



## Message from the Dean

We are happy to welcome students, faculty and staff to Hynes Hall for in-person classes. It is great to see the College of Business and Public Management's new home being fully utilized for classes, faculty research forums, Dean's Forums, an entrepreneurship conference, panel discussions and countless special events.

This is an exciting time for the College as we welcomed 17 new faculty members this academic year and completed interviews for nine additional positions. This influx of new faculty brings innovative ideas, interesting research projects and experiences from around the world.

I hope that alumni, business partners and all community members find opportunities to be part of the great things that are happening at the College.

*Jin Wang*



*Jin Wang, Ph.D.,  
Dean, College of  
Business and Public  
Management*

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Dean, College of Business and Public Management

## Dean's Forum Welcomes Dynamic Speakers



*Social entrepreneur Shaun Lynda (center) with CBPM Dean Jin Wang, Ph.D., and Assistant Dean David Farrokh*



*Talent coordinator Bianca Buckley with CBPM Assistant Dean David Farrokh*

Social entrepreneur Shaun Lynda provided an engaging discussion of his path to success at the October CBPM Dean's Forum. Lynda is a real estate investor, owner of a logistics company and co-founder of Financially Clean, a social enterprise that educates youth and young adults on financial issues.

Lynda shared his path to becoming an entrepreneur, his ups and downs, and how risk impacts businesses. Being risk averse, he carefully considers the risk of any action but is always moving forward. Through Financially Clean, Lynda helps people develop discipline in their finances and create generational wealth.

Lynda inspired young entrepreneurs to pursue opportunities and to remember that "time is your most valuable asset."

The December Dean's Forum featured Bianca Buckley, talent

coordinator for Connect One Bank, a retail banking company with offices in New York and New Jersey. Like many of our students, Buckley began as a part-time teller and her excellent skills led quickly to promotions that led to her current position.

From her vast insider experience, Buckley gave students practical tips on how to land their first job and what steps they can take, immediately, to prepare for great careers.

## **Hynes Homecoming Breakfast**



*Kean Alumnus Jim Hynes '63 and CBPM Dean Jin Wang, Ph.D.*

Homecoming 2021 had extra special meaning as the College of Business and Public Management welcomed Jim Hynes '63 and 18 of his family back to campus for a breakfast in their honor.

Hynes Hall, the new home of CBPM, is named after Hynes, who credits Kean with providing him the education and tools necessary for professional success.

Hynes grew up in Elizabeth and served with the United States Navy before attending what was then known as Newark State College (now Kean University). He began his career at Dow Chemical and worked at several other companies before founding Churchill Plastics in 1989.

He has never forgotten his roots at Kean and remains active on the Kean University Foundation Board of Directors. His family's significant financial contributions to Kean are also recognized across campus at the Hynes Baseball Stadium, Carole Hynes Field House and Hynes Bridge on main campus.

## CBPM Students Earn Top Honors



*Adrian Peralta, Marketing Student*



*Anastasia Manes, Marketing Student*

Marketing Senior Adrian Peralta was named among NJ's Best Marketing/Communication Professional Under 40 by NJ AD CLUB. Peralta serves as president of the Hallyu Club, organizer of the 1Million Cups event, and research ambassador for Kean University CURF.

Kean Marketing Student Anastasia Manes is one of the top marketing students from across the country to receive a 2021 Marketing EDGE scholarship in recognition of her leadership and active involvement in marketing projects.

## CBPM Students Rank in Bloomberg Global Trading Challenge



*Finance students Jason Pan, Robin Edelmann and Antonio Henriquez*

The annual Bloomberg Global Trading Challenge, which attracted more than 500 teams to its most recent competition, challenges teams to use the Bloomberg Terminal technology to define their own return-generating strategy and execute trades over several weeks.

The team with the highest profit and loss relative to the Bloomberg World Large-, Mid- and Small-Cap Price Return Index (WLS Index) is declared the Global Grand Prize winner.

This was the first time Kean joined the competition and we fielded four student teams, each led by a finance faculty mentor. All four teams showed strong performance in the competition. One of our teams finished #22 and included students Jason Pan, Robin Edelman and Antonio Henriquez. Qian Mao, Ph.D., from the School of Accounting and Finance served as the team's faculty advisor.

## Business Analytics Forum



*CBPM faculty with speakers from the Business Analytics Forum*

The School of Management and Marketing hosted its first Business Analytics Forum on November 23. The event included five inspirational speakers — among them, a Kean student and alumni. The goal of the forum was to help students understand the significant role business analytics plays in business today.

Risa Ryan, head of standard insurance products at Swiss Re Corporate Solutions, explained how analytics helps in identifying positive and negative risks in the insurance industry.

Ruby Wang, a data science advisor at Dell Technologies, talked about her experience as a data scientist and noted, “Today’s world is powered by data and data is growing at an exponential rate.”

Alvaro Aguado, analytics lead at Sanofi, explained, “The real skill you have to develop is storytelling with data, we learn more about something when you tell a story, sell the story in the best way possible.”

Jayson Bailey '19, a business data analyst for Atlantic Health System, spoke about the importance of networking as well as developing skills in Excel and other programming software.

Finally, current Kean student Andrew Liranzo shared how taking many business analytics courses and completing projects with professors helped him receive an offer to be a business analyst at JP Morgan.

The Supply Chain and Business Analytics track is new in the Management major and creates pathways to many growing career areas.

## High School Bloomberg Immersion Experience



The School of Accounting and Finance hosted the Kean Scholar Academy students and their families at the Bloomberg Lab in November. Students were introduced to the Bloomberg Terminal and its functions. To help them gain a better understanding, Kean accounting and finance students prepared an immersive activity introducing them to data-driven investing. Students were able to create their Bloomberg accounts and applied the Bloomberg functions in an activity where they researched companies and presented their results. Everyone enjoyed exploring the technology and investigating their company. They are anxious to return this spring.

## CBPM Research Forum Highlights Faculty



*Abraham Asfaw,  
Ph.D.*



*Bok Jeong, Ph.D.*



*Cheng Meng, Ph.D.*



*Saran Nurse, Ph.D.*



*Hynes Hall*



*Claire Yun, Ph.D.*



The new CBPM Faculty Research Forum kicked off in the fall with events focused on the timely topic of *Diversity and (In)equity*. Coming at this topic from multiple perspectives showed how complex the problem is for our society and gave our faculty an opportunity to shine.

At the October Forum, Abraham Asfaw, Economics, discussed his research on the racial inequity experienced in prescription drug insurance programs. Bok Jeong, Public Administration, presented on the need for social justice as people re-enter society after serving prison sentences. Chen Meng, Economics, showed how recent legislation banning companies from asking about the prior salaries of applicants has positively impacted wage inequality.

The second forum introduced Equity in Action Fellow, Saran Nurse from Management who shared novel research on how Black small business owners responded to the gentrification of their communities. Claire Yun, Public Administration, provided a look into the prevalence of female leadership in New Jersey county governments.

Faculty, students and members of the external community learned of the exciting and impactful research of the College's faculty. The results of this research guide businesses and policymakers in ways that will shape the future of the region. These events will continue this semester as Kean moves into its place as New Jersey's First Urban Research University.

There's a growing demand for business majors in today's dynamic economy. Kean University's world-class faculty, innovative academic programs, impressive facilities, affordability and close proximity to New York City make it the best choice for business majors looking to advance their careers.

[\*Click here to visit the College of Business and Public Management.\*](#)