



NEXT
TECH
INNOVATOR

NEXT
SOCIAL
ENTREPRENEUR

FUTURE
CFO

FUTURE
BUSINESS
OWNER

DEAN'S REPORT 2019

THE PURSUIT OF **EXCELLENCE**

STRATEGIC PLAN 2017 - 2022

WE PURSUE EXCELLENCE BY BUILDING OUR ENVIRONMENT, MAXIMIZING
ENGAGEMENT, AND MOTIVATING EMPOWERMENT IN ALL WE DO.



ENVIRONMENT

Each day we create an inviting, respectful, and inspiring environment, empowered by collaboration and inclusion.



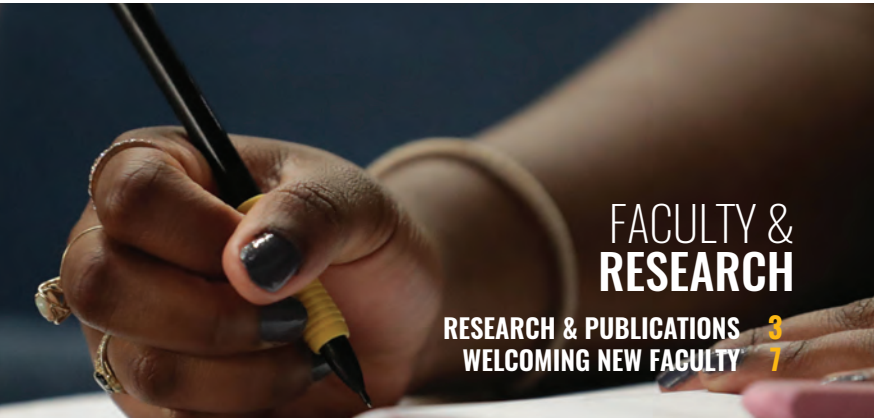
ENGAGEMENT

Increased engagement brings greater opportunities for all stakeholders, and in the process, improves our environment.



EMPOWERMENT

We are committed to a culture that empowers our students, faculty, staff, and alumni to achieve excellence and better engagement.



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A MESSAGE FROM THE DEAN

At UCR School of Business,
we continue to build an
environment that inspires
greater engagement and
collaboration which empowers
all our stakeholders to achieve
greater levels of success.

As I review our annual Dean's Report, I am inspired to reflect on a year of achievement, outstanding service, and innovation by the faculty, staff, students, alumni and partners of the UCR School of Business.

I hope it will inspire you as well, and encourage your collaboration with us.

We are committed to greater engagement and playing an impactful role in the economic and social landscape of the regional and worldwide communities we serve. Our annual Economic Forecast Conference exemplifies our commitment to provide the knowledge, insights, and expertise that inform public policy, decision making, and promotes innovation throughout the Inland Southern California Region – one of the fastest growth areas in the country.

Just like the region, we are on a trajectory of growth and transformation. And with over 70% of our alumni staying in Southern California upon graduation, the UCR School of Business is developing the human capital that drives the region's economic growth and vitality.

Our faculty, while small in number, is taking a leading role in contributions to research and publications among public institutions nationwide. Committed to student success, they have won several UC Award Funds to transform their programs to meet the demands of our diverse student body.

These goals continue in an important way throughout the 2019-2020 academic year and drive our strategic decisions and how we shape the future of business education.

Yurizeng Wang

Dean's Distinguished Scholar in Supply Chain Management, Dean
UCR School of Business

COMMITTED TO EXCELLENCE

We leverage the full resources of a world-class university system to deliver a business education that continues to rise in national prominence.

TOP 1%

OF UNIVERSITIES
WORLDWIDE

As a member of the world's most prestigious public university system, UC Riverside ranks among the top 1% of universities worldwide

CENTER FOR WORLD UNIVERSITY RANKINGS 2018-19

\$2.7B

CONTRIBUTED TO
U.S. ECONOMY

California's fastest growing region, UCR is an economic powerhouse, contributing \$2.7 billion to the U.S. economy

2017 UCR ECONOMIC IMPACT REPORT

#1

IN SOCIAL
MOBILITY

UC Riverside reaches No. 1 in social mobility

U.S. News & World Report 2020

FASTEST RISING

RANKED
UNIVERSITY

UC Riverside is America's fastest rising ranked university

U.S. NEWS & WORLD REPORT 2019

13TH BEST UNIVERSITY

IN THE WESTERN
UNITED STATES

Ranked the 13th best university in the western United States, UCR leads the nation in excellence, access, and affordability

MONEY MAGAZINE 2018



I have no doubt that the school will continue to rise in rankings. The primary reason for the school's success is the renowned faculty that constantly prepare students for the business world and encourages personal empowerment."

— Vivian Muniz, MBA '19

#91

Best Graduate
Business School

#90

Best Undergraduate
Business Program



The AACSB-accredited UCR School of Business is the premier public business research institution in Inland Southern California and provides insights and resources that impact the development of the region.



A RISE IN RESEARCH & PUBLICATIONS

RANKING FOR TOTAL PUBLICATIONS

#86

FOR TOTAL NUMBER
OF PUBLICATIONS IN

Top Business Journals

The School's faculty ranks 86th for total number of publications in top business journals according to UT Dallas rankings 2014 -2018. This is a significant rise in ranking since the 2013 – 2017 publication ranking.

RANKING BY ACADEMIC JOURNALS

#54

FOR PUBLICATIONS IN

Operations Management
Journals

According to UTD
rankings 2016 - 2019

#79

FOR PUBLICATIONS IN

Marketing
Journals

According to UTD
rankings 2016 - 2019

#84

FOR PUBLICATIONS IN

Management
Journals

According to UTD
rankings 2016 - 2019

#90

FOR PUBLICATIONS IN

Finance
Journals

According to UTD
rankings 2016 - 2019

RECENT PUBLICATIONS 2018-2019

ELODIE ADIDA

(With Ö. Özer)

Why Markdown as Pricing Modality?
Management Science, 2019

ELODIE ADIDA

(With F. Bravo)

Contracts for Healthcare Referral Services: Coordination via Outcome-Based Penalty Contracts
Management Science, 2019

LONG GAO

(With J. Shi, M.F. Gorman, T. Luo)

Business Analytics for Intermodal Capacity Management
Manufacturing & Service, 2019

LONG GAO

(With K. Kuzu, L. Gao, and S.H. Xu)

To Wait or Not to Wait: The Theory and Practice of Ticket Queues
Manufacturing & Service Operations, 2019

LONG GAO

(With B.K. Mishra)

The Role of Market Evolution in Channel Contracting
Management Science, 2019

TIMOTHY GUBLER

(With Ian Larkin and Lamar Pierce)

Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity
Management Science, 2018

JERAYR HALEBLIAN

(With Daniel Gamache, Gerry McNamara, Scott Graffin, Jason Kiley, and Cindy Devers)

Impression Offsetting as an Early Warning Signal of CEO Self-interest in Acquisitions
Academy of Management Journal, In Press

MINGYU (MAX) JOO

(With Dinesh K. Gauri and Kenneth C. Wilbur)

Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry
Management Science, Forthcoming

MINGYU (MAX) JOO

(With Michael L. Thompson and Greg M. Allenby)

Optimal Product Design by Sequential Experiments in High Dimensions
Management Science, 2019

THOMAS KRAMER

(With R. Dustin Harding, Diogo Hildebrand, and Jannine D. Lasaleta)

The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Human Behavior
Journal of Consumer Research, 2019

ADEM ORSDEMIR

(With Vinayak Deshpande and Bin Hu)

Ensuring Corporate Social and Environmental Responsibility Through Vertical Integration and Horizontal Sourcing
Manufacturing and Service Operations Management, 2019

AMNON RAPOPORT

(With Meng Cheng, Eyran J. Gisches, Vincent Mak, Myounghee Moon, Darryl A. Seale, and Rui Yang)

The Braess Paradox and Coordination Failure in Directed Networks with Mixed Externalities
Production and Operations Management, 2018

MARLO RAVEENDRAN

Seeds of Change: How Current Structure Shapes the Type and Timing of Reorganizations

Strategic Management Journal, Forthcoming

JORGE M SILVA-RISSE

(With Kenneth C. Wilbur and Linli Xu)

Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples
Management Science, 2018

ASHISH SOOD

(With V. Kumar)

Client Profitability of Diffusion Segments Across Countries for Multi-generational Innovations: The Influence of Firm, Market, and Cross-national Differences
Journal of International Business Studies, 2018



SERVICE ON JOURNAL BOARDS

Faculty serving as editors and associate editors of leading peer-reviewed business journals.

MINGYU (MAX) JOO

Associate Editor of Decision Sciences

THOMAS KRAMER

Associate Editor at the Journal of Consumer Research
Associate Editor at the Journal of Consumer Psychology

RICHARD SMITH

Associate Editor at the Journal of Corporate Finance

SUBRAMANIAN BALACHANDER

Associate Editor of Productions and Operations Management

WELCOMING NEW FACULTY

**Danko Turic**

Associate Professor, Supply Chain Management

Danko Turic is joining UCR School of Business from the Olin School of Business of Washington University in St. Louis where he taught business analytics to undergraduates and MBAs. Dr. Turic holds a Ph.D. degree in Operations Research from Case Western Reserve University and an undergraduate degree in Industrial Engineering from Czech Technical University. His research focuses on supply chain risk management and the interface of operations with finance and marketing.

Naman Dasai

Assistant Professor, Accounting

Naman Dasai will be joining UCR School of Business in early 2020. He comes from the Indian Institute of Management and has extensive research and teaching experience in Accounting and Auditing. Dr. Dasai holds a Bachelor of Commerce from Gujarat University, Masters in Accountancy from Culverhouse School of Accountancy, University of Alabama, and a Ph.D. in Accounting from Florida State University.




“ I had unparalleled research opportunities that were provided by UCR’s exceptional faculty. Thanks to a couple School of Business professors who extended research opportunities to me as a transfer student, I was able to take part in initiatives that influenced my educational journey. Through the mentorship of my professors, the research paper I worked on was accepted to a conference, where I had the opportunity to present to the academic community.”

— Nicholas Blaney, ‘18



Nicholas Blaney, '18

A close-up portrait of a man with short brown hair and a light beard, smiling warmly. He is wearing a dark grey tuxedo jacket over a white dress shirt and a dark grey bow tie. The background is a soft, out-of-focus beige color.

FOCUS ON **FACULTY**

THOMAS KRAMER

Professor of Marketing

Associate Dean of Undergraduate Programs

Ultimately, any business is about satisfying customers. So great business leaders and managers must know what makes their customers tick. No matter how rational or irrational their decisions may be, customers' wants and needs must be profitably met.

Thomas Kramer has delved into understanding extraordinary consumer beliefs, biases, and heuristics that effect consumer choice and behavior. His research and publications have provided industries with insight to better their business, products and services. Professor Kramer has taught undergraduate, MBA, Ph.D., and executive-level courses in Marketing Management, Marketing Research, Consumer Behavior, and Global Marketing.

His research interests focus on examining factors that influence preference construction and subsequent decision-making, including extraordinary consumer beliefs (such as superstitious, magical, fateful, or karmic beliefs), biases, and heuristics. His research has appeared in top marketing and decision-making journals, including the Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Journal of Consumer Psychology, and Organizational Behavior and Human Decision Processes. His most recent work examines differences in consumer behavior engendered by renting versus purchasing skill-based products, as well as ritualistic consumer behavior to overcome negative affective states.

“ MAKE IT YOUR BUSINESS
TO UNDERSTAND THE
EXTRAORDINARILY WEIRD AND
THE WEIRDLY EXTRAORDINARY.”

— Thomas Kramer

Professor Kramer is currently an Associate Editor at both the Journal of Consumer Research and at the Journal of Consumer Psychology, and has served on the editorial review boards for both. In 2018, he served as Issue Co-Editor for the Journal of the Association of Consumer Research issue on “The Science of Extraordinary Beliefs.” He also joined the editorial review boards of the Journal of Marketing Research and the Journal of International Marketing in 2019.

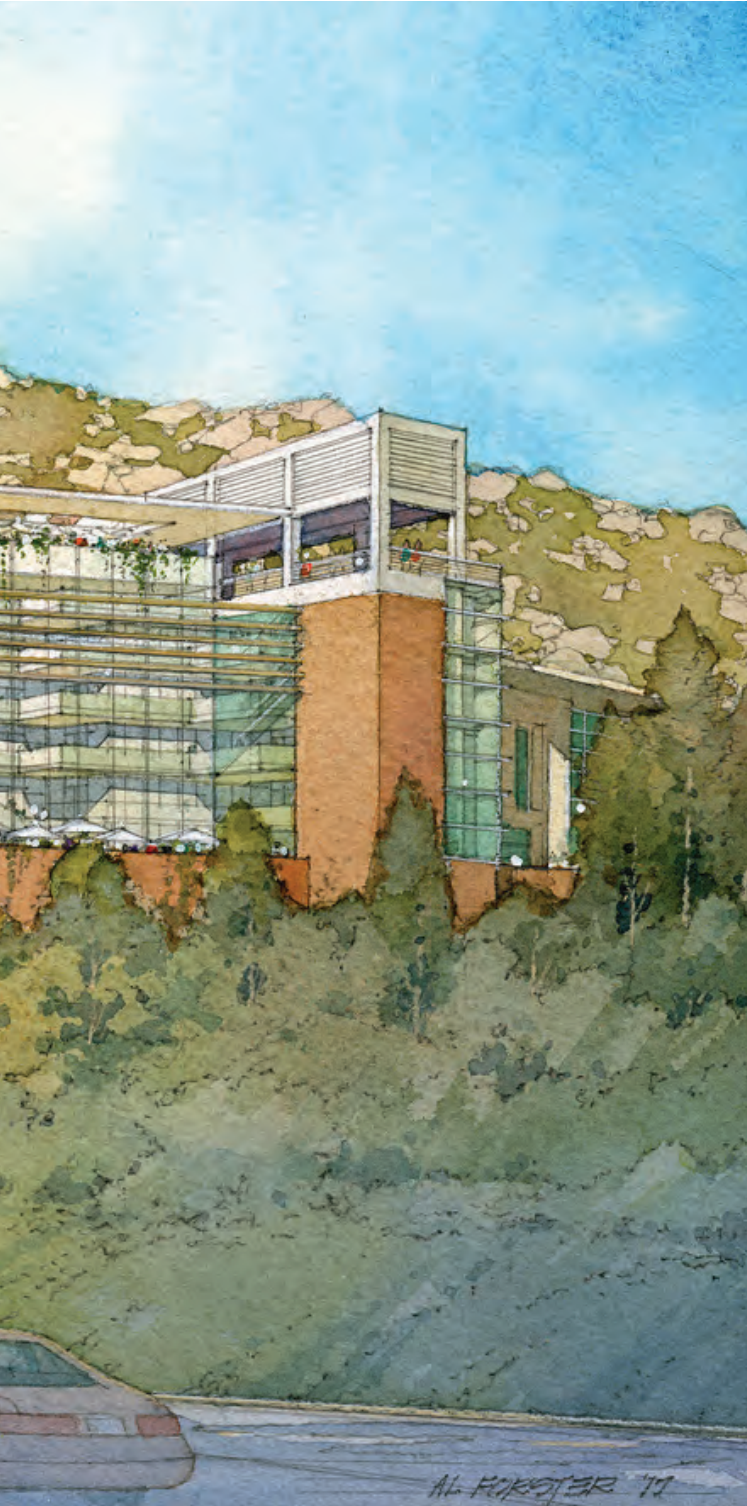
An active participant in service to the academic community, Professor Kramer has organized national and international conferences, including 2019's China Marketing International Conference, held in Guangzhou. He is also the co-chair of the Doctoral Consortium of the 2019 Association for Consumer Research conference, and is a member of the program committee for the 2020 conference of the Society for Consumer Psychology.

Thomas Kramer received his Ph.D. degree from Stanford University and his MBA and Bachelor's degrees from Baruch College, CUNY. Prior to joining the University of California, Riverside in 2015, he was a faculty member at Baruch College from 2003 to 2010, and at the University of South Carolina from 2010 to 2015. He was appointed associate dean for the undergraduate program for UCR's School of Business in 2019.



BUILDING FOR **THE FUTURE OF BUSINESS**

We are building a world-class environment that permeates beyond a physical structure. The new UCR School of Business complex will be a catalyst for research, economic development, and growth in inland Southern California.



REACHING MILESTONES

The School has begun to work on the next phase of the planned \$80 million building complex, contracting with a design firm to work on iterations of the building's architectural renderings, design and facilities.

INVEST IN THE FUTURE

Planned with several large lecture halls, meeting venues, and state-of-the-art study facilities, the UCR Business building will be a highly utilized facility by the entire university, as well as private and public companies, and the greater Inland Empire communities.

NAMING OPPORTUNITIES

Join a community of contributors and invest in a future campus that will serve the community's future leaders. The building complex will be planned to comprise state-of-the-art facilities and venues.

- School of Business
- Dean's Executive Suite
- Faculty and Ph.D. study rooms
- Career Development Center
- Centers of Excellence
- Lecture Auditorium
- Study Halls
- Student Facilities

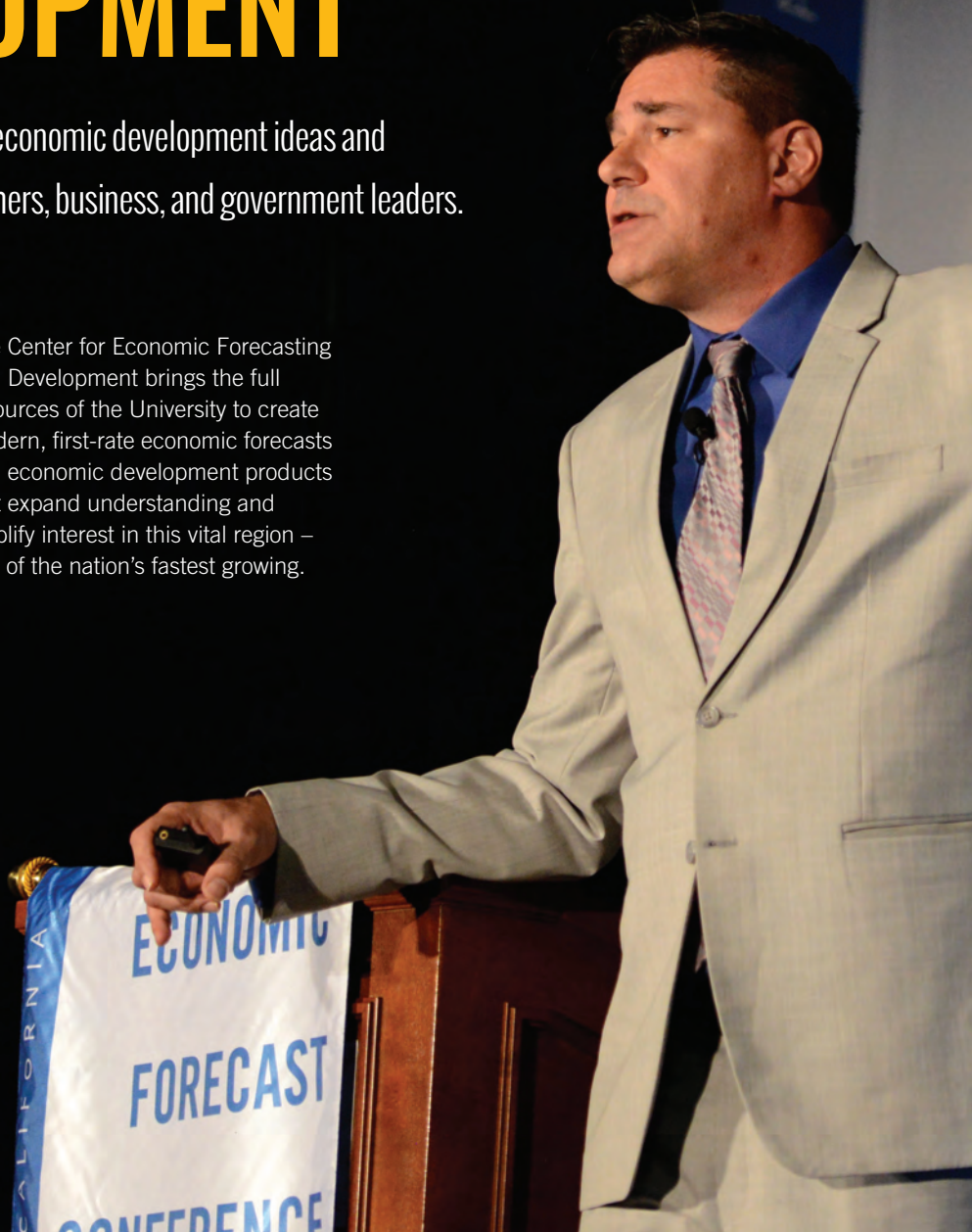
CENTER FOR ECONOMIC FORECASTING & DEVELOPMENT

As a hub of collaboration, innovative economic development ideas and strategies emerge from both researchers, business, and government leaders.

The UCR School of Business Center for Economic Forecasting and Development is the first world-class university forecasting center in the Inland Empire serving one of the most dynamic regions in the United States.

Together, Riverside and San Bernardino Counties make up an economic area that is larger than Seattle, San Diego, or Orange County and twice the size of Silicon Valley.

The Center for Economic Forecasting and Development brings the full resources of the University to create modern, first-rate economic forecasts and economic development products that expand understanding and amplify interest in this vital region – one of the nation's fastest growing.



SPEAKING ENGAGEMENTS

50 EVENTS ACROSS THE INLAND EMPIRE

SIGNATURE PUBLICATIONS

3 ECONOMIC WHITE PAPER SERIES

INLAND EMPIRE BUSINESS ACTIVITY INDEX

INLAND EMPIRE REGIONAL INTELLIGENCE REPORT

GOVERNMENT & BUSINESS COMMISSIONS



Labor Market Intelligence Report
SAN BERNARDINO COUNTY



Revenue Forecast
SAN BERNARDINO COUNTY TRANSPORTATION AUTHORITY



Regional Intelligence Reports
VARIOUS CITIES OF SAN BERNARDINO AND RIVERSIDE COUNTIES

AMONG ITS MANY PROJECTS, THE CENTER HAS BEEN COMMISSIONED TO PRODUCE ECONOMIC IMPACT ANALYSES FOR:

- Virgin Trains USA
- Ontario International Airport
- Auto Club Speedway
- City of Riverside Public Utilities

ANNUAL SAN BERNARDINO COUNTY ECONOMIC FORECAST CONFERENCE

THE CENTER PARTNERED WITH THE INLAND EMPIRE REGIONAL CHAMBER OF COMMERCE TO LAUNCH AN ANNUAL SAN BERNARDINO ECONOMIC FORECAST CONFERENCE IN 2017.

In its third year, the 2019 event was held at the Ontario International Airport. Locating the event at the airport, and partnering with airport leaders is part of an ongoing effort by the Center to support the growth and expansion of this valuable regional asset. Accompanying the event, and in coordination with the County, was a San Bernardino Regional Intelligence Report, produced by the Center that analyzed the region's residential and commercial real estate markets, employment, and business activity.

10TH ANNUAL INLAND EMPIRE ECONOMIC FORECAST CONFERENCE

ONE OF THE MOST ANTICIPATED ECONOMIC FORECAST EVENTS FOR BUSINESS LEADERS IN THE REGION, THE ECONOMIC FORECAST CONFERENCE DELIVERED KEY INSIGHTS FOR THE REGION AND COUNTRY.

The upsides and downsides of the Inland Empire's economic expansion was addressed at the 10th Annual IE Economic Forecast Conference, hosted by the UCR School of Business Center for Economic Forecasting & Development. This year's theme addressed housing scarcity, a natural barrier to growth in any labor force, and how the Inland Empire's lack of work force growth has led to the tightest labor market the region has ever experienced. The Conference featured some of the nation's leading economists along with key business and government leaders from across the region.

GUEST SPEAKERS



Steve Pontell

President & CEO of National CORE



Paavo Monkkonen

Associate Professor of Urban Planning and Public Policy, UCLA Luskin School







Chancellor Kim Wilcox, Darin Anderson, Dr. David M. Hadley, Dean Yunzeng Wang



EXECUTIVE FELLOWS INSTALLATION

Founded in 1992, the Executive Fellows Program aims to connect distinguished business leaders with students and faculty to enrich the learning experience. Fellows serve a one-year term, during which they give guest lectures, act as mentors and consult with students and faculty.



“ It is our mission and promise to deliver an excellent and relevant business education. This program reflects our commitment to professional excellence and our inter-dependent relationship with distinguished alumni, senior business leaders and the business community”

— Yunzeng Wang, Dean

**2019-2020
FELLOWS****Darin Anderson '89, MBA '91**

Chairman and CEO at Salas O'Brien

Darin Anderson is the Chairman and CEO at Salas O'Brien, a leading national facilities engineering design and commissioning firm which has been on the Inc. 500 fastest growing companies in the US for the last six years. They have achieved 2800% growth over the last 10 years without the use of outside capital. The company is designing projects exceeding \$3 billion in construction value annually. Mr. Anderson currently is an Alumni Regent for the University of California, the recent past Chair of the UC Riverside Foundation Board of Trustees, served for 10 years on the Alumni Association board in various roles, and served as Chair of the UC Riverside School of Business Advisory Board.

**Dr. David M. Hadley '71, M.S. '73**

Senior Vice President of Product Development for Cardiac Insight, Inc.

Dr. David M. Hadley is the senior vice president of product development for Cardiac Insight, Inc. and has over 30 years of hand-on experience blending customer needs with information technology through research and development. He spent nine years as Vice President of Research and Development for Quinton Cardiology. In this role, Dr. Hadley was responsible for rebuilding the engineering team, establishing robust new product architectures and developing the next generation of Quinton and Burdick diagnostic ECG products. Prior to his role at Quinton Cardiology, Dr. Hadley was with Primus Knowledge Solutions and Sierra Geophysics.



Matthew Dee, Beverly Bailey - Scholarship Founder

EXECUTIVE FELLOWS SCHOLARSHIP FUND

INVESTING IN THE NEXT GENERATION OF BUSINESS LEADERS

The newly established Executive Fellows Scholarship Fund will support bright young students that aspire to leadership, innovation, and making meaningful contributions to the business world.

“

As a graduate student at the A. Gary Anderson School of Management, receiving this scholarship has helped offset the financial burden on my family, allowing me the mental space to focus on my education. It has given me a sense of hope knowing that there are people that are committed to student success with an interest in investing in the next generation of business leaders. I hope that I, too, can give back someday.”

— Matthew A. Dee



ALUMNUS OF DISTINCTION

UCR BUSINESS ALUMNUS DAZZLES TECH WORLD

JIM MORENO MBA '98, USES NUMBERS TO ANSWER QUESTIONS, UNTANGLE PROBLEMS, AND PUSH THE BOUNDARIES OF INNOVATION

Jim Merino has been a math whiz since he learned to count. His father and grandfather, both engineers, taught him algorithms in grade school. "They were always tossing brain teasers at me," he recalls. And he still craves complex puzzles.

Today, Merino, a math and data science expert – and graduate of Caltech (BS, 1984), Stanford (Ph.D., 1991) and UC Riverside (MBA, 1998) – uses numbers to answer questions, untangle problems, and push the boundaries of innovation.

His work history includes stints at Facebook, where he quantified ad performance and analyzed data to support small-business ads, and Yahoo, where his data models cut customer churn.

But Merino said he's proudest of his trailblazing work on social targeting at Yahoo, likely the very first in the world. Social targeting,

which leverages digital connections between people, unites a simple concept with elaborate math. "The mere fact that connections exist is a powerful indicator of things you might be interested in or want to do," Merino said.

It's that link between theoretical and practical that intrigues Merino. He lauded the School of Business A. Gary Anderson Graduate School of Management (AGSM) as a bridge for the practical adaptation of UCR's academic breakthroughs. "The school is a point of contact to get innovative work in engineering and science out into the world as opposed to just being in academic journals."

Through a course in entrepreneurial management at AGSM, Merino realized that business could be a lot more fun and creative than he realized. "I kind of got the bug." The bug burrowed deeper during his first job after business school, at Deloitte.



Jim Merino with Scholarship recipient, Yifeng Wu

"I was in on the ground floor of the internet," Merino recalls. "Seeing companies come to terms with a weird new thing and making it work for them was really eye-opening. Radical, off-the-wall ideas could take off and have a lot of impact. I've tried to follow that path throughout my career."

In a few years he was innovating for Yahoo, and later, Facebook. Along the way, Merino co-founded two tech-based start-ups. By the numbers, he has held eight jobs in the past 20 years – excluding consulting gigs – in internet technology, statistical modeling, science, and data science.

In 2016, he endowed a scholarship at AGSM to ensure that talented low-income students can afford to attend business school at UCR.

The award, the Jaime J. Merino Endowed Business Scholarship, is named for the father who lobbed brain teasers at him as a youth. The donation went to AGSM because many UCR students are the first in their families to attend college – just as Jaime Merino was. "Opening the gates of opportunity is a path to give back in a meaningful way," said Jim Merino.

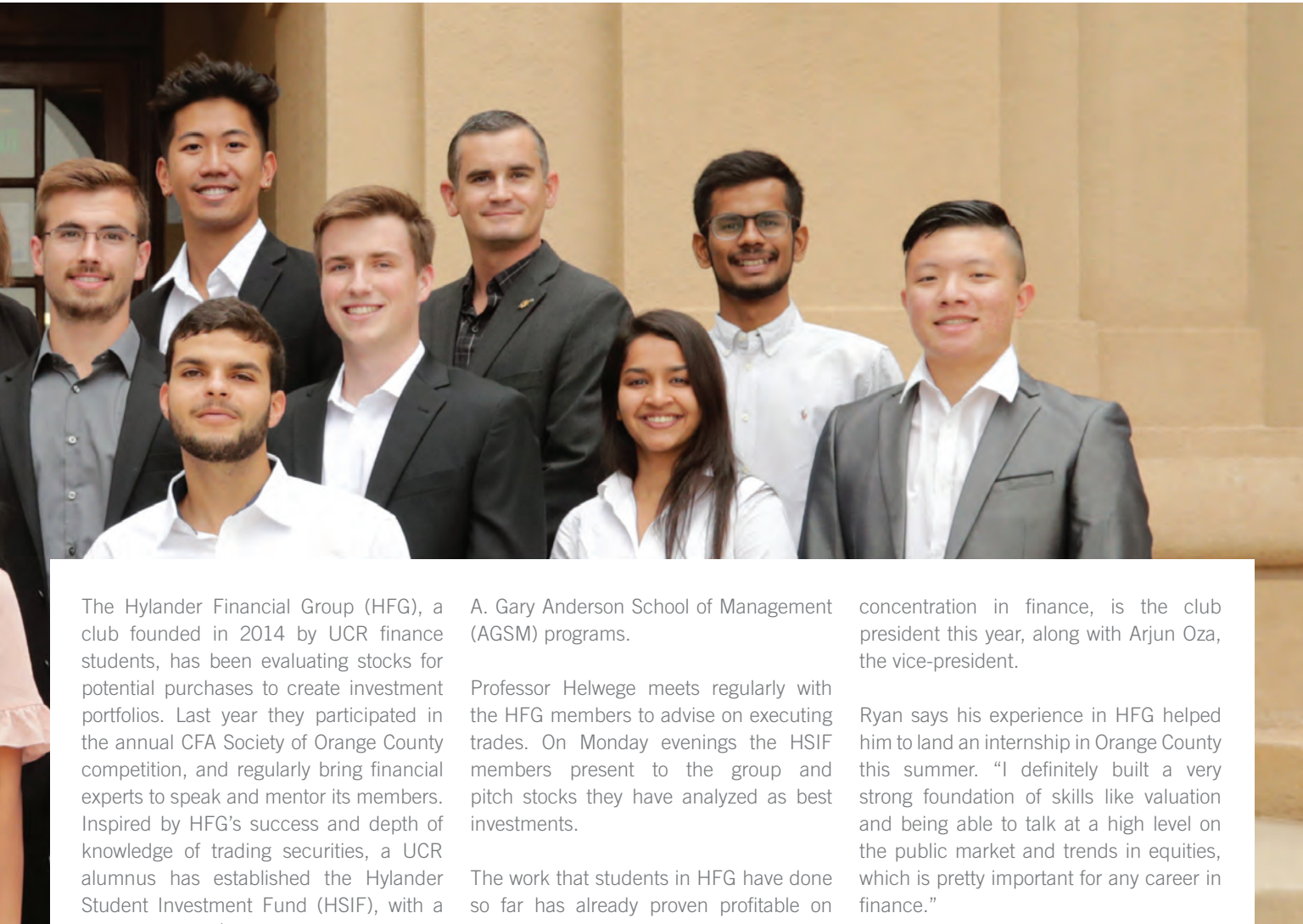
Looking forward, Merino, who lives in San Carlos, has joined the Board of Trustees of the nonprofit UCR Foundation, which manages philanthropic gifts to the university. In addition, he said, "I'm looking at pivoting my career in constructive ways" – perhaps applying math to puzzles of medicine, pollution, land use, or agriculture.

Read the full story by Gale Hammons at business.ucr.edu/tags/alumni



HYLANDER INVESTMENT FUND

A UCR alumnus established the Hylander Student Investment Fund (HSIF), with a founding gift of \$200,000.



The Hylander Financial Group (HFG), a club founded in 2014 by UCR finance students, has been evaluating stocks for potential purchases to create investment portfolios. Last year they participated in the annual CFA Society of Orange County competition, and regularly bring financial experts to speak and mentor its members. Inspired by HFG's success and depth of knowledge of trading securities, a UCR alumnus has established the Hylander Student Investment Fund (HSIF), with a founding gift of \$200,000.

Until now, HFG students were managing mock portfolios. The resources from the Fund will give HFG members the chance to delve into the real world of finance, with the aim of growing the fund through profitable investments.

The Hylander Student Investment Fund will be supervised by a faculty advisor and an advisory board comprised of financial professionals and officers of the UCR Foundation.

Jean Helwege, Full Professor in Finance, mentors the students as they implement knowledge learned through finance courses in the UCR School of Business and

A. Gary Anderson School of Management (AGSM) programs.

Professor Helwege meets regularly with the HFG members to advise on executing trades. On Monday evenings the HSIF members present to the group and pitch stocks they have analyzed as best investments.

The work that students in HFG have done so far has already proven profitable on paper, reaching returns as high as 40 percent from investments in the stocks of Square, Lululemon, and Dunkin' Brands. Zachary Enes, a graduate student in the Master of Finance program and a long-time member of the club, said in the past 11 months the club's paper portfolio has seen its value go up about 20 percent, beating their benchmark of 20 percent fixed income and 80 percent equities.

"We work really well together," he said, describing the club as a collaborative effort.

Bolstering students' career prospects in finance upon graduation is another advantage of membership in HFG. Ryan Whyte, a senior business major with a

concentration in finance, is the club president this year, along with Arjun Oza, the vice-president.

Ryan says his experience in HFG helped him to land an internship in Orange County this summer. "I definitely built a very strong foundation of skills like valuation and being able to talk at a high level on the public market and trends in equities, which is pretty important for any career in finance."

Over 200 students are concentrating in Finance or are in the Masters of Finance Program at the School of Business. "The requirements to qualify for membership are steep, but students with a passion for finance and its real world application now have a second to none opportunity being part of the Hylander Financial Group," says Helwege.

The UCR School of Business and Hylander Financial Group extends its gratitude for the generous support of the Hylander Student Investment Fund's founding donor, and look forward to working with the HSIF advisory group in the coming year.



TAKING HOME THE GOLD

**UCR SCHOOL OF BUSINESS STRATEGY
TEAMS WIN FOR THE SEVENTH
CONSECUTIVE YEAR**

Three UCR Business teams competed in the annual International Collegiate Business Strategy Competition (ICBSC) in April 2019 in Anaheim, California. This year we are pleased to showcase the winning team from the undergraduate business program taking first-place in Overall Performance and one of the graduate teams earning first-place for Best Business Documents.

The ICBSC is the world's longest running business strategy competition where

teams compete over a three-month period remotely, using a simulation software platform to run a business in a global competitive market for five years. Teams make strategic decisions from production output, human resource management, sales force management, marketing management, and financial management -- including building factories.

The competition culminates in Anaheim for the three-day intensive where the teams are judged on their comprehensive

business plans and financial reports. The competition concludes with formal presentations to a panel of judges serving as the company's board of directors.

The ICBSC offers students a world-class opportunity to experience the importance of team-work, leadership and strategic thinking. From its first competition in 2012, the UCR School of Business remains a benchmark for competitive excellence.



ACCELERATED BUSINESS LEADERS EDUCATION PROGRAM

The UCR School of Business completed its third Accelerated Business Leaders Education (ABLE) program this August, 2019. Since its inaugural program in summer 2018, it has been attended by over 200 participants from nearly 30 universities, including some of the top partner universities of the School of Business, such as Harbin Institute of Technology, Zhejiang University, Xiamen University, University of Lima, and I-Shou University.

Structured as a two-week intensive camp, the ABLE program consists of graduate-level classes and a strong career-focused component for participants to experience the impact that a UCR business degree will have in their professional career. Students also engaged in co-curricular and cultural activities to experience life on the UCR campus and in Southern California.

The ABLE program not only provides an opportunity for the participants to experience life at UCR, but it also offers the benefit of an easy transition to apply for the School of Business Master of Business Preparation Program and Master's program.

The ABLE program is rapidly becoming one of the elite destinations for emerging business leaders. From the survey results, 72.7% of the cohort wants to apply for an academic program at UCR in the upcoming years.

The School of Business has broadened the program and will recruit students from other regions around the world.



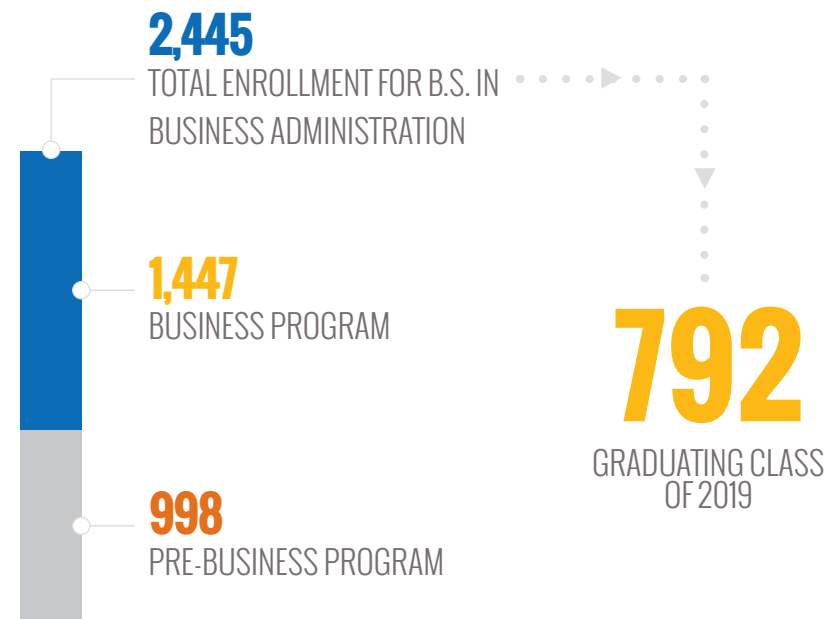
UNDERGRADUATE BUSINESS PROGRAMS

A TOP 100 UNDERGRADUATE BUSINESS PROGRAM NATIONWIDE

The Undergraduate Business Program at UCR offers freshmen and transfer students a comprehensive professional undergraduate degree from a recognized world-class research university.

A wide-ranging curriculum, variety of classes, and several areas of concentration ensure that students have the knowledge, skills, and tools to become world-class leaders and scholars.

BUSINESS PROGRAM ENROLLMENT



RANKED #90 BEST UNDERGRADUATE BUSINESS PROGRAMS

U.S. News and World Report 2020

STUDENT ETHNICITY

49%	Asian
30%	Hispanic or Latino
8%	White
6%	International
4%	Multi-racial
2%	Black or African American
1%	American Indian or Alaska Native
1%	Others & Unknown

UNDERGRADUATE



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Bachelors of Science in Business Administration is an exclusive professional degree, with students finding employment upon graduation in a wide variety of industries. Business majors can choose one of seven concentrations.

STUDENTS BY CONCENTRATION



15%
Accounting
& Auditing



0.5%
Business
Analytics



13%
Finance



6%
Information
Systems



12%
Management



18%
Marketing



3%
Operations &
Supply Chain
Management



32%
Undeclared

UNDERGRADUATE



MINOR IN BUSINESS

All non-Business Majors can complete a minor in business. Whether you have an entrepreneurial spirit, an interest in leadership or envision yourself managing an organization, classes you take toward a business minor provide a strong foundation in the basics of business. Non-Business Majors can choose one of nine functional minors.

TRANSFER STUDENT SUCCESS

The Transfer Mentor Program provides transferring business students with academic and personal assistance to achieve an 81% graduation success rate in two years.



Transfer Student Retention



Transfer Student Graduation Rate in the School of Business

UNDERGRADUATE



STUDENT INTERNSHIPS AND EMPLOYMENT

CUTTING-EDGE COURSES THAT PREPARE STUDENTS FOR THE EVOLVING WORKPLACE

With a robust internship program and the UCR Career Center, students are able to access top-level internships and employment at leading public and private businesses and organizations – often receiving a full-time job offer before graduation.



64%

EMPLOYED FULLTIME

Class of 2018 within 6 months of graduation*



\$50,430

AVERAGE STARTING SALARY

*The data is collected according to National Association of Colleges & Employers (NACE) standards, and is self-reported by students.

SOME OF THE COMPANIES THAT EMPLOYED SCHOOL OF BUSINESS STUDENTS

(Class of 2018)

SOUTHERN CALIFORNIA EDISON
FINANCIAL ANALYST

MARRIOTT INTERNATIONAL
ACTIVITIES ASSISTANT

ACCENTURE
CONSULTING ANALYST

MARSHALLS
CUSTOMER EXPERIENCE COORDINATOR

AMAZON
AREA MANAGER/ OPERATIONS MANAGER

MGM ANIMAL FOUNDATION
MARKETING COORDINATOR

APPLE INC.
RETAIL PAYMENT SPECIALIST

NORTHROP GRUMMAN CORPORATION
BUSINESS MANAGEMENT ANALYST

DELOITTE
BUSINESS TECHNOLOGY ANALYST

PEPSICO
DISTRICT SALES LEADER

DHL
OPERATIONS SUPERVISOR

PRICEWATERHOUSECOOPERS
ASSURANCE ASSOCIATE

ERNST & YOUNG LLP
RISK ADVISORY STAFF

TARGET
EXECUTIVE TEAM LEADER

FARMERS INSURANCE
ACCOUNTING ASSOCIATE

THE WALT DISNEY COMPANY
FINANCE TECHNOLOGY INTERN

GOLDMAN SACHS
FINANCIAL ANALYST

THE WONDERFUL COMPANY
HR ASSOCIATE

LOREAL
FINANCE INTERN

UBER
PROCUREMENT

MACY'S
EXECUTIVE DEVELOPMENT PROGRAM

UCLA HEALTH
ACCOUNTING SPECIALIST

UNDERGRADUATE



CITY OF RIVERSIDE INTERNSHIP PARTNERSHIP

In 2019, the City of Riverside partnered with UCR's School of Business to offer internship positions uniquely for students in the Undergraduate Business Program.

The internships provide meaningful professional experiences that directly align with students' academic pursuits. The B.S. in Business Administration has seven concentrations – thus the City of Riverside has created placements in several departments including Finance, Innovation and Technology, and Marketing and Communications.

Internships offered in 2019 are in the department areas of:

The Parks, Recreation, & Community Services Department
Management Interns

Finance Department
Finance Interns

The Innovation & Technology Department
IS Interns

UNDERGRADUATE

STUDENT ORGANIZATION
SUPPORT FUND

With the aim to support business organizations that enhance students' professional experience, the School of Business has created a student leadership fund, a unique program that will sponsor business organizations' activities.

The initiative allows business organizations the opportunity to apply for co-sponsorship with the Undergraduate Program office for events and activities that enhance the engagement of the undergraduate business and pre-business populations.

Last academic year, the School of Business co-sponsored and supported several organizations, with events ranging from networking conferences, professional development workshops, and recruitment opportunities for students. In addition, organizations hosted networking events that had a range of industry representation such as Deloitte, NBC Universal, and LaserFiche.

BUSINESS ORGANIZATIONS SPONSORED THROUGH THIS INITIATIVE:



UNDERGRADUATE



COURSE FLEXIBILITY, ACCESS, AND GRADUATION SUCCESS

INNOVATIVE LEARNING TECHNOLOGY DRIVES BUSINESS STUDENTS' SUCCESS

As part of the University of California, the School of Business harnesses the powerful resources of a leading research institution to study and develop information, business practices and innovations that are felt amongst the student body.

The Innovative Learning Technology Initiative (ILTI) is designed to meet UC campus needs for high quality online courses. The Initiative will enhance the educational experience, flexibility, and opportunities for UC students by helping them get access to high demand courses, satisfy degree requirements, and graduate on time.

The faculty at the School of Business has won awards for adapting courses for online delivery, offering high quality learning experiences that also meet the challenges of accessibility for students and their need for flexibility.

SCHOOL OF BUSINESS FACULTY AWARDED ILTI GRANTS

ETHICS AND LAW IN BUSINESS AND SOCIETY: BUS 102
MICHAEL HASELHUHN

MARKETING AND DISTRIBUTION MANAGEMENT: BUS 103
SEAN JASSO
ASHISH SOOD

FINANCIAL THEORIES & MARKETS: BUS 106
PETER CHUNG
JEAN HELWEGE
YAWEN JIAO
IVA KALCHEVA
THOMAS KIM
YUN LIU
RICHARD SMITH

COMPETITIVE AND STRATEGIC ANALYSIS: BUS 109
TIMOTHY GUBLER
MARLO RAVEENDRAN

PRICING STRATEGY AND MANAGEMENT: BUS 116
ASHISH SOOD

DATABASE MARKETING: BUS 119
HAI CHE

FOUNDATIONS OF FINANCE: BUS 132
GREG RICHEY

INTERMEDIATE FINANCIAL ACCOUNTING: BUS 165A
KE LE

INTERMEDIATE FINANCIAL ACCOUNTING: BUS 165B
SHANA HONG

BUSINESS APPLICATION OF GEOGRAPHIC INFORMATION SYSTEMS: BUS 179
ELAINE WONG

“These ILTI awards exemplify the caliber of our faculty and their dedication to innovation in teaching and learning.”

— Yunzeng Wang,
Dean of UCR
School of Business



A. GARY ANDERSON GRADUATE SCHOOL OF MANAGEMENT

With a nationally-ranked and internationally-recognized MBA program, the AACSB-accredited A. Gary Anderson Graduate School of Management (AGSM) at the UCR School of Business is one of the fastest-growing graduate business schools in Southern California, shaping the future by developing leading thinkers who will stand at the forefront of business growth.



Deciding to attend the A. Gary Anderson Graduate School of Management has definitely been my greatest investment because faculty is committed to the students' success by constantly improving student experiences and tailoring the academic program. It is no surprise that AGSM has impressively risen in the Top 100 Best Business Schools nationwide."

— Kevin Gomez, MBA 19



**RANKED #91
BEST BUSINESS SCHOOLS**

U.S. News and World Report 2020

OUR TOP 100 GRADUATE BUSINESS SCHOOL

Educating leaders, innovators, and scholars who are as diverse as the challenges they face, the workforces they lead, and the enterprises they grow.



MBA

The program consists of comprehensive best-practice management skills and a strong foundation in business fundamentals. Located on one of the fastest growing and most diverse University of California campuses, students can explore new opportunities in business research and cross-disciplinary areas to build and diversify their professional experience that will accelerate their career.

PROFESSIONAL MBA

This program is for professionals who want to build their skills without interrupting their careers. With a highly flexible curriculum, students can tailor the program to their professional aspirations.



MASTER OF PROFESSIONAL ACCOUNTANCY

This program builds a career in accounting through advanced education in audit and assurance, taxation, accounting information systems and ethics. It prepares students with the knowledge required to qualify as a Certified Public Accountant (CPA), Certified Management Accountant (CMA), Certified Internal Auditor (CIA), and/or Certified Information Systems Auditor (CISA).

MASTER OF FINANCE

Students can build a career in the world of finance as a Chartered Financial Analyst (CFA), Certified Financial Planner (CFP) or a member of the Global Association of Risk Professionals (GARP). This program trains client-facing professionals who understand financial instruments and their complexity, and can present those financial instruments to clients. It builds skills in financial analysis for careers in corporate finance, investment banking, and risk management.

PH.D. PROGRAM

The Ph.D. program combines UCR's tradition as a major research university with AGSM's strengths of leadership, innovation, and entrepreneurship. Major fields of concentration are in Marketing, Finance, and Strategic Management and Organizations. The program will soon offer concentrations in Operations and Accounting.

GRADUATE

UCR BUSINESS
LEADS THE WAYTWO STEM-CERTIFIED
GRADUATE PROGRAMS

UCR Business takes the lead with the first STEM-certified Master of Professional Accountancy in the UC System. STEM programs are marked under the science, technology, engineering and math designation.

The newly certified STEM designation significantly boosts employment opportunities available in the U.S. for international graduate students. STEM certification gives an added advantage to international students who are

granted a period of extended stay to work in the U.S. and are eligible to apply for 36 months of Optional Practical Training (OPT) in their field of study after graduation. With two graduate programs that are now STEM-certified, the Master in Professional Accountancy and Master in Finance, the School of Business offers a significant advantage for employment opportunities available in the U.S. for our international graduate students.

“International students and the expertise they bring are a vital contribution to the educational environment at the School of Business. The extended time to gain experience in American companies is an advantage to their formal education and benefits the community and businesses they work in.”

— Yunzeng Wang,
Dean of UCR
School of Business

YELLOW RIBBON PROGRAM

SUPPORTING OUR MILITARY
AND VETERANS TO PROPEL
CAREERS TO NEW LEVELS

#49 **BEST COLLEGES
FOR VETERANS**
U.S. NEWS 2019



“After a very selective process, I was chosen to become the next regional commander of admissions for the United States Military Academy at West Point. The MBA program taught me innovative business practices which now help me run our nation's Army.”

Maurice Kenner, MBA '16. Army CPT

Southwest Regional Commander, USMA at West Point

“The MBA offers me the ability to attend a brick and mortar school as a full-time student while serving as the Executive Officer of a Navy Operational Support Center. I am confident that my time spent at the A. Gary Anderson Graduate School of Management will make me more competitive when I leave the armed forces and enter the private sector.”

Ian Schnur, MBA '19. Navy Lieutenant

Executive Officer of Navy Operational Support
March Air Reserve Base

GRADUATE



MAKE AN MBA YOUR OWN

TAILORING AN MBA PROGRAM TO ALIGN WITH PROFESSIONAL CAREER GOALS

Valtteri Salomaki started his MBA at the A. Gary Anderson Graduate School of Management to enhance his skillset in Marketing Strategy and Information Systems with the aim of gaining employment at a major tech firm and launching entrepreneurial endeavors.

He then took his MBA program to a whole new level. Due to the flexibility and support of the faculty, he has tailored his MBA program and experiences to align exactly with his career goals.

Currently, Valtteri is in the middle of finalizing two Management Directed Studies courses for Information Systems – both which were topics not covered in the current MBA curriculum.

He discovered, with the help of faculty, he could incorporate these other courses into his curriculum in order to develop a strong understanding of new technologies that will impact business and society in the near future. The courses cover Blockchain Application in eCommerce and Full-Stack Product Development.

In addition to tailoring his MBA academic experience, Valtteri is participating in multiple extracurricular activities that have provided him with leadership and networking opportunities.

Valtteri has interned for the second straight summer at ESRI for the Defense and Intelligence Industry Solutions Marketing Team. This internship experience has led to further employment opportunities at ESRI to work as a Student Tech for the Integrated Marketing and Digital Performance Management teams, which will hopefully transition into a full-time role after graduation.

“The A. Gary Anderson School of Management has provided me with all the resources and support I have needed to achieve my ambitious goals. This is why I am proud to be a Highlander!”

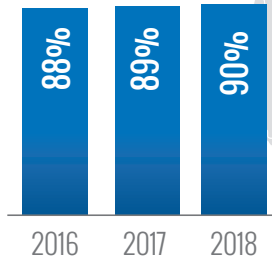
BUILDING
CAREERS

GRADUATE

89.5%

EMPLOYED
IN THE USA

10.5%

EMPLOYED
INTERNATIONALLY

90%

AVERAGE EMPLOYMENT
IN 3 MONTHS

Organizations that have
recently hired UCR Business
students for full-time
employment and internships:

AEG Sports
AT&T
Bank of China
CISCO
Dell
Deloitte
Disney World
Dr. Pepper/Snapple
East West Bank
eBay
Ernst & Young
ESRI
FBI

FreddieMac
General Electric
HSBC
Hyundai
Intel
JP Morgan
KIA Motors America
Marriott
Ogilvy
PayPal
PepsiCo
PwC
Raytheon


Shanghai Disney Resort
SolarMax Technology
Springboard
Squar Milner
Stanford University
Toyota
Unilever
United Nations
Verizon
Walmart
Wells Fargo
World Journal

GRADUATE



INVESTING IN **LOCAL TALENT**

TIMOTHY R. GREENLEAF
ENDOWED BUSINESS
SCHOLARSHIP FUND



Timothy Greenleaf, a UCR alumnus '78 and highly successful venture capital and private equity investor understands the value of money.

He also understands the value of education and how often the lack of funds can prevent too many students with the aptitude to be successful to move to the next level of graduate school. Thus, Mr. Greenleaf established the Timothy R. Greenleaf Endowed Business Scholarship Fund.

This fund will be utilized to identify, recruit, and retain the best and brightest local students from the Inland Southern California area to the A. Gary Anderson Graduate School of Management at UCR School of Business, and to ensure financial need does not hinder the academic and professional development of these students.

Tim has over 30 years of private equity and venture capital investing. He is an active venture capital angel investor, and an advisor to two venture capital funds. He is the former Managing Director of Fairmont Capital, Inc., a private equity firm focused on investments in middle-market consumer-related businesses.

Tim was one of the co-founders of Green Dot Corp. (NYSE:GDOT) – the largest issuer in the world of prepaid VISA and MasterCard cards. Tim served on the Green Dot Board for 17 years and while on the board of Green Dot Bank, he was Chairman of the Audit Committee and a member of the Compensation Committee.

Prior to his investment career, Tim was a partner at Fulbright & Jaworski L.L.P., specializing in mergers and acquisitions, and tax and corporate structurings. Tim earned an L.L.M. (Masters of Law) in Taxation from New York University Law School, a J.D. from Loyola Law School, and a dual B.A. in business administration and political science, with high honors, from the University of California at Riverside.

The University of California, Riverside is grateful to Mr. Greenleaf for his service on the UCR Foundation Board of Trustees and as an Executive Fellow in the School of Business.

ALUMNI IN ENTERTAINMENT



Will Chu, '98 BS Business Administration

Lucasfilm, International Marketing

Will Chu currently manages the international marketing for the Star Wars Franchise at Lucasfilm. He has vast experience in global franchise management, creating marketing campaigns with the world's top luxury and widely recognized athletic brands. Highly effective in talent acquisition and team development, he has a proven track record in strategy and implementation, project execution, revenue delivery, and budget management.



All college students go through and learn from the ups and downs of different life events, I am no different. It prepared me for some of my life's challenges and shaped me as a person. Besides the academic challenges and achievements, I also met some of my life's best friends whom I still keep in touch with today. We studied together, learned together, had fun together, and most importantly, grew up together."

Octavio Davila, '18 MBA

Walt Disney Company, Platform Engineer

After graduating with an MBA, Octavio received an internship with The Walt Disney Company, which ultimately led to a full time offer as a Platform Engineer, monitoring and maintaining Disney's reservation operating platform, as well as participate in planning, testing, and strategizing the implementation of new technology.



I have the A. Gary Anderson School of Management to thank for this opportunity. It gave me the background and networking skills I needed to stand out as a candidate. The program's quality classes and instructors enhanced my ability to absorb and analyze information. All the skills the MBA program developed in me helped me reach my dream of working with Disney, where I help make magic come to life."



Gary Soloff, '92 BS Business Administration

WB Studio Tour, Director of Marketing and Sales

Gary Soloff is Director of Marketing and Sales for WB Studio Tour in Hollywood. He leads marketing for the Studio Tour division where he strives to bring fans closer to their favorite Warner Bros. film and TV shows at the main lot in Hollywood and The Making of Harry Potter tour in London through immersive experiences.



Attending UCR's School of Business has afforded me many unique opportunities in my career. I reflect often on my time at UCR and leverage the core skills learned there." Consumer Behavior and Market Research are two course that he still leans on daily. "Understanding the consumer is an extremely important part of my day to day work so that we can create campaigns that reach the right audience."

Maria Anguelova, '03 MBA

Sony Pictures Entertainment,
Senior Vice President

Maria Anguelova is a Senior Vice President at Sony Pictures Entertainment. In her capacity, she oversees global mergers and acquisitions, strategy and business development for television (TV show production, distribution, linear and digital networks). Prior to joining Sony Pictures in 2012, Maria spent a decade as an investment banker providing advice to middle market and large cap companies predominantly in the media and entertainment industry, with clients including major studios, agencies and TV networks.



As an international student, I wanted a program that would embrace me and teach real-world skills. And it was an alumni who helped me secure a strategic internship. Hands-on experience, coupled with very strong Finance coursework, got me my first post-graduate job as a Senior Analyst at a merchant investment bank. Relationships with the diverse student body remain strong and we continue to have mutual business referrals post graduation."



Erik Singer, '18 MBA

LEGOLAND, Marketing Specialist

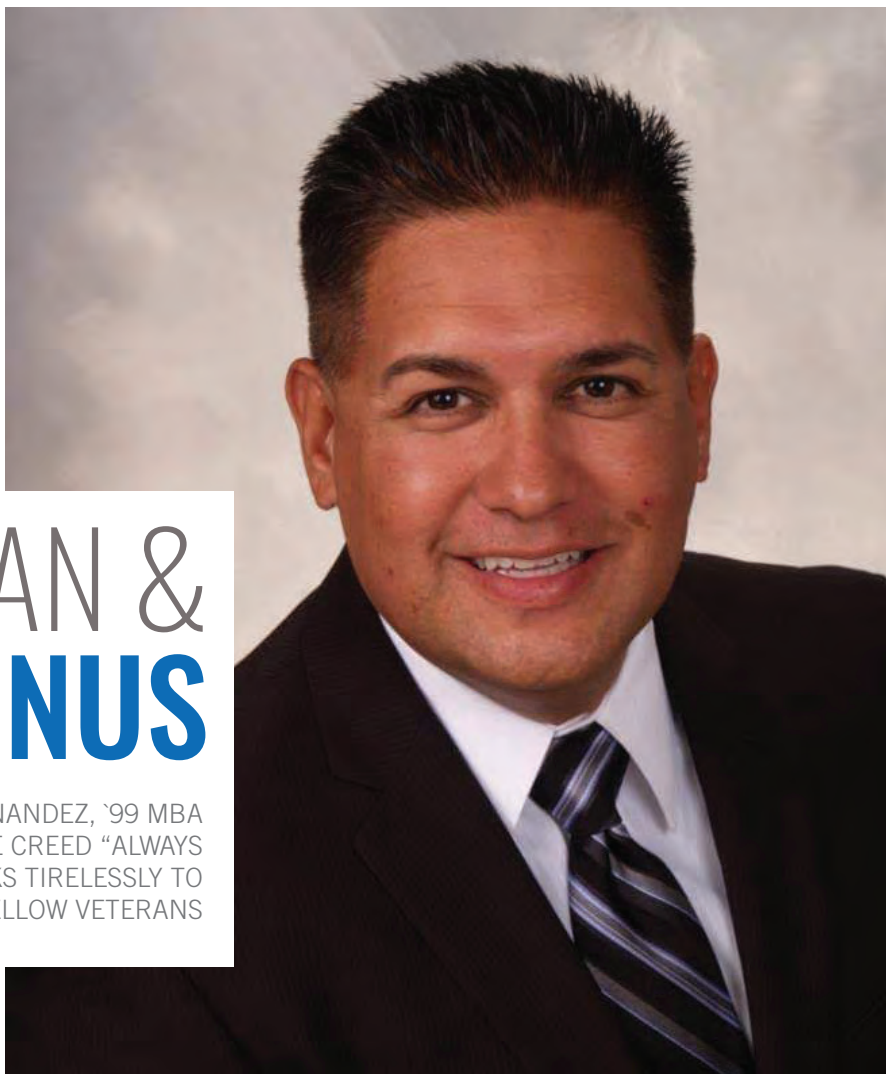
Erik Singer specializes in research for LEGOLAND California Resort. He provides the company with insights to understand its customers, competitors, and the industry, using research data with relevant information to solve marketing challenges. Having graduated with an MBA from the A. Gary Anderson Graduate School of Management, he feels it set him up for success at the next level professionally.



Classes in Marketing Research and Organizational Behavior have given me the hard skills to succeed in this industry." Not only is the theme park a fun and exciting industry to work in, in terms of marketing, it is fascinating for Erik to see how environmental factors are affecting the business, especially in technology. "The workplace culture is fun and dynamic. It is hard not to be when you are surrounded by LEGO bricks! There are a lot of great networking opportunities and the people here are great to work with."

VETERAN & ALUMNUS

RUBEN HERNANDEZ, '99 MBA
LIVES BY THE CREED "ALWAYS
FAITHFUL", WORKS TIRELESSLY TO
ASSIST FELLOW VETERANS



Ruben Hernandez, a UCR Business alumnus, U.S. Marine, and founder of EGA Homes, enjoys skydiving, off-roading, and scuba adventures – sometimes with great whites.

He's no adrenaline junkie, though. For the entrepreneur, it's more about leaving his comfort zone. "I think that's my biggest fear," he says. "Complacency. Regret that comes from not taking action."

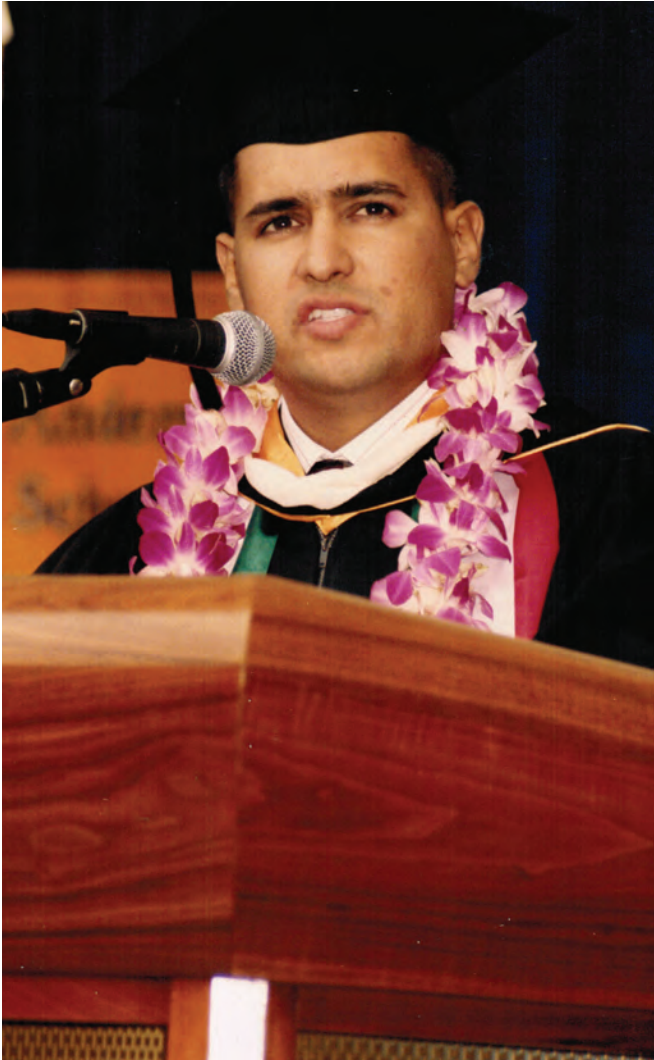
Hernandez, deep in his core, has a drive to push limits – a drive shaped by family, youth sports, the Marine Corps, UC Riverside, and the A. Gary Anderson Graduate School of Management (AGSM).

Thanks to that mix, Hernandez built a residential brokerage with a twist: assisting veterans. EGA Homes, based in Riverside, serves a large swath of Southern California and, coupled with Coldwell Banker Blackstone, employs 200 agents – many of whom are fellow veterans hired through Boots to Suits, a program Hernandez founded in 2009 to help veterans become real estate professionals.

AGSM provided the theoretical framework for Eric to found EGA Homes in 2002, expand it in 2005, and incorporate it in 2009. The "EGA" stands for Eagle, Globe, and Anchor, the Marines' symbol.

"Creating a real estate company focused on assisting fellow veterans has helped me connect the dots and carry out the Marine Corps motto, 'Semper Fidelis,' which stands for 'always faithful,' " he says.

Eight years as a Marine taught him, or reinforced, a range of life skills: problem-solving, leading in the trenches, sacrifice, courage and valor. After deployments stateside and to Panama, Saudi Arabia, Kuwait, Spain, Belgium and Japan, Hernandez left the service with several medals, ribbons and awards of distinction.



He then attended Riverside City College, UC Riverside and AGSM, receiving a bachelor's degree in political science (1996) and an MBA (1999).

Today, Hernandez sponsors business school events, and assists UCR's Veterans Resource Center and helps seniors with mock job interviews.

"I'm back helping because of the people, because of everything the school has done for me," Hernandez says.

At EGA Homes, about 20 percent of business entails work with veterans, assisting them with VA loans, real-estate education, financial literacy, and, if needed, credit repair.

For agents at EGA Homes, "I took the Marines' SOP manual and converted it to real estate," Hernandez says. The regimen, including a 12-week boot camp, is not for the complacent.

Today, Hernandez – a high-school varsity boys basketball assistant coach, carries a sheet of paper, folded into the shape of a matchbox, creased and tattered and splotted with dried coffee.

The page outlines Hernandez's creed, his goals, and some rules for implementation. An excerpt from the 22-point list: "Do you give every ounce of yourself on the court? In life?"

Read the full story by Gale Hammons at business.ucr.edu/tags/alumni



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Riverside, CA 92521

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