real-world business problems. These challenges help galvanize the classroom and experiential learning we provide in Scheller’s business analytics programs.”

Undergraduate Students Named North America Finalists at P&G CEO Challenge

Scheller College students study the impacts of technological innovation and digital disruption every day in the classroom. This spring, a team of undergraduates put their knowledge to the test with a global competition sponsored by Procter & Gamble (P&G).

Scheller College undergraduates Bethany Bell, Christine Nguyen, and Hannah Schafer teamed up with economics major Celina Apollon and industrial design major Mary Hirvela to compete in the P&G CEO Challenge. This annual competition challenges students around the world to solve a real business problem facing one of the company’s major consumer-packaged goods brands. This year’s competition project was “Head & Shoulders in the Winner-Take-All-Digital World.”

The team’s first challenge was the online case-study test, where they finished top five out of 240 teams from the United States, Puerto Rico, and Canada. The five finalists moved on to the next round of competition in Cincinnati, P&G’s global headquarters, where they presented to the Head & Shoulders brand team and Bethany Bell was awarded “Best Presenter.”
Jones MBA Career Center
Named #1 in the World

In January, *Financial Times* released its 2018 global rankings of top Full-time MBA programs, naming Scheller College MBA Career Services #1 in the world. The College also earned rankings as #2 MBA in the U.S. for salary increase of its alumni three years after graduation and #8 MBA in the U.S. for alumni employment three months after graduation. Recognized for utilizing the most comprehensive research methods available, *Financial Times*’ 2018 rankings evaluate MBA programs on 20 criteria, using data from alumni surveys, school surveys, and faculty research.

Dean Alavi noted, “These outstanding rankings by *Financial Times* reinforce that our MBA programs are meeting today’s workplace demands — further leveraging our position at the intersection of business and technology. It is continued validation of the quality of our students, faculty, and staff, as well as the support and commitment we receive from world-class companies that not only hire our graduates, but also provide experiential and practicum opportunities to further develop the workforce of the future.”
Wish List or Shopping Cart?

Professors Atalay Atasu and Beril Toktay from Scheller College of Business worked with MedShare, a Medical Surplus Recovery Organization (MSRO), to evaluate its supply-chain model and identify new distribution opportunities in collaboration with Professor Turgay Ayer and Ph.D. student Can Zhang from the H. Milton Stewart School of Industrial and Systems Engineering. Two recent articles, “Effective Medical Surplus Recovery” and “Truthful Mechanism for Medical Surplus Product Allocation” identified novel and implementable operations and supply chain solutions for matching MedShare’s supply and demand through recipient prioritization.

MedShare, which ships excess medical supplies and equipment to developing countries, does not fit the typical supply and demand model, as it has conceivably infinite demand and very limited supply. Historically, the company matched supply and demand by having the recipient log into the system to view current inventory and select items to fill their shipping containers in a “shopping cart” fashion. The research team discovered that allowing recipients to view and select from an online list of available inventory, à la the traditional “shopping cart” model, could create time-based competition in the ordering system, resulting in recipients selecting and receiving medical items that might not meet their most pressing needs.

The team then applied game theory to the creation of models to better match inventory and need. This discovery revealed that a “wish list” model would provide clarity regarding recipients’ top priorities. Instead of displaying available inventory for shopping, the wish list model would let recipients rank their priorities from a list of all potential items, but without displaying actual inventory levels. MedShare could then service those recipients whose needs are best met by current inventory.

MedShare CEO Charles Redding (CE 1985) said MedShare historically gave recipients post-order surveys that included the question, “Were you able to use the equipment you ordered?” Most recipients usually answered “yes.” However, Redding noted, “We never asked the question, ‘Did we provide what you really wanted?’ We were forcing them to select from what was available, as opposed to identifying what they really needed and having them wait until it was available.” He praised the team of researchers for providing a more efficient model for delivering humanitarian aid resulting in the most good for a community.

Since its foundation in 1998, MedShare has delivered more than $206 million of humanitarian aid and has helped more than 19 million patients worldwide. In addition to the social impact of donations, the organization has saved 2.5 million pounds of excess medical items from entering landfills in the United States.
Blockchain and Bitcoin

The blockchain phenomenon continues to take the world by storm with an influence as dynamic as the world wide web debut just a quarter of a century ago. Researchers from Scheller College, in conjunction with Georgia Tech’s College of Computing and College of Engineering, are taking steps to advance the field of cryptocurrency to enhance the life of blockchain technology and formulate real-world uses. More importantly, students at the College tap into the newly emerging field from thought leaders including Professors Sudheer Chava, Nishant Dass, and Eric Overby.

As experts, engineers, businessmen, and others explore and incorporate this technology, it is essential to understand what blockchain is capable of today, the benefits of its existence, and its transformational role in companies, industries, and society in the future.

“The blockchain method is a decentralized, distributed ledger that maintains a permanent and tamper-proof record of transactional data,” said Overby. “It is a method that Bitcoin capitalized on in 2009 to become the world’s first completely decentralized digital payment system.”

The information technology management professor has been teaching Bitcoin and blockchain in his Emerging Technologies class at Scheller College since 2013 — a class that consistently draws 40 to 50 students each semester it is offered.

The Bitcoin solution to traditional transactions provides a faster, more efficient process by adding a trusted intermediary when processing payments, eliminating the double spending problem and third-party charge fees. With each Bitcoin value having its own code, the process also provides better asset tracking with Bitcoin miners assessing the whereabouts of each transaction.

There is a huge opportunity to trace and track things other than currency ranging from real estate to medical records. Dass notes, “This includes voting poll records as well as passport documents.”

Chava has been teaching about disruption of financial services industry through Fintech, Blockchain, Machine Learning, and Artificial Intelligence since 2010. He believes there may be some major disappointments in the short run, but 5-10 years down the road, these technologies will profoundly impact the industry.

“Progressive organizations need to set aside additional resources, including talent, to explore the technology now so they will remain ahead of the curve when mass adoption takes place,” said Overby. “To get ahead of the curve, there must be talent to continue developing blockchain for startups and industry.”

Universities like Georgia Tech continue to invest in the research and education of blockchain to pave the way for the future of the cryptocurrency and to continue to hold a very optimistic view of its future, backed by esteemed students, faculty, and alumni.
August 2017
Scheller College hosted its annual Opening Bell Ceremony, sponsored by Acuity Brands, welcoming its new undergraduate students to Georgia Tech.

September 2017
More than 45 leading supply chain professionals shared their experiences and learned from top experts about the latest trends and innovations impacting supply chain management.

December 2017
Scheller College MBA students headed west to Silicon Valley to visit high-tech companies and gain real-world insights from Google, Twitter, Walmart Labs, and more.

December 2017
Dionne Nickerson (Ph.D.) and Michelle Albert (MBA), received scholarships at the 33rd Annual National Black MBA Association Scholarship and Corporate Partner Reception for their outstanding academic achievements, leadership development, and commitment to service.

January 2018
The Ferris Goldsmith Trading Floor opened for 40 Metro-Atlanta Boy Scouts, providing a simulation of a real Wall Street trading floor environment, as the Scouts worked to obtain their personal finance badge.
February 2018
The United Nations University Institute for Advanced Study of Sustainability (UNU-IAS) announced a new regional sustainability network, RCE Greater Atlanta, spearheaded by Georgia Tech’s Serve-Learn-Sustain and Scheller College’s Ray C. Anderson Center for Sustainable Business.

April 2018
Mr. Ernest Scheller, Jr., benefactor of Scheller College of Business, visited campus this spring to meet with President G.P. “Bud” Peterson, attend Honor’s Day, and listen to Scheller students give their final case presentations.

May 2018
Several Scheller College undergraduate students toured the New York Stock Exchange with alumnus Richard Bergmark (IM 1975). He mentored the students throughout the week, introducing them to influential leaders in the financial services industry.

June 2018
The Forté Foundation, an organization focused on guiding career preparation, professional development, and networking for women, hosted its 2018 conference in Atlanta, boasting more than 50 Scheller attendees and numerous panelists from the College.

June 2018
Hannah Todd (BSBA 2019), the fourth woman driver behind the wheel of Georgia Tech’s Ramblin’ Wreck, continues the time-honored tradition of driving one of America’s most iconic cars on gameday.
AWARDS AND ACCOMPLISHMENTS

Scheller Students Honored in *Poets & Quants* “Best and Brightest”

Each spring, *Poets & Quants* (P&Q) features the Top 100 students who have made a lasting impact on their business schools. In the selection process, P&Q reviewed input from students as well as academic performance, extracurricular achievements, professional potential, and personal stories. This year’s honorees included five Scheller College students, with representation across Undergraduate, Full-time MBA, and Executive MBA “Best and Brightest” lists.

“These students personify the best qualities of their school and business in general,” says Jeff Schmitt, *Poets & Quants*’ senior writer, who launched the series in 2015. “They are standard bearers, really, who made the most of their time in business school. In the process, they made the people around them better too. The business world will be in great shape when these graduates hit their stride.”

Scheller College’s 2018 *Poets & Quants* students of the year are shining examples of the intellect and drive that makes Georgia Tech graduates unique.

Pictured from left to right
• Amir Bouhafs, BSBA 2018
• Amy Evans, EMBA 2018
• Declan Nishiyama, MBA 2018
• Evie Owens, BSBA 2018
• Maureen Portee, EMBA 2018
Dean Alavi Named Woman of the Year

Dean Alavi was named Woman of the Year for the Mid-Size Organization and Educational Institution by Women In Technology (WIT). This award is presented to women in executive science, technology, engineering, art, and math (STEAM) roles who have made a meaningful impact in their community. The WIT Awards celebrate women of all ages during the entire lifecycle of their STEAM careers and in their visionary efforts to transform the world of business and technology.

Dean Alavi is highly active in organizing, participating in, and driving initiatives to increase the inclusion and engagement of women and underrepresented minorities in business, as well as business and technology education. She regularly mentors undergraduate, masters, and Ph.D. business students on academic and career matters.

“I have the good fortune of working at Georgia Tech Scheller College of Business — positioned at the intersection of business and technology,” Alavi says, “Our mission aligns with Women In Technology’s mission to encourage girls and women to excel at science and technology. In fact, Georgia Tech awards one of the highest number of engineering degrees to women and underrepresented minorities in the nation.”

Dean’s Scholars

Incoming undergraduate Dean’s Scholars represent some of the best and brightest and bring their amazing academic prowess and talents to the College. Thanks to our generous benefactors for their continued support of this program.

Pictured from left to right
• Amir Bouhafs, BSBA 2018
• Amy Evans, EMBA 2018
• Declan Nishiyama, MBA 2018
• Evie Owens, BSBA 2018
• Maureen Portee, EMBA 2018
Scheller College Hosts Digital Disruption Series

Scheller College partnered with Accenture to present “Digital Disruption,” a series of panel discussions addressing trends in today’s ever-changing digital arena. The series explores ways successful organizations and managers embrace technological advances and leverage opportunities to accelerate innovation, create value, and build the workforce of the future.

The series launched in January with discussion centered on navigating the rapid pace of digital disruptions in the world of business. Topics ranged from corporate agility and global innovations, to reimagining the technological infrastructure and ways in which academics, corporations, and startups can cooperate to create better business models. Moderated by Dean Alavi, the panel featured industry experts, including: David Godsman, chief digital officer of The Coca-Cola Company; Saby Mitra, Senior Associate Dean of Programs at Scheller College of Business; and Mike Sutcliff, group chief executive of Accenture Digital.

Part II focused on the implications of big data for business, with a discussion on how data science and other technologies can solve complex problems, harness applied intelligence, create new opportunities, and innovate the way we conduct business. In celebration of International Women’s Day, the panel was moderated by Dean Alavi and featured an all-women panel of industry leaders: Kristin Fink, national vice president of cardiovascular sales, Novartis; Dana Randall, Professor and Co-Executive Director, Institute for Data Engineering and Data Science at Georgia Tech; and Gayle Sirard, North American lead, Accenture Applied Intelligence.

Part III of the series will focus on creating compelling customer experiences in the age of Digital Disruption. With an emphasis on retail, the session will explore how digital innovations in strategy, customer experience design, advanced customer analytics, omnichannel campaigns, and e-commerce are transforming the customer journey; all of which drive company revenue, increase efficiency and reduce costs, as well as enhance brand equity and engagement at scale. Panelists will include Frank Rothaermel, Professor of Strategy and Innovation, Scheller College of Business; Jeannine Falcone, managing director, North American marketing lead, Accenture Interactive; and Tony Drummond, vice president of client experience, Cox Automotive.

Innovation Management Consortium Program

In today’s competitive marketplace, innovation is the key factor in shaping product development and enhancing corporate capabilities. Innovation is no longer a “nice to have” component, but is instead a critical core competency for thriving in a global market.

The Innovation Management Consortium Program (IMCP) is a five-day, team-based Executive Education certificate program with sessions focused on individual participant development and applied project team work. This year project teams from numerous Fortune 500 corporations participated, seeking to leverage faculty thought leadership at the College as well as the Technology Square innovation ecosystem to advance their development of a nascent idea into new products or services for their organizations.
Denning T&M Program Provides Experiential Learning Opportunities for Undergraduates

The Steven A. Denning Technology & Management (T&M) Program is a two-year course of study at Georgia Tech where undergraduate students learn together in an integrated program while preserving disciplinary depth in their major fields of study. Housed in Scheller College of Business, the program emphasizes experiential learning through hands-on coursework and collaborative teamwork. The program’s interdisciplinary teams include undergraduates from across the Institute who use their collective strengths to develop comprehensive solutions to real-world problems sponsored by the program’s corporate affiliates.

Both the students and corporate affiliates benefit from the direct interaction the program provides. Tony Agusti, representative from longstanding corporate affiliate Caterpillar Inc. states, “Caterpillar became involved with T&M for several reasons. You’re going to have the opportunity to engage with the best and the brightest that Georgia Tech has to offer. Also, you’re going to have the opportunity to combine both business and engineering disciplines.”

This year’s Caterpillar team built a full-scale prototype of a portable photovoltaic cell system designed for remote locations in jungles, deserts, and islands. The prototype can be installed without tools or heavy equipment for short-term use in locations without a power grid. It’s a stellar example of the tangible outcomes T&M students create through collaborative, experiential learning.

TI:GER Teams Win Big in Business Plan Competitions

Technological Innovation: Generating Economic Results (TI:GER) teams Lunula Health and Oculus Prime were invited to the highly competitive Rice Business Plan Competition. Lunula received the Cisco Global Problem Solver Prize of $100,000 in recognition of their breakthrough achievements. Oculus Prime received special recognition by key angel and venture capital investors while also making important contacts with senior Small Business Innovation Research (SBIR) funding administrators.

In addition, TI:GER teams Atramento, Oculus Prime, and Lunula Health swept the podium at TiE Young Entrepreneur (TYE) competition finals in Atlanta this year, claiming first, second, and third place, respectively.
Three Endowed Chairs and Professors

Scheller College appointed three endowed chairs and professorships to its teaching faculty for the 2018–2019 academic year: Saby Mitra (Thomas R. Williams-Wells Fargo Professor, Senior Associate Dean of Programs), Peter Thompson (Hal and John Smith Chair in Small Business and Entrepreneurship, Senior Associate Dean of Faculty, and Research Professor), and D.J. Wu (Ernest Scheller, Jr., Chair in Innovation, Entrepreneurship and Commercialization, Professor, Area Coordinator, Information Technology Management). Their exemplary impact on research, academics, and service to Scheller College is paramount to our continued success.

Peter Swire Named Andrew Carnegie Fellow

Professor Peter Swire (Elizabeth and Tommy Holder Chair of Law and Ethics) has been selected as a 2018 Andrew Carnegie Fellow, a prestigious program that supports significant research in the humanities and social sciences. Swire’s project focuses on the new era of “data nationalism,” the escalating actions by nations to control the flow of data, especially personal data, from one country to another. This ties into Swire’s core research areas of privacy and cybersecurity, including his ongoing research about the rules for government access to communications and other data.

“As Scheller College resides at the intersection of business and technology, we recognize that the issues of data privacy and cybersecurity are of heightened awareness in today’s digital economy. We congratulate Peter on this acclaimed award and look forward to his continued impact in this field,” said Dean Alavi. Thirty-one scholars and writers were selected for the fellowship, often called the “braniy award,” from nearly 300 nominations. Swire was the only recipient from Georgia.

Scheller College Welcomes New Faculty

Accounting
Eric Condie
Assistant Professor, May 2018
(visiting professor during FY18)
James (Robbie) Moon
Assistant Professor, June 2018
Katarzyna (Kathy) Rupar
Assistant Professor, May 2018
(visiting professor during FY18)

Information Technology Management
Mingfeng Lin
Associate Professor, June 2018

Marketing
Koushyar Rajavi
Assistant Professor, July 2018
Tracey Swartz
Assistant Professor, June 2018

Organizational Behavior
Bradford Baker
Assistant Professor, August 2018

Strategy
Pian Shu
Assistant Professor, August 2017
Laurina Zhang
Assistant Professor, August 2017

Swire holds courtesy appointments in the College of Computing and in the School of Public Policy in the Ivan Allen College of Liberal Arts. He is Associate Director for Policy in the Institute for Information Security and Privacy.

Swire has also held several presidential appointments. Under President Clinton, he was the Chief Counselor for Privacy in the U.S. Office of Management and Budget (OMB), the only person to date to have U.S. government-wide responsibility for privacy policy. Under President Obama, he was one of five members of the President’s Review Group on Intelligence and Communications Technologies.
“We develop innovators and game changers who will transform society and the world of business for the better,” Saby Mitra, Thomas R. Williams, Wells Fargo Professor of IT, Senior Associate Dean of Programs.
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