

# The Bottom Line

News from the Nathan M. Bisk College of Business

Spring 2020

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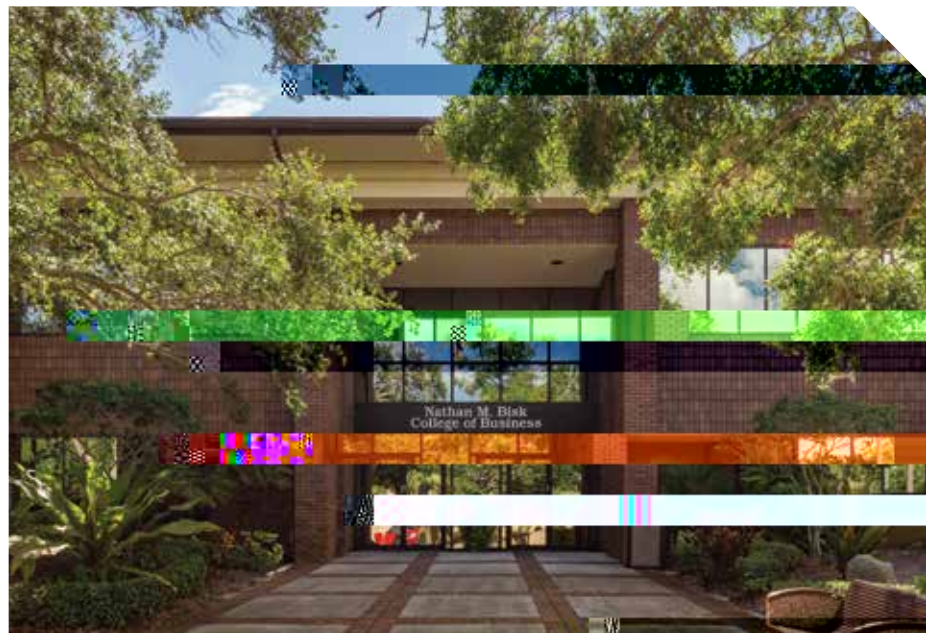
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## Message From Dean Theodore Richardson

Chief of Staff of the Nathan M. Bisk College of Business



Our college's vision is to provide world-class education that accelerates innovation, amplifies impact in the business discipline and fosters engagement. The purpose of this newsletter is to highlight how we are making progress in achieving that vision, highlight faculty innovation, celebrate student success, emphasize community accomplishments and feature our alumni achievements.

As the college strives for continuous improvement through assessment, our curriculum is being modified to be adaptable to the ever-changing needs of the business environment.

I hope you find the newsletter informational, as we strive to meet our mission, increase student success and promote a culture of faculty achievement.

Respectfully,  
Theodore R. Richardson III, Ed.D.  
Dean, Bisk College of Business

## **KARLISTA MARONEY**

Over the summer, students traveled

## E. DAVON KELLY

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While earning his bachelor's degree in finance, E. Davon Kelly '90 learned about teamwork and sportsmanship on the basketball courts at Florida Tech. As he ventured into the business world, he brought those same lessons with him, and today, he shares them in his book, *From Courtside to the Boardroom: A Legacy in the Making*

President and CEO of NOVAD Management Consulting, Kelly donates all the proceeds from his book sales to The 13th Man, an organization he founded to provide training, mentoring, leadership development and enrichment activities to move young men from feeling inadequate to feeling like part of the "starting lineup."

Throughout his career, he has continued to leverage his business acumen, opening My Barber's Lounge, a chain of upscale barbershops in Maryland. The barbershops, which won the 2014 Ford Motor Co. Neighborhood Award, have become additional vehicles through which he mentors and supports the development of successful entrepreneurs.

## MONIQUE PICOU

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Monique Picou '93 MBA has one piece of advice for business industry professionals: "Know that you are the gatekeeper of your competence. This upskilling allows you additional leverage to compete effectively and efficiently in the workforce," À 0 orr g l or

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**RECENT DBA  
DISSERTATION TOPICS**

**Gregory Connell:** "Avoiding the Restart Button: Examining the Critical Factors of the Onboarding Process that Encourage Team Cohesion"

**William Jimenez:** "Transforming Human Resource Management into a Dynamic Capability and the Effects on Employee Attraction and Retention"

**Franklin Spencer:** "Does Organizational Culture Serve as an Antecedent to the Dynamic Capability of an Automated Customer Relationship System as an Example of a Big Data Analytics Program in a Firm? A Case Study"

**Coby True:** "Distributed Team E-leadership: A Phenomenological Inquiry into Subordinate Perceptions of Career Development"

**Jean-Marie van der Elst:** "The Economic Impact of Anti-Corruption Legislation on Foreign Investor Perceptions of Corruption"

**Doctor of Business Administration Program Update**

With 23 graduates and counting, our DBA program continues to graduate high-achieving professionals. We are honored to deliver this rigorous and rewarding program to such high-caliber students. The cohort program brings together professionals from not only central Florida but across the U.S. Meeting one weekend per month, students develop a sense of community with their classmates and develop dissertations that reflect their passions and interests.

Graduates of our programs include CEOs, presidents, vice presidents, U.S. military service members, researchers and professors. Our most recent graduates successfully defended an impressive collection of dissertation topics, including "Avoiding the Restart Button: Examining the Critical Factors of the Onboarding Process that Encourage Team Cohesion" by Gregory Connell; "Transforming Human Resource Management into a Dynamic Capability and the Effects on Employee Attraction and Retention" by William Jimenez; "Does Organizational Culture Serve as an Antecedent to the Dynamic Capability of an Automated Customer Relationship System as an Example of a Big Data Analytics Program in a Firm? A Case Study" by Franklin Spencer; "Distributed Team E-leadership: A Phenomenological Inquiry into Subordinate Perceptions of Career Development" by Coby True; and "The Economic Impact of Anti-Corruption Legislation on Foreign Investor Perceptions of Corruption" by Jean-Marie van der Elst.



**Business Applied: Tourism Impacts in Brevard County**

Business Applied series featured economics Professor Mike Slotkin's presentation about an ongoing, three-year collaboration with the Space Coast Office of Tourism. Referencing key data points and results gathered from the partnership thus far, the presentation covered visitor expenditure and economic impacts, bed-tax revenues accrued, lodging and travel logistics, as well as their connection to current academic research. Slotkin, who regularly consults through Florida Tech Consulting, also discussed the complementary role that

business consulting can play in tourism. Attendees received a copy of the most recent issue of *Space Coast Tourism Journal*, another component of the partnership that highlights Brevard County tourism through feature articles, deep dives into visitation study data and examination of special events' economic impacts.

"The conceptual idea [of the magazine] was to really talk about the empirics and business of tourism while, at the same time, really extolling the virtues of tourism in the area," Slotkin said during the presentation.

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