
FOUR NEW FACULTY HIRED

During the Fall 2021 semester, the Heidelberg University School of Business welcomed four new faculty members - **Patricia Berg, Lisa Kahle-Piasecki, Scott Miller and Douglas Woods**. Combined, they have over 82 years of teaching experience!



Patricia Berg



Lisa Kahle-Piasecki



Scott Miller



Douglas Woods

CLASSROOM NEWS

This fall saw the formation of a new student organization for the School of Business. The group, called the **Student Business Leaders**, will serve as the voice of the study body in interactions with business school faculty. The group is also responsible for planning professional development sessions for students. During the fall semester, the Student Business Leaders began planning events to be held during spring semester Hype days. Upcoming events will include a LinkedIn profile development session, a resume writing session, a “Dress for Success” event, and mock interviews. The current members of the Student Business Leaders include seniors **Delaney Gill** and **Sarah Shoots** and junior **Jared Buchholz**. The group is advised by School of Business professors **Dr. Salil Khetani** and **Scott Miller**.

The **‘Berg Business Board** held networking sessions with the students in **Dr. Kahle-Piasecki’s MGT 200** class on November 12. The Business Board members engaged in conversations with the students and listened to their suggestions and experiences on campus and with work and internships. Participating board members included; **Jerry Bupp, Chip VanDette, David Zak, Lisa Hohman, Mark Turpin, Paul Stallings and Dave Stover**.



BUS 101

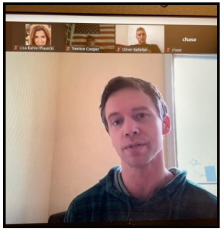


MGT 200

Students in **Dr. Berg’s BUS 101** course created mock business presentations for a potential business and they completed engaging service projects in the community, volunteering with organizations such as the Humane Society, thrift stores and collecting shoes for the homeless.

In **Dr. Berg’s MGT 200** course, students spent time learning about leadership and trust and had some fun with a paired trust scavenger hunt on campus in October. Several students also interviewed the **‘Berg Business Board** members, **David Zak, Mark Turpin, Eduardo Hernando, Chip VanDette and Jerry Bupp**.

Students in **Dr. Lisa Kahle-Piasecki's BUS 201** (Business Communications) course earned a micro-credential/digital badge from IBM this semester. The Working in a Digital World, Professional Skills Badge covers key soft skills for professionals. This knowledge of skills and behaviors includes creating and delivering presentations; using agile approaches for working professionally to deliver quality work and experiences to customers; collaborating effectively with teams; communicating with impact; dealing with challenges in a controlled and focused manner; and solving problems and implementing solutions.



Dr. Craig Engstrom

Guest speaker, **Dr. Craig Engstrom**, associate professor at Southern Illinois University Carbondale and career expert and LinkedIn-vetted service provider, presented information via Zoom on how to leverage the LinkedIn platform for job searching and how to work with the algorithms. Students in **Dr. Kahle-Piasecki's** class had a previous assignment to create a LinkedIn profile.

After completing the assignment, BUS201 student **David Drushal** landed an internship with Los Angeles based company Sweetly High.



David Drushal

David said "This past semester in BUS 201, I had the opportunity of working on my LinkedIn profile. During this time, I decided to apply to a couple internships and almost instantly a company by the name of Sweetly High got in touch with me. I participated in an interview over Zoom and that following week I started as a social media intern. Sweetly High, located in Los Angeles, California, is an integrated media network agency with a focus on Gen Z, founded with the idea of the empowerment of women. During the past 3 months I have gotten to know my fellow interns as well as managers not just as co-workers but as friends, and It's something I always look forward to every day. I have also been offered a job for the company. It's been a true learning experience and I really hope to work with Sweetly High in the future."



Amanda C. Lewis

In **Professor Woods'** Intermediate Accounting Class, students heard from guest speaker, **Amanda C. Lewis**, ('Berg, Class of 2010). **Lewis** is a manager with regional CPA firm Gilmore, Jason, Mahler, LTD. and she discussed the accounting profession.



Dominic Frey

Dominic Frey (MBA 2019) guest-lectured in **Dr. Khetani's** personal selling class. **Frey** works at Hitchings Insurance Agency.

FACULTY NEWS

Dr. Hua-Hsin Tsai, assistant professor of finance attended the 2021 Financial Management annual meeting and 2021 Vietnam Symposium in Banking and Finance conference. He has an article under review titled, "*Institutional Investor Distraction and Innovation*".

Dr. Kahle-Piasecki, associate professor of management, was asked to give an opinion on an article that appeared in the November 4, 2021 issue of The Advertiser-Tribune titled, "*Wokeness invading corporate America.*" Dr. Kahle-Piasecki's response focused on the Conscious Capitalism movement.

Dr. Patricia Berg, Associate Professor of Management, presented two articles at the Christian Business Faculty Association's (CBFA) annual conference in October 2021, in Nashville, Tennessee. Her papers are titled, "*The TUG of War in Higher Education: The Potential Impact of Merging Traditional Undergraduate Students and Adult Learners in the Heutagogical Online Learning Environment and The HyFlex Model: Is It Never or Now for Higher Education in this High Stakes-Post Covid-19 Market.*" **Dr. Patricia Berg** is on the Board of Directors for the CBFA and the current chair.

By Dr. Diane Monaco, Assistant Professor of Economics

I am a member of the Ohio Economic Experts Panel of more than 40 economists throughout Ohio. Scioto Analysis in Columbus runs the Ohio Economic Experts Panel which in turn, “provides policymakers and policy influencers with evidence-based analysis of pressing public problems. By making clear the effectiveness, efficiency, and equity impacts of public policies, Scioto Analysis gives decision makers the information they need to craft policy that improves lives.”

A recent survey published last month by Scioto Analysis presented a range of opinions looking at the impact of sports betting on the Ohio economy and the report slightly agreed that legalizing sports betting would have benefits that would outweigh the economic costs of the intervention.

Coincidentally, student research interests in various aspects of the Economic Analysis in Sports have been growing at Heidelberg University. For example, **Sigurd Ilestad** just completed his Economics major capstone paper this past Fall 2021 semester on the Competitive Balance in Sports. **Ilestad's** analysis involved two sports: Formula 1 racing which uses more than \$400 million in machinery, material and Research and Development costs to produce the race cars; and soccer, where the top teams had a combined operating revenue of 5,585 million euros (6.3bn USD).



Sigurd Ilestad

The focus of **Ilestad's** analysis was on the Competitive Balance within these two sports. The concept of competitive balance relates to the strength of the teams/individuals competing in the sport, whereas if teams/individuals are equal, then the competitive balance is maximal, on the other hand if only a few teams/individuals are superior relative to the others, there is a much lower competitive balance. In Ilestad's recent Economics major capstone analysis, he found evidence of competitive balance within these two sports where his analysis also incorporated equalizing measures taken by the governing bodies of these sports.