

The Bottom Line

News from the Nathan M. Bisk College of Business

Fall 2023

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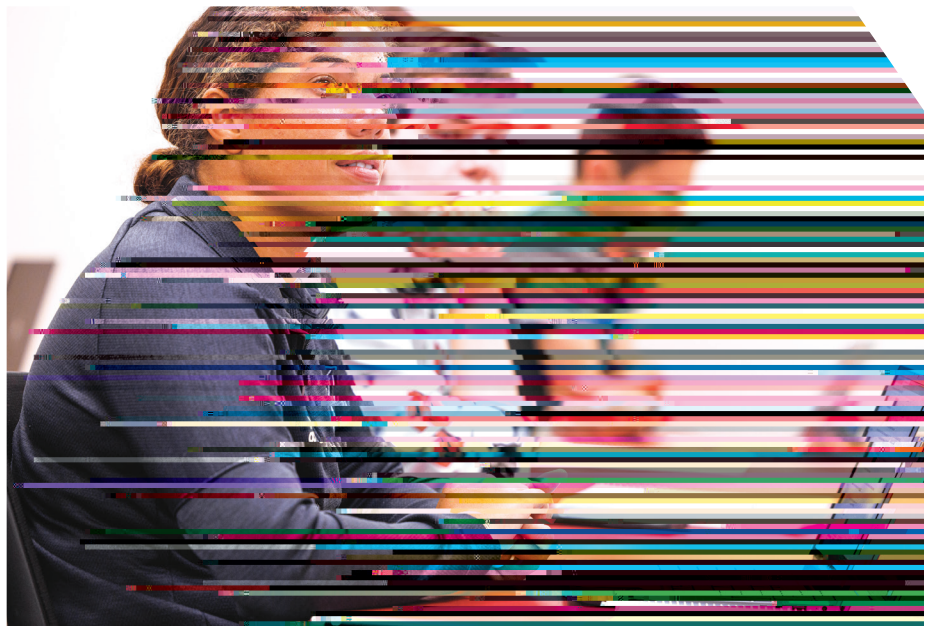
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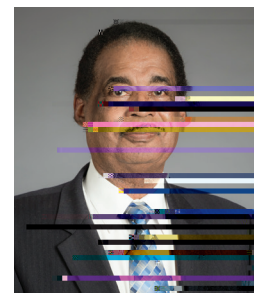
Message From Dean Theodore Richardson

I'm pleased to share the exciting developments happening as we commence the fall semester at the Bisk College of Business. Our faculty, staff and students are actively engaged, setting the stage for a promising and spirited start to the academic year.

In this newsletter, we highlight the accomplishments and endeavors of our students, faculty and alumni. From noteworthy research to outstanding student achievements, our college is a thriving hub of activity, and we're proud to share these accomplishments with you.

I'd like to express my gratitude to our dedicated staff, faculty members and students for their contributions. Your commitment is essential to the continued success of the Bisk College of Business.

Together, we're shaping the future of business education. Thank you for being an integral part of our community, and I anticipate celebrating our shared successes in the future.



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

TOM BELL '86 MBA

Tom Bell was named CEO of Leidos in May.

TOM GARTHWAITE '92 M.S.

Tom Garthwaite was recently selected by BayCare as the president of Winter Haven Hospital and Winter Haven Women's Hospital. Garthwaite started his BayCare career eight years ago.

THEON DANET '00 MBA

Theon Danet has been appointed acting deputy director and chief operating officer of the Defense Commissary Agency.

RUSSELL DEATHERAGE '02, '17 MBA

Russell Deatherage began working as an IT manager at Northrop Grumman Corp., supporting multiple programs and initiatives in the BWI area within Maryland.

GERARDO VALERIO '05

Gerardo Valerio, a former Florida Tech men's soccer midfielder, recently led the Honduras Men's U20 National Team in the U20 World Cup in Argentina.

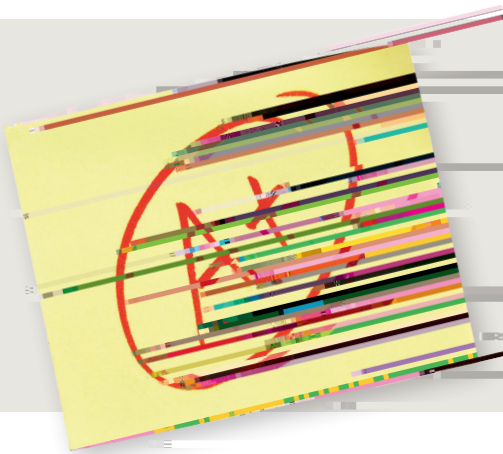
ROBERT COLLINS '15 MBA

Robert Collins accepted a position with Arizona State University as a project manager overseeing programs and projects for the enterprise technology group.

MANNY ABAD '15, '16 MBA

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A+ Accolades

The Bisk College of Business and its programs continue to be recognized as some of the best in the nation. Some of our most exciting recent accolades:

Forbes

Top 10 Best Management Information Systems Online Degrees of 2023 (for business administration degree with a computer information systems concentration)

Forbes

2023–2024 College of Distinction (for undergraduate business degree, as well as university-wide)

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BRUCE RIDEOUT '23 DBA

Florida Tech's DBA program combined the best aspects of a well-designed program and a practitioner's degree approach in my areas of interest.

The cohort model facilitated the development of close, personal relationships and tacit knowledge transfer.

I am looking at shifting to a college-level teaching role or business leadership/innovation consulting role. A combination of both is a potential next adventure.

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PATRICK HENLEY

After passing my proposal defense in July of this year, I am focusing on completing my research and preparing for my final defense. My research focuses on the impacts of talent strategies among water treatment organizations.

Currently, I work in the field of human resources and risk management in the water treatment industry. I also teach part time at a local technical college in the Atlanta, Georgia, area. I plan to continue doing both, but I also want to assist the water treatment industry through researching and developing potential solutions to some of the many complex issues facing the industry—especially those issues relating to workforce recruitment, development, retention and effectiveness.

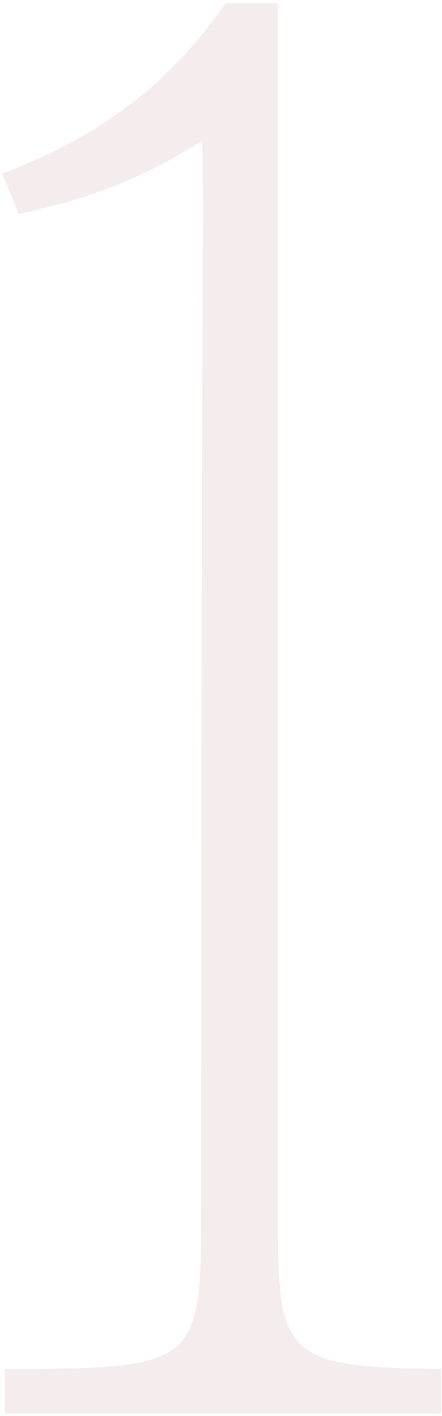
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For years, I've thought about a doctoral degree but never found a program that matched my needs: a challenging curriculum, a convenient location, class schedules designed for a working career practitioner and being cost effective. One day, while researching programs, I came across Florida Tech's DBA program, and it easily met all of my requirements. The program is perfect for someone who is looking to move from simply applying established business theories and methods to intricate business challenges, to cultivating the ability to formulate innovative theories and best practices in the business realm.

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By day, Jazmin Truesdale '11 MBA works in the tech industry. But by night, she transforms into a superhero on the pages of *A*.

Growing up, Truesdale loved reading comic books and watching superhero movies, but she noticed one major flaw: a lack of women in leading hero roles, particularly in films.

"It was always male characters with the females as supporting

side roles. No one was doing anything with their female superheroes at the time," Truesdale says. She remembers thinking, "Well, I can change that."

Inspired by her favorite superhero, Wonder Woman, Truesdale

Student Spotlight

Jared McColpin

FASTTRACK MBA STUDENT REPRESENTS COB ON ‘THE COLLEGE TOUR’

As part of the FastTrack Master's Degree program, Jared McColpin is earning both his bachelor's and master's degrees in business administration.

In August, Jared McColpin represented the Bisk College of Business on campus. Business Administration (BA) students are encouraged to participate in the college tour.

CATCH UP WITH weVENTURE

weVENTURE

Women's Business Center had a busy summer.

In June, the organization hosted the Hispanic Business Summit at the Center for

Advanced Manufacturing and Innovative Design (CAMID). At the event, local business leaders and entrepreneurs networked and participated in informative workshops, all presented in Spanish.

In August, For Your Best Self Dermatology and Plastic Surgery presented Wine Women & Shoes Space Coast, which benefited weVENTURE. The event was an opportunity for women in the community to gather, show off their favorite pair of shoes, enjoy wine tastings, shop local woman-owned businesses in the marketplace and see the latest looks from local boutiques and female designers, all while supporting weVENTURE and its mission.

Moving into fall, the center hosted its annual IMPACT Summit, a business leadership conference, in October with keynote speaker Laura DiBella, the first female Florida secretary of commerce and the former president and CEO of Enterprise Florida.

STUDENTS DRAW PARALLELS BETWEEN BLOCKCHAIN CONFERENCE AND COURSES

In April, Giacomo Bandini '23 MBA and Natalie Odisho '18 M.A. represented Florida Tech as volunteers at the MiamiNFT conference, where they organized the technological draw in Miami.

MiamiNFT featured 200 speakers on two stages spanning three days at Mana Wynwood convention center. Keynote speakers included businessman, investor and famed "shark" Mark Cuban and serial entrepreneur, Quest Nutrition founder and billionaire Tom Bilyeu.

The conference centered on action and what individuals can do to create results now, while the cryptocurrency community is still forming, as well as to impact industry and build upon science—lessons similarly taught at Florida Tech, Odisho says.

She and Bandini recently completed professor Abram Walton's blockchain course, one of the first of its kind in the country. Introduced in spring 2022, the course was created in response to the increasing cybersecurity threats and the rising demand for blockchain skills in the workforce.

Bandini is innovating in cryptocurrencies and aims to help others adapt to a changing business environment with an international focus.

Odisho was introduced to nonfungible tokens (NFTs) through instructor Tim Muth's CapSource collaboration with Genuino, an Italian NFT company that linked real-world objects, like sports jerseys, to the Fiorentina soccer team.

"Florida Tech is creating knowledge for students to disrupt the current models," Odisho said.

BUSINESS APPLIED SERIES RELAUNCHES

Assistant professor Jignya Patel has relaunched the Business Applied series after a pandemic hiatus. Presented by the Bisk College of Business, the series invites business owners, executives, consultants, practitioners, leaders and students to get new, actionable industry insights from the university's top business faculty.

In April, assistant professor Keiron Hylton gave the presentation, "Anatomy of a Strategic

Expert Perspective by Jignya Patel

ADOPT, RESIST OR ADAPT ARTIFICIAL INTELLIGENCE?

Artificial intelligence (AI), constructed on a vast variety and volume of personal and public data, is increasingly pervading all aspects of human life. From health care, communication and finance to art, music and sports, there is hardly an aspect of life untouched by AI.

In the initial years of growth, people were enchanted with the conveniences and pleasures afforded by AI technologies, such as voice-based assistants like Alexa, leading to the widespread adoption of AI. These AI technologies possessed limited decision-making latitude and autonomy.

Today, the sentiments related to AI are different. The public's emotions toward AI range from "very excited" to "highly concerned."

Technological advancements have made it possible for innovative forms of AI, such as ChatGPT, to appear in the market at little or no cost to the consumer. These radical AI technologies possess expansive decision-making latitude and have the ability to self-learn and make complex autonomous decisions without much human intervention.

In addition to convenience and pleasure, some people now associate AI with negative concepts, such as loss of privacy, unfairness,

inequity and potential human harm, causing them to resist further AI adoption. People are left with the question, "Should I adopt or resist AI?"

The answer lies in understanding that convenience and pleasure provided by AI technologies are directly at odds with privacy and identity, the two most valued assets of human life.

For example, TikTok's ability to precisely predict the next video is made possible because a user, knowingly or unknowingly, has traded the confidentiality of personal data for the convenience of personalized information. In the quest for personalized convenience, users are eventually cocooned in self-reinforcing ideas, as personalization does not allow for competitive ideas.

Similarly, ChatGPT offers writing convenience but simultaneously takes away users' opportunity to think and express their own ideas.

A chance to develop one's personal identity is lost in both examples as the desire for convenience and pleasure increases.

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