



# California State University **MONTEREY BAY** College of Business



@ 2015 David Wakely Photography

## College of Business Insights 2016 - 2017



@ 2015 David Wakely Photography

## Our Mission

- We promote our students' success in their chosen careers with business knowledge and skills developed through engaged teaching and learning.
- We provide integrated, hands-on education and responsible engagement with real-world challenges.
- We support positive organizational outcomes and regional development through practice-based research and collaboration with community partners.

## Dean's Message



The Fall 2016 semester saw the largest number of students in our undergraduate program (974) since our inception and the largest incoming cohort (66) of our MBA program. Providing an outstanding education to our students and student success remains the key goal of everything we do as we grow in size and complexity. A big milestone for us was the submission of the AACSB Initial Eligibility Application which starts the six year process of obtaining AACSB accreditation that will put the College among the top 5% of business schools worldwide.

Fall 2016 also saw the launch of our 2+2 Agribusiness program with Hartnell College and the accelerated growth of our new BS in Sustainable Hospitality Management. With our laser-like focus on student success, we continued to grow our Diamond Key Professional Development Program, our outstanding internship excellence program, our Career Gateway job placement program and our student clubs. We also launched the College of Business Alumni Chapter (COBAC) as the first college-based alumni chapter at CSUMB to connect with our burgeoning alumni.

Our Institute of Innovation and Economic Development (iiED), a collaboration between the College of Science and the College of Business stepped up its offerings for CSUMB students and the community with its Startup Hackathon, Startup Grind, Startup Tech Meetup and its collaboration with Junior Achievement to offer entrepreneurship programs in the Marina, Seaside and Monterey high schools.

Our faculty members continued to publish and present their scholarly work in leading journals and conferences. They launched a monthly research workshop to present their research and share teaching methods in order to improve the quality of research and teaching in the classroom.

Enjoy these milestones and more within!

Shyam Kamath,  
Ph.D. Dean



## Career Gateway Opens Up Business Connections

The Career Gateway program promotes student success by connecting business students and alumni to job opportunities and information. Career Gateway hosted several recruitment events this fall. These events give business students the opportunity to speak with recruiters and human relations professionals. Events included the Accounting Mixer with Hayashi & Wayland, the Accounting Professional Networking Conference, and the C.H. Robinson Open House.

Career Gateway also hosted Concentration Socials, for International Business and Information Systems students. Some business students don't yet know the diversity in careers and areas that each concentration offer. These socials provide a forum where students can meet and speak with employers, industry leaders, and faculty about opportunities in their areas.

Lanie Moules, Director of Global Logistics/Trade Compliance, Superior Foods and faculty members Al Budris and Nick Dahan (pictured below) spoke to students interested in the International Business Concentration. John Halberstadt, VP Technology and CIO of Capital Insurance Group spoke at the Information Systems Social.



# New Business Alumni Chapter Launched

This fall, the College of Business launched an Alumni Chapter. The College of Business Alumni Chapter (COBAC) is an extension of membership in the university-wide CSUMB Alumni Association, with the hope of providing opportunities and services to bring alumni closer to their College of Business cohorts. Chapters support Cal State Monterey Bay in a variety of ways, from raising scholarship money for students to attend CSUMB, to being ambassadors of the university in recruiting new students.

The COB chapter will focus on networking, career and educational opportunities, volunteer activities, interaction with current students and support of their initiatives or programs, recognition of alumni achievements, and support of various awards and scholarships.

The founding Board of Directors are: Matt Duditch, BS '01; Janell Galindez, BS '08; Tyler Gothelf BS '12; Phyllis Grillo BS '13; Chris Illig BS '05; Eric Johnson, MBA '14; Wyatt Meiggs, BS '08; Israel Nery, BS '09; Dan Overgaard, MBA '13; Libby Padilla, BS '07; and Kelly Swensen-Ellis BS '01.



COBAC Board Officers, clockwise from top left: Phyllis Grillo, President; Wyatt Meiggs, Vice President; Libby Padilla, Secretary; and Dan Overgaard, Chief Financial Officer

# Diamond Key Professional Development Program Kicks in to High Gear

This fall, a total of 803 keys were awarded to students for participating in the Diamond Key Professional (DKP) Development program's recognized events which included five Diamond Key professional development workshops, six Career Gateway events, the Greater Vision Agribusiness Forum, and the Business Club Fall Student Faculty Mixer event.

DKP is an innovative, four-year program that complements the College of Business curriculum and builds the additional skills necessary for professional student success. The goal is to incentivize and reward students for participating in extracurricular training modules that will enrich their professional skill set, preparing them to be impressive candidates for employers in and outside of our area. It is open to students from all six colleges.

The Diamond Key Workshops held in the fall semester included the following:

- "How Are You Perceived? --Tools to Develop a Professional Image" presented by Tonya Antle, Co-Founder and Executive Vice President, Organic Produce Network
- "A Job, A Career, A Calling --The Paths From On To The Other and Back Again Aren't Always Clear...and Why That's OK" presented by Malone Hodges, Real Estate Broker, Carmel Real Estate
- "Help Your Team be Great" presented by Susan Szasz, Instructor at CSUMB and Coordinator DKP Program
- "Swipe Right? Find the Right Corporate Culture for You" presented by Marylou Shockley, Al Budris, John Avella and Susan Szasz, CSUMB Faculty Members
- "The Art of the Professional Introduction" presented by Brad Barbeau, Professor, CSUMB.

The College of Business is excited to offer another great semester of Diamond Key events. To learn more, go to [csumb.edu/diamondkey](http://csumb.edu/diamondkey).

## Student Feedback

*"Everything I heard today will be taken into my business life."*

*"The takeaway is huge."*

On How Are You Perceived?

*"...relevant to every major and every life career path."*

*"I was engaged the entire time."*

On "A Job. A Career. A Calling-REAL tips, for real life opportunities"  
with Malone Hodges.

*"I challenged myself a lot and that is how I learn and improve.."*

On The Art of the Professional Introduction

# Students Connecting to the Community in New Ways

There are countless opportunities for our students to volunteer in the community. This fall CSUMB students were offered a once in a life time opportunity to be a part of the excitement around the Carmel International Film Festival. Student Ambassadors to introduce films and filmmakers at the Carmel International Film Festival.

Erin Clark of KSBW, co-founder of the Carmel International Film Festival and media expert, provided the volunteer training. Volunteers gained public speaking experience by introducing the films and filmmakers to the audience. The idea was to make the audience feel welcome, introduce the film, and get the audience excited about the film. After the films, the Ambassadors also introduced filmmakers and facilitated the Q&A.

Dean Shyam Kmath, Liliana Barajas (Business Major), Erin Clark (Co-Founder), Christian Burnham (Hospitality Major), Darby Hill ( Psychology Major), and Madison Palmer (Cinematic Arts and Technology Major)



## STUDENTS ROCK AS UROC PARTICIPANTS



Sonia Navarro worked with Dr. Shwadhin Sharma on a UROC project researching the factors that lead to online social network continuance. In other words, they analyzed why people continue using online social networks despite the negative aspects associated with it. The theories that guides the research model are the Uses and Gratification theory and the Social Influence Processes theory. A pilot study guided the main study for which they are collecting the data from Amazon Mechanical Turk. They will be analyzing the data and testing the hypotheses using structured equation modeling techniques.

Business student Roberto Ornales worked on a project that was conducted at the United States Department of Agriculture (USDA) in Salinas and funded by the Undergraduate Research Opportunities Center (UROC) at CSUMB. The purpose of the project was to gain an understanding of the genetic responses of a plant to the attack of a specific pathogen. Because densely planted spinach fields retain moisture from overhead irrigation in California production, which creates favorable conditions for the infection and development of different diseases. Spinach cultivars susceptible and resistant to a specific plant pathogen were inoculated with that specific pathogen. After the inoculation process Roberto evaluated the expression of both host and pathogen genes by running RNA-sequence analysis to determine which genes were up-or down-regulated as a result of the infection.





# Internship Excellence Program Breaks New Ground

The Internship Excellence Program recently partnered with Monterey Bay Internships to connect College of Business students with available internships exclusive to the tri-county area of Monterey, San Benito, and Santa Cruz counties. Internships are often extended beyond the original timeline or turn into permanent positions with the organization. The College of Business has established relationships with many local businesses that provide internship opportunities year after year. These include CH Robinson, Hayashi Wayland, Driscoll's Berries, Mazda Raceway, and more.

Internships are required for the Sustainable Hospitality Management (SHM) degree and strongly encouraged for Business Administration students as well. SHM students can be found throughout the community from the Pebble Beach Company to the Quail Lodge & Golf Club.

Sophia Saw, senior Business major, with a marketing concentration and a Communications Design minor, took advantage of the College of Business Internship Excellence Program to help her secure a Sales and Marketing Internship at Mazda Raceway Laguna Seca. Here she was able to apply her knowledge to real world situations. Her responsibilities included planning and promoting races, designing promotional flyers and signage, and coordinating fan activities such as autograph sessions.

Sophia has since been hired as a Sales and Marketing Coordinator with Mazda Raceway Laguna Seca. Sophia is pictured to the right with Pace Car Driver Greg Garneau.



## Mann Packing establishes College of Business Agribusiness Scholarships

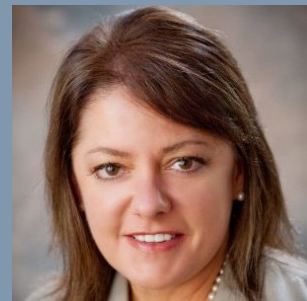
Mann Packing has committed \$10,000 per year for the next five years to provide scholarships for COB students. CSUMB College of Business Dean Shyam Kamath thanked Mann Packing for its support. “This significant scholarship gift enables our most needy students from the Salinas Valley and other farming sector-related communities to have an advantage in pursuing the American Dream,” he said. “It enables them to contribute to our community and the larger society we live in.”

The scholarships were made possible through the efforts of Lorri Koster, Mann Packing CEO. Koster is a member of CSUMB’s College of Business Advisory Council where she learned about the need for scholarships. “We are blessed to have a California State University in our backyard, yet financially a college degree can still be out of reach for many,” she said. “It is our hope this scholarship will make a difference in the lives of many students in the College of Business.”

Dean Kamath continued, “Lorri Koster’s outstanding leadership of the Tri-County agribusiness industry and her generosity in supporting our students with these scholarships and her membership of the COB Business Advisory Council is exemplary. We are grateful for her leadership by example!”

“At CSUMB, more than 50 percent of students are first-generation undergraduates. We are pleased and proud to provide this assistance to local students who have contributed positively to this community and intend to stay here and contribute more in the future.”

– Lorri Koster, chair and CEO of Mann Packing



In addition to the Mann Packing Scholarship, a variety of scholarships are available to students in the College of Business. Some are specific to major/concentration, some focus on the student’s background, and others are based solely on financial need. Additional scholarship opportunities include:

- 1st Capital Bank Scholarship
- Central Coast FCU Scholarship
- College of Business Friends & Faculty Scholarship
- College of Business Scholarships
- Balestreri Family Scholarship
- Hayashi & Wayland Scholarship
- HE & Ellen Spann Memorial Scholarship
- Jane Pere Johnson Scholarship
- John & Tomie Kobata Family Scholarship
- Mann Packing Scholarship for the College of Business
- Tanimura Brothers Scholarship
- William B. Farr Memorial Scholarship
- Sustainable Hospitality Scholarship

## Using Technology to Enhance Student Learning

Over the summer College of Business Instructor Terry Mullin was busy flipping his Managerial Accounting class using the CSUMB Innovation in Teaching and Learning Grant he was awarded in late spring.

With a flipped classroom, students watch short video lectures as homework and focus on exercises, projects, or discussions during the class session. The flipped classroom concept is beneficial when learning difficult concepts; students can watch the video-lectures multiple times to understand the content. Using subtitles on the videos can benefit visual learners who don't learn as easily with the traditional 'sage on the stage' lecture. A revolutionary way of teaching where the classwork is done at home and the homework in class.



## COB's Exciting New 2 + 2 Agribusiness Collaboration with Hartnell College

The College is proud to kick off its 2+2 Agribusiness partnership with Hartnell College. Hartnell College's Associate of Science Degree in Agribusiness prepares students for transfer to CSUMB for advanced study. This program is designed to provide students with a foundation of knowledge to help them become successful leaders within the Agribusiness industry. We thank Hartnell's Dean Zahi Atallah and Agriculture Institute Director, Dr. Susan Pheasant for their excellent leadership and cooperation in setting up the program



*Dr. Sumadhur Shakya*

Dr. Sumadhur Shakya have been critical in the development of this 2+2 program. He and Dr. Scott Fausti will provide the leadership for the next evolution of this program.

The program allows students to pursue a concentration in Agribusiness with a bachelor's degree of Business Administration that is currently offered at CSUMB. After completing the requirements at Hartnell College, students will receive an Associate of Science Degree in Agribusiness (Transfer Preparation Degree).



*Dr. Scott Fausti*

## SBDC Honors College of Business Chair



Dr. Marylou Shockley was honored as the person of the month for her contributions to the Small Business Development Center (SBDC).

The CSU Monterey Bay SBDC was established to meet the specialized needs of the small business community of business owners throughout Monterey and San Benito Counties. They provide high quality education, consulting, support for innovation, access to information and tools necessary to build successful, sustainable businesses.

Dr. Shockley is the Director and PI for the CSU Monterey Bay SBDC program. Howerton continues, “She understands the needs and issues of the business community and is passionate about helping students learn and serve by collaborating with the SBDC.”

It was Marylou who had the foresight, vision and drive to serve the small business community by implementing the SBDC program at Cal State Monterey Bay.

Diane R. Howerton, Regional Director, SBA

# Faculty Development Seminars Series Ramps Up

Each semester the COB Faculty Development Committee Ange Nariswari, Heiko Wieland, and Nick Dahan plan a series of faculty development seminars on research and teaching. These seminars are invaluable to the faculty who are able to attend and allow them to collaborate, innovate and publish their research.

## Teaching Workshop

Dr. Nick Dahan's teaching workshop "Why and How to Write Teaching Case Studies?" covered the nuts and bolts of writing teaching case studies to use in COB courses. Writing one's own cases is a great way to expose students to the local business community and become a published author. The workshop covered the writing process, from identifying a firm-subject, to a teachable topic, to writing an engaging case, and most importantly the accompanying pedagogical note.

## Research Presentations

Dr. Shwadhin Sharma's research presentation was on the "Impact of Employment Status on Information Security Policy Compliance." One of the challenging tasks that an organization faces is to ensure the security of its information system. Dr. Sharma's paper studies the impact of employment status on organizational commitment and perceived organizational support of employees and how that will affect behavioral intention to comply with Information Security Policies (ISP). This study supports the notion that the effect of organizational commitment and perceived organizational support on behavioral intention to use ISP will be stronger among permanent employees. However, this research did not find evidence that the perceived response cost of performing a behavior would negatively impact organizational commitment.

Dr. Christina Zhang presented research on "The Benefits of Interbank Connections: Evidence from Mergers and Acquisitions." The paper examines the impact of the interbank connections in Merger & Acquisition deals. It reveals that target valuation is significantly higher for deals with connected advisors than the ones without and the completion time is typically shorter for the connected advisor deals. Moreover, acquirers often experience lower stock returns during the deal announcements when they use connected advisors, but the targets' announcement returns are more positive when connected advisors are hired. Overall, it appears that the benefits of interbank connections do exist, but they are primarily enjoyed by the target firms.

Additionally, this term the College of Business welcomed guest speaker Dr. Barbara Dinter of the University of Chenitz in Germany who presented her research: "Big Data Goes Open – The Role of Open Innovation and Open Data for Big Data Projects." Dr. Dinter gave an overview of her research activities. Having a background in data management and Business Intelligence and still doing some research in these topics, she is currently focused on big data management.



From top: Christina Zhang, Shwadhin Sharma, Nick Dahan, and Barbara Dinter

## Fall 2016 Faculty Research & Intellectual Contributions

### Journal Articles

Dr. Chi-Chun Chou, Associate Professor

Chin, C., Chou, C. C., Nien, K., Wong, W. (2016) "The Vertical Information Transfer of Conference Calls Along the Supply Chain: An Example From the Semiconductor Industry in Taiwan," NTU Management Review (Vol. 26).

Dr. Heiko Wieland, Assistant Professor

Koskela-Huotari, K., Vargo, S., Wieland, H. (2016) "Extending the Actor-to-Actor View: An Institutional Perspective on Actor Participation in Value Creation," Journal of Strategic Marketing (Vol. 24).

Dr. Nicolas Dahan, Associate Professor

Bonardi, J. P., Dahan, N., Hadani, M. (2016) "Corporate Political Activity, Public Policy Uncertainty and Firm Outcomes: A Meta-Analysis," Strategic Organization.

Dr. Nicolas Dahan, Associate Professor

Dahan, N., Daphtari, N., Seeton, A. (2016) "ChemEquip: Dealing With an Asian Distributor Gone Rogue," Journal of International Business Education.

Dr. Chi-Chun Chou, Associate Professor -

Chin, C.L., Chou, C. C., Nien, K.T., Wang, W.A. (2016) "The Vertical Information Transfer of Conference Calls Along the Supply Chain: An Example From the Semiconductor Industry in Taiwan," NTU Management Review (Vol. 26).

### Proceedings

Dr. Babita Gupta, Professor

Gupta, B., Muthyala, V., P., Panda, Sahu, G. (2016) "E-Government Procurement Implementation in India: Two Comparative Case Studies from the Field," International Conference on E-Government (ICEGOV'14).

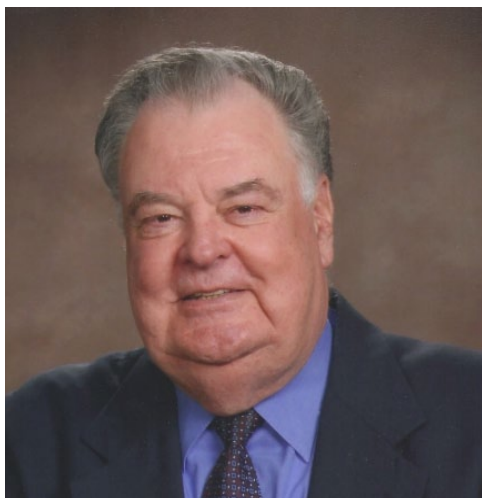
Dr. Shwadhin Sharma, Assistant Professor

Menard, P., Sharma, S. (2016) "Competitiveness on Social Networking Sites and Its Implications on Individuals' Security and Privacy Concerns," HICSS Conference.

Dr. Shwadhin Sharma, Assistant Professor

Sharma, S. (2016) "Here Today, Gone Tomorrow: Why are Mobile Games Losing Loyalty?," Americas Conference on Information Systems (AMCIS).

*Continued on next page...*



Top Row: Dr. Jenny Lin

Bottom Row (L-R) Dr. Tom Jones, Dr. Nicolas Dahan, and Dr. Chi-Chun Chou

# Fall 2016 Faculty Research & Intellectual Contributions

*...Proceedings continued*

Dr. Shwadhin Sharma, Assistant Professor  
Sharma, S. (2016) "High Engagement, Psychosocial Well-being and Fear of Missing Out in Online Social Network," Americas Conference on Information Systems (AMCIS).

Dr. Shwadhin Sharma, Assistant Professor  
Kuwatani, T., Patel, V., Perez, M., Scott, S., Sharma, S. (2016) "Internet of Things (IoT): An Analysis of Cost, Benefits, Risks and Enablers," 18th International Conference on Mobile Business.

Dr. Shwadhin Sharma, Assistant Professor  
Chennamaneni, A., Gupta, B., Sharma, S. (2016) "Twitter: Sentiment Analysis: An Examination of Cybersecurity Attitudes and Behavior," Pre-ICIS SIGDSA/IFIP WG8.3 Symposium: Innovations in Data Analytics.

## Books & Chapters

Dr. Jenny Lin, Assistant Professor  
Childers, T., Cross, S., Lin, M. H. (2016) "Sensory Identity: The Impact of Olfaction on Consumption," in Research in Consumer Behavior Series.

Dr. Thomas Jones, Lecturer  
Jones, T. (2016) DOERS: The Vital Few Who Get Things Done. Sun Yat Sen University.

Dr. Thomas Jones, Lecturer  
Jones, T. (2016) DOERS: New Game-Changers.

Dr. Roberta Atzori, Assisting Professor  
Atzori, R., Fyall, A. (2016) "Coral Reefs of the Florida Keys," in Coral Reef Tourism: Conservation and Management.

Dr. Shwadhin Sharma, Assistant Professor  
Gupta, B., Sharma, S. (2016) Information Privacy on Online Social Networks: Illusion-in-Progress in the Age of Big Data? in Analytics and Data Science: Advances in Research and Pedagogy.



Top Row: Dr. Shwadhin Sharma  
Bottom Row (L-R): Dr. Babita Gupta, Dr. Heiko Wieland, and Dr. Roberta Atzonri

## Welcome to our new faculty



The College of Business welcomed four new faculty members this fall: Dr. Scott Fausti, Associate Professor of Agribusiness; Dr. Roberta Atzori, Visiting Assisting Professor of Sustainable Hospitality Management; Dr. Angel Gonzalez, Assistant Professor of Hospitality Management; and Dr. Gary Schneider, Professor of Accounting. They come with a wealth of teaching, research, and industry experience.



# The Institute for Innovation and Economic Development (iiED) Has a Busy and Productive Semester



The Institute for Innovation and Economic Development (iiED) has had a busy semester hosting monthly Startup Tech Meetup meetings at The Press Club in Seaside, a Startup CSUMB Popup for student entrepreneurs, Technology

Bootcamps, and the Startup Hackathon. This past summer iiED hosted two new summer camps, Code Camp for middle schoolers and Technology Innovation Design Experience (T.I.D.E.) for high schoolers. These camps involve youth in current tech, entrepreneurship, and other activities.

Don't miss the exciting iiED spring events! The Startup Challenge new venture competition Qualifying Round is April 8 and this year's Challenge concludes with final presentations, Venture Showcase and Otter Tank competition on May 12. Startup Challenge is an annual new venture competition and acceleration program for prospective entrepreneurs, startups, and emerging companies to showcase their businesses, receive guidance from mentors, and compete for \$45,000 in cash prizes.

## Bootstrapping Through iiED Bootcamps

Technology bootcamps introduce new technology skills to students and community members. These bootcamps are pre-competition educational events to help those interested in participating in the Hackathon or Startup Weekend learn some exciting new tools prior to those events.

This year's beginner bootcamp was designed primarily for college students with little or no programming experience to learn about basic digital game design. The participants learned how to create a game that could become a digital game using HyperPad on an iPad.

The Advanced bootcamp was a follow-up to the beginner bootcamp. It was designed primarily for college students with a basic understanding of digital game design. Participants learned how to use the various features of an iPad to design a digital game.



*Dr. Eric Tao with students at Bootcamp check in.*

## iiED's Startup Hackathon Addresses Community Problems



**68** students and developers gathered at this year's Startup Hackathon to create digital games that address community problems. The games addressed key social and community issues including helping community members develop financial literacy, helping foster children successfully transition to independent, successful adult lives, providing self-guided tours of the CSUMB campus, helping students eat healthy on a limited budget, and navigating the public transit system. The Hackathon was led by Dr. Christian Eckhardt of the School of Computing and Design.

The winning team was the Traveling Otters team, comprised of Sonali Bharat, Brian Geiger, Monique La Croix, Daniel Mora, and Garrett Tibbetts (community problem: creating an interactive, online campus tour). Second Place went to Null Constructor (community problem: building sustainability), and third place was awarded as a tie between Hashmaps All-Day (community problem: starving students) and Git Committed (community problem: creating an interactive, online campus tour).

## iiED's Exciting Tech Meetup and JA Collaboration



This semester the Startup Monterey Bay Tech Meetup hosted a variety of presentations by entrepreneurs, experts and regional incubators. Tech Meetups foster a community where entrepreneurs and aspiring entrepreneurs, innovators, local start-ups, and businesses can meet, learn, tell others about what they are up to, find out what others are up to, and enjoy the camaraderie of being with other entrepreneurs.

Steve Blum, CEO of Tellus Ventures reported on the regional broadband project; that he is coordinating; company presentations included Aero Golf, Banders, Urbavore, Zozbot, PortableCloud, Percy's Pies, Leviathan Foods, and Levered Learning. Carmen Herrera updated the group on developments at the Watsonville Kitchen Incubator. Special discussions by Elizabeth Powers, a local IP attorney, on "Intellectual property (IP) identification and protection - how do you protect your valuable business ideas?" and David Steinberg of UC Santa Cruz on his human genome "Bringing DNA Online." In November, Josh Metz and Gina Archuleta, a COB student doing an internship with FORA, reported on a FORA study for establishing co-working spaces in the Monterey area.



**Junior Achievement®**

This fall, for the first time, College of Business Service Learning students delivered the Junior Achievement Career Success Program in three local high schools (Seaside High School, Monterey High School, and CEIBA High School in Watsonville).

The JA Career Success program is a seven session, hands-on program that prepares students with the 4Cs (critical thinking, communication, collaboration, and creativity) that are needed to compete and succeed in the current job market. CSUMB student facilitators received JA training and coaching to enable them to deliver the program. As the 40 CSUMB COB student facilitators were "near-peers" to the high school students, they engaged well as they discussed preparing for future careers and college.



JA Volunteers Brian McCrary and Houston Hansen

"JA taught me leadership and responsibility and that you always have to consider everything—like your future—when you make decisions as a high school student."

—JA high school alumna

## iiED - Startup Grind Features the Impact of Technology on Human Systems

This semester a special Startup Grind event was held at CSUMB with Pascal Finette, who speaks and writes about the magic that happens at the intersection of entrepreneurship, technology & global impact.

Pascal gave a fascinating talk about the exponential nature of technological advances and the inherent inability of humans to think exponentially. With this understanding, entrepreneurs are able to focus on areas that have not yet been digitized, like agtech. Entrepreneurs see potential for exponential growth in agtech because there have been so few technological changes.

Pascal currently heads up everything involving entrepreneurship at Singularity University, including the Startup Program, Entrepreneurship education and Global Evangelism where he inspires, educates and empowers entrepreneurs tackling the world's most intractable problems leveraging exponential technologies.



# Greater Vision 2016

## Debates Technology's Impact on Labor

The Salinas Valley is taking a leading role in the country on becoming a high-tech agricultural hub. Its precision agriculture initiative through the Agtech Innovation Cluster Initiative of the City of Salinas, the Thrive Accelerator, the Western Growers Agriculture Innovation Center, SVG Partners and the Forbes Agtech Summit. As a result, the spread of artificially intelligent (AI) technology, many forms of which are already being integrated into the Salinas Valley, poses questions regarding the future of agricultural labor in the Valley as we know it. This year's Greater Vision Forum, which is partnered with the Grower-Shipper Association Foundation (GSAF) and the College of Science, focused on the role of technology in agriculture and its impact on labor. The forum was titled

“The Future of Labor: How Will the Agtech Revolution Impact Salinas Valley Employment and Community Life?”

Brian Antle, VP of Harvest for Tanimura & Antle and A.G. Kawamura, former California Secretary of Agriculture and CEO of Orange County Produce, LLC were the keynote speakers. Panelists Ray Corpuz of the City of Salinas, Julio Sanchez of RAMCO Enterprises, Cesar Lara of the Monterey Bay Central Labor Council, Michael Christensen of Driscoll's Berries, and Julien Laffont of NAIOTechnologies sparked a lively debate among the keynote speakers and the audience. The event was moderated by Jim Bogart, President of Grower-Shipper Association and over 400 students and community members attended.



*President Eduardo Ochoa opens Greater Vision*

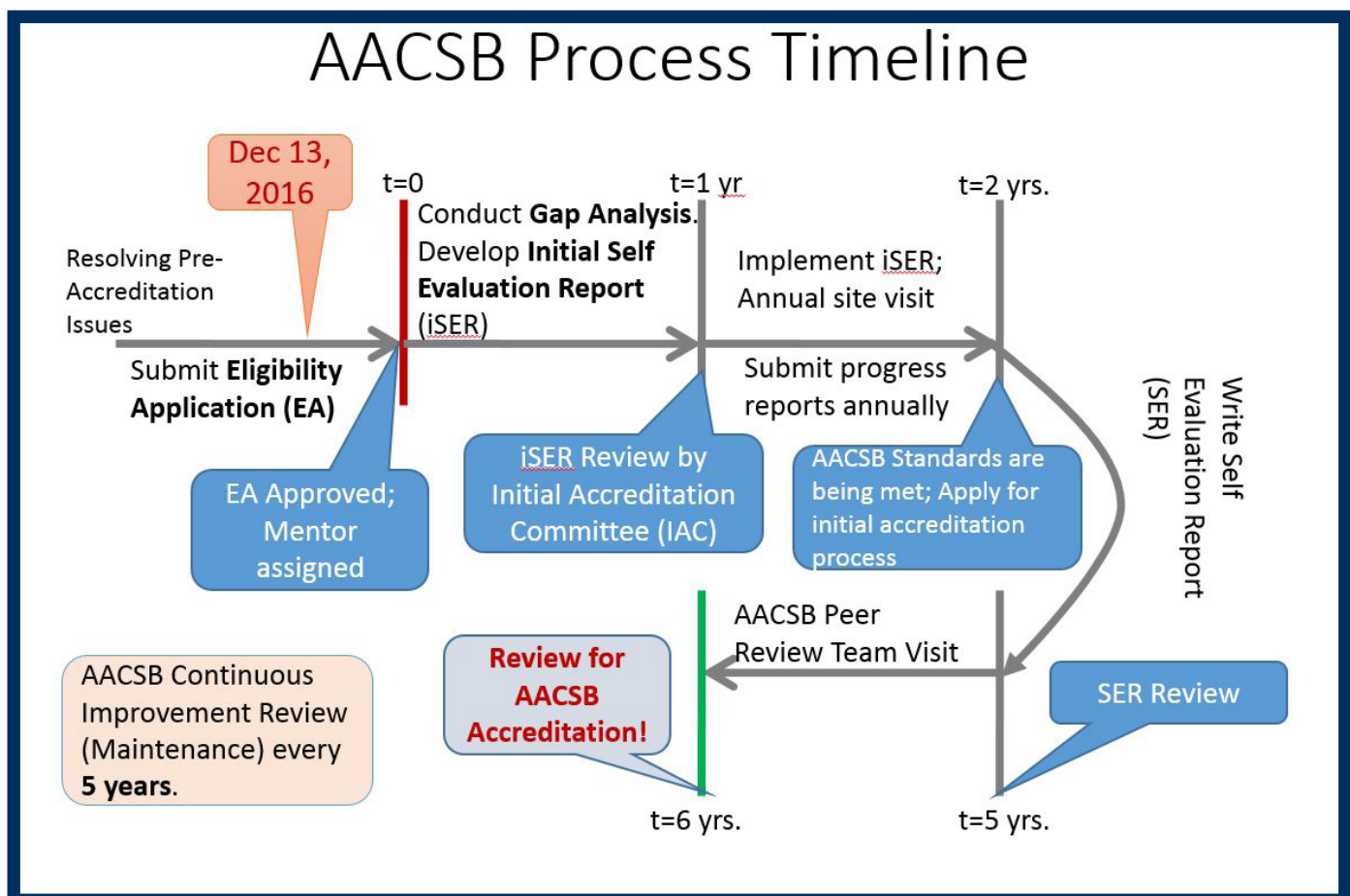
*L-R: Ray E. Corpuz Jr., Julio Sanchez, Cesar Lara, Michael Christensen, Julien Laffont, and President Eduardo Ochoa*

# Launching the Quest for AACSB Accreditation

On December 12, the College of Business submitted its Association to Advance Collegiate Schools of Business (AACSB) Initial Eligibility Application. This application is the first in a multi-year process towards AACSB Accreditation, which would put CSUMB among the top 5% of universities worldwide with this accreditation. The application demonstrates how COB meets AACSB's eligibility criteria by its: commitment to and alignment with a series of AACSB core values and standards. Some of the many advantages of AACSB Accreditation include:

- Improved student learning and student success;
- Improved quality of teaching (what & how), research and professional development of faculty;
- Improved innovation, engagement and impact on students, stakeholders and community;
- Creation of a culture of reflective continuous improvement;
- Curricular changes made by all faculty in unison in closing the loop; and
- Creating an intentional high impact culture of learning.

AACSB will review COB's Eligibility Application at its February meeting in New Orleans. The College of Business is excited about the next steps in the AACSB process, the Initial Self-Evaluation Report (ISER) and Gap Analysis. During this process the College will analyze how it meets AACSB standards and where it needs to make improvements.



## 2016 – 2017 Business Advisory Council

### Luis Alvarez

President & CEO, Alvarez Technology Group, Inc.

### John Avella

Executive Director of Sustainable Hospitality Programs,  
College of Business at CSU Monterey Bay

### Michael Briley

Managing Partner, Hayashi Wayland

### Tom Bryan

CFO, Taylor Farms

### Rick Busman

Controller, Monterey Peninsula Country Club

### Gill Campbell

CEO, Mazda Laguna Seca Raceway

### Sharon Crino

Interim CEO, For-Profits & Non-Profits  
Former Vice President & General Manager, Eastman Kodak

### Carol Davis

Former Adjunct Professor, College of Business at CSU  
Monterey Bay

### David Eldredge

President, Gourmet Garden

### Michael Fox

CEO, Goodwill of Silicon Valley

### Jeffrey Froshman

Financial Consultant, Wells Fargo Advisors LLC  
Distinguished Lecturer, College of Business at CSU Monterey  
Bay

### Juana Gomez

Corporate Human Resources, Monterey Mushrooms, Inc.

### Ray Griffin

Director - U.S. West Region, C.H. Robinson

### Jody Hansen

President & CEO, Monterey Peninsula Chamber of  
Commerce

### Kathleen Johnsen

Human Resources Consultant, K. Johnsen Human  
Resources Consulting Services

### Sundar Kamath

Senior Vice President of Technology, Sanmina Corporation

### Kathy Kobata

Managing Shareholder, Tostevin Accountancy Corporation

### Lorri Koster

Chairwoman & CEO, Mann Packing Company

### Leinette Limtiaco

President & CEO, Central Coast Federal Credit Union

### Michael Marcus

Managing Partner, Marcus Partners LLC

### Jocelyn Martin-Leano

Executive Vice President & COO, Rushmore Loan  
Management Services

### Bethany Mayer

President & CEO, Ixia

### John F. "Jack" McKenna

Former Dean, College of Business at CSU Chico

### Kevin Murphy

CEO, Driscoll's

### Kelly O'Brien

Partner & COO, Sensortech Services LLC

### Fane Opperman

Managing Director - Investments, Wells Fargo Advisors LLC  
Adjunct Professor, College of Business at CSU Monterey Bay

### Michael Peterson

Healthcare Consultant & Advisor  
Former Interim CEO, COO & Vice President of Special Projects,  
Stanford Hospital and Clinics

### Julius Robinson

Managing Director - Corporate Social Responsibility for the  
Americas, MUFG Union Bank, N.A.

### Larry Samuels

Senior Advisor to the President, CSU Monterey Bay

### Sue Storm

Senior Vice President of Business Banking, Pacific Valley Bank

### Tony Walker

President & CEO, ComForCare Home Care



## Cal State Monterey Bay Mission

To build a multicultural learning community founded on academic excellence from which all partners in the educational process emerge prepared to contribute productively, responsibly, and ethically to California and the global community.

## College of Business Vision

To become a recognized U.S. business college, engaged regionally and globally, for developing responsible and workforce-ready business graduates.

## Contact Us

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