

ALLEGHENY COLLEGE

BRUCE R. THOMPSON  
CENTER FOR BUSINESS & ECONOMICS

# Business and Economics Review

*The Bruce R. Thompson Center for Business & Economics prepares Allegheny College students to succeed in a diverse, global economy.*

## She Leads with Imagination and Energy: 2021 Executive in Residence, Afua Osei '08

Quigley Auditorium was infused with energy as our 2021 Executive in Residence, Afua Osei, took the stage to share with students her Allegheny journey inspiring students to discover their own unique path. "Afua is one of the more engaging participants in our Executive in Residence program in recent memory," said Chris Allison, Co-Director of the Bruce R. Thompson Center for Business and Economics. "The bonus was the fact that her entrepreneurship focuses on the empowerment of women in the business world, especially among those located in developing nations. It illustrates to our students that you can move the needle from a societal standpoint with imagination and energy."

Students lined up for the chance to meet Ms. Osei and ask questions and here's what they had to say:

"I liked her a lot!! Afua made the effort to ask for my name when I said hi to her for the first time, even when it was just a quick hello. She was extremely personable and easy to talk to. She made it seem like I was talking to a friend that was my age. She was extremely personable and I appreciated the honesty and genuineness in her tone and in her answers." Kaylin Tang '22

"Afua's bubbly personality brought a spark out in many of the students that came to listen to her speak about her academic and professional journey. Her passion to make a difference within the community resonated with myself and many other students. She is proof that Allegheny's rigorous education gives students the tools, combined with hard work, to go out into the world and make a difference. Her story was so intriguing that there was a line of students after the presentation waiting to speak with her." Morgan Douglas '23



"Afua Osei is someone incredibly charismatic and genuine who inspires you to pursue your passion no matter what." Arigun Bayaraa '22

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## She Leads with Imagination and Energy

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As this year's Executive and incoming Allegheny College Trustee, Ms. Osei visited classrooms and met with students in the Business & Economics and Political Science departments, as well as with the staff and students at the Allegheny Inclusion, Diversity, Equity, Access, & Social Justice (IDEAS) Center. She presented at two Lunchtime Learning lectures, sharing her remarkable Allegheny Journey, and "Should Government be in the Business of Entrepreneurship?"

Ms. Osei is a social impact leader with more than 10 years of global experience in creating purposeful partnerships to advance women's economic participation. As a Co-Founder of *She Leads Africa*, Afua built a digital lifestyle platform for multicultural women, reaching more than 800,000 women across 100+ countries. Afua built the sales team and relationships to execute innovative brand partnerships with companies such as Facebook, Google, Unilever, Visa, Nestle and L'Oreal.

Featured in the Financial Times, BBC, CNN and CNBC, Afua has had the privilege of sharing her expertise at high profile global leadership, entrepreneurship and digital conferences across North America, Europe, the Middle East and Africa.

[Click here to learn more about the Executive in Residence Program](#)



### IDEAS Center Reflections from Darnell Tucker, Director

"Afua is such a captivating speaker. Her presence and ability to relate to students kept them attentive and engaged."

"She took the time to meet with Culture, Identity and Leadership Council (CILC) student leaders during her visit to campus. Many students were motivated by Afua's presence alone as they took advantage of the opportunity to introduce themselves and learn from Afua's experiences."

"Ms. Osei's impact on campus was very noticeable. During her drop-in hours with the IDEAS Center, Afua took the time to speak with a student who was currently career planning and the student walked away inspired and with two pages of notes."

[Learn more about the IDEAS Center Here](#)



From left: Arigun Bayaraa '22, Noah Tart '22, President Link, Kaylin Tang '22, Afua Osei '08, Megan Dennis '23, Morgan Douglas '23, Maya Ginter-Frankovitch '22 and Professor and CBE Co-Director Tim Bianco

## Gator Day at Quigley: Designing a Summer Learning Experience that Matters with the CBE Fellows

Allegheny College students can participate in a wide variety of experiences over the summer months, including internships, research, volunteer work and self-designed learning experiences.

To celebrate Gator Day, the CBE Fellows organized a panel discussion and networking event on Wednesday, September 22, Henderson Auditorium to share their experiences in the Business and Economics field with ideas about how students can make the most of their summer!



How did our students spend the historic summer of 2021? Learn more on page 4.

### Who are the CBE Fellows?

CBE Fellows are a select group of motivated students that function as a leadership team to support CBE programming and act as student ambassadors.

### Gator Day

Gator Day is offered every fall semester and features programs and workshops that highlight educational opportunities at Allegheny that prepare students for life after graduation, and that help to create a greater sense of campus community. Gator Day is set aside as a day with no scheduled classes or extracurricular activities, so that students can take advantage of the opportunity to explore what Allegheny has to offer.



*CBE Fellows left to right*

Front row: Kaylin Tang '22, Maya Ginter-Frankovitch '22, Morgan Douglas '23  
Top row: Arigun Bayaraa '22, Megan Dennis '23, Noah Tart '22

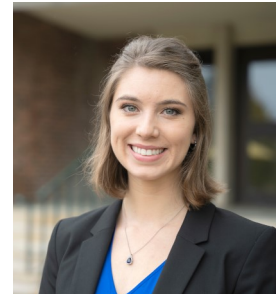
## Students Paths to Summer Learning Experiences



Maya Ginter-Frankovitch '22, CBE Fellow, spent her summer as an undergraduate intern at PNC supporting the Enterprise Data, Lifecycle Management team in Independent Risk Management.



CBE Fellow and Allegheny Navigator, Kaylin Tang '22 served as a finance and business operations intern this summer at the global headquarters at Leidos.



This past summer, CBE Fellow Morgan Douglas '23 worked as a Model Risk Intern under the Enterprise Risk Management division of the First National Bank in Hermitage, PA.



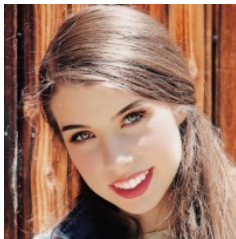
Due to COVID restrictions, CBE Fellow Arigun Bayaraa '22 found himself working in the late evenings and early hours of the morning on Zoom from his home in Mongolia. He completed a marketing internship at Tavan Bogd Trade Group in Mongolia.



Women in Business and Economics Club Vice President, Sarah Schmidt '22, prepared key research for the Department of Business & Economics entitled "Student experiences in the Business and Economics Department: Implications for gender disparity." with Prof. Stephanie Martin.



Ray Englert '22 worked on a research project with Prof. Tim Bianco, investigating the regional economy, while concurrently working with the Director of Student Life planning activities for the upcoming semester.



Morgan Libell '23, Wealth Management Club (WMC) President spent the summer working, traveling, planning and organizing for the WMC.



CBE Fellow and Student Government President, Noah Tart '22 worked on a research project with Prof. Kathryn Bender and Katie Nichols investigating industry compliance and food waste management.



Megan Dennis '23 embraced a growth -mindset for her summer 2021 activities. Determined to continue her education, she focused on three main areas: language proficiency (Chinese), knowledge (business book list), and travel.

## Lunchtime Speakers Focus on Business in a Diverse Global Economy

### **Executive Female Talent and Managerial Inclusivity**

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In September, the Center for Business and Economics hosted an interview with Paola Corna Pellegrini, CEO of Allianz Global Assistance in Milan, Italy and Allegheny President Hillary Link, moderated by Professor of Marketing, Gaia Rancati.

This discussion focused on inclusivity inside companies through an important reflection on the topic of female talent. President Link joined Ms. Pellegrini for a discussion on the ability of public and private companies to recognize merit as the keystone for women in executive roles. They explored the roles of the women who have demonstrated the quality of their skills through excellent performance in executive and managerial positions.



### **Growing Diversity in the Financial Services Sector**

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Allegheny Trustee Robert A. Marchman '80 Esq., Senior Policy Advisor on Diversity and Inclusion at the U.S Securities and Exchange Commission was featured at our Lunchtime Learning Lecture series on October 14 via Zoom. Mr. Marchman presented "Growing Diversity in the Financial Services Sector" to illuminate the state of Diversity and Inclusion in America's financial center.



### **Mapping Out a Business & Economics Experience and Becoming a Great Business Leader**

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Patrick Colletti, leadership and corporate culture expert, champion for "refounders," and author of "Refounder: How Transformational Leaders Take What's Broken and Make It Better" presented his vision for student success during the Bruce R. Thompson Center for Business & Economics Lecture Series in December. During his visit, he shared stories from his two decades serving as President of Net Health and the remarkable leaders who took struggling enterprises and made them better. He gave students tips on how they too can become a "refounder," and provide the necessary leadership to make any organization better – better for employees, better for customers, and better for the community.



## Lunchtime Events Provide both Career Information and Marketing Insights

### Getting to Know the FDIC

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Brian T. Rosenberg, a Supervisory Examiner with the Federal Deposit Insurance Corporation (FDIC) in the Wexford, Pennsylvania Field Office, spoke with students about the many internship and job opportunities available through the FDIC.

Brian has participated in examinations that have spanned the East Coast and have included large, complex, and niche financial institutions. Mr. Rosenberg has completed details as Acting Special Assistant to the Deputy Regional Directors, Acting Assistant Regional Director, Acting Case Manager, and Acting Field Supervisor. He is a FDIC Corporate University Instructor and a Corporate Recruiter. Mr. Rosenberg graduated from Marshall University, Huntington, West Virginia, with a bachelor of business administration majoring in economics, and ABA's Stonier Graduate School of Banking.



### Unleashing your most potent marketing asset: Your Capital S Story

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The Marketing Monday series returned in September, featuring Paul Furiga, President and Chief Storyteller at Word Write, a PR and digital marketing agency in Pittsburgh, PA. Paul learned storytelling by writing and editing more than 20,000 stories during two decades as a journalist before going into public relations. At WordWrite, he ponders the question: Why should someone consider hiring us, working with us or partnering with us? The answers to those questions help him chart the next chapter in WordWrite's evolving Capital S Story. He's quite literally written the book on that topic, "Finding Your Capital S Story, Why Your Story Drives Your Brand."



### Agile Neuroscience: Using remote tools to capture immersive consumer experiences

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The Marketing Monday lecture series for October featured Jorge Barraza, Ph.D., Assistant Professor of the Practice of Psychology, and Co-founder & Chief Technology Officer at Immersion, a company that provides truly agile neuroscience tools that predict what people love. He is a professor of Consumer Psychology at the University of Southern California (USC), specializing in applying psychology and neuroscience to understanding and predicting consumer behavior. He has published numerous articles on emotion, decision neuroscience, and the use of stories to influence decision making. Dr. Barraza also teaches Consumer Psychology, Pro-Seminar, and Treatise at USC.



## The 2022 Zingale Big Idea Competition Inspires Innovation and Entrepreneurship



The Zingale Big Idea Competition, made possible through the generous support of Lance '77 and Karen Zingale, is designed as a student-focused seed-funding business pitch presentation competition that will be held this spring on April 29-30. This year, the event will be held in person and members of the local Meadville Community are invited to participate.

The competition is designed for new business ideas, which have yet to receive funding. Student teams that have received private equity, venture capital, economic development agency funding or family funding in excess of \$2,500 are encouraged to enter the Meadville Community Track of the competition. Workshops are scheduled to help participants prepare for the competition.

The annual competition will award a total of \$20,000 in prize money among the student winners, and \$10,000 for community winners. This contest emulates the experiences seen on the popular CNBC broadcast, Shark Tank, but with a heart. Unlike Shark Tank, the Zingale Big Idea distinguished panel of judges do more than evaluate the student team's business models – they offer constructive feedback, coach, and encourage students. Interested? Email [Chris Allison](#), Entrepreneur in Residence or [Sarah Holt](#), Coordinator.

### Big Idea Workshops Quigley Auditorium 12:30-1:30 PM

March 1  
"Finding a Relevant Problem to Solve"

March 15  
"Creating a Big Idea to Solve the Problem"

March 29  
"Marketing Your Big Idea"

April 5  
"Developing Your Big Idea's Financial Plan"

April 12  
"Pitching Your Big Idea"

## The Financial Literacy Challenge Crowns Winners

On Saturday, Dec. 4, nine finalists, chosen from a field of 25 Allegheny College student entrants, competed virtually in the 2021 Financial Literacy Challenge, hosted by the Bruce R. Thompson Center for Business & Economics. First-year student Reece Smith took home the first place trophy. Rounding out the top finishers were Madelyn Hill '22 in second place and Brandon Bolling '22 in third. Nyonna Towler '22 garnered an honorable mention award.

The Financial Literacy Challenge is a competition in which students develop and submit a personal financial budget and investing plan appropriate for life after graduation. The competition is open to all Allegheny students, however participation in the challenge is a mandatory assignment for students taking ECON 010 – Financial Literacy. There are \$5,000 in prizes and trophies awarded to student winners.

"All of our students acquitted themselves quite well," said Chris Allison, CBE co-director. "The scoring was quite close, so all of our finalists put their best foot forward. The goal of the competition is preparing our students to manage their finances after graduation. Based on what I see, our students will leave well prepared for their lives ahead."



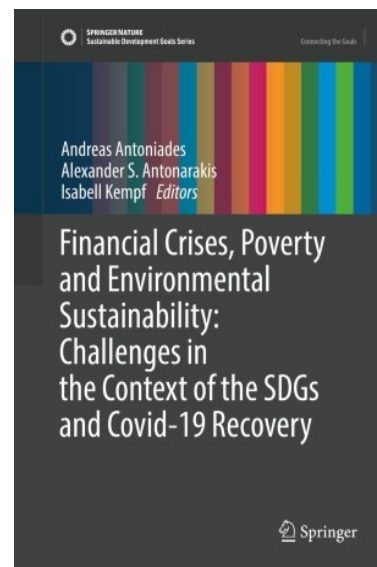
The next Challenge will be held on  
December 10, 2022

## Research is the Heart of Scholarship

The Business & Economics faculty are scholars participating in conducting active research in addition to their teaching duties and service to the College.

Here is a sample of recent faculty publications as of August of 2021; click on the links to read the full text:

- **Tim Bianco:** [“Monetary policy and credit flows,”](#) *Journal of Macroeconomics*, December 2021
- **Michael Michaelides:** [“Large sample size bias in empirical finance,”](#) *Finance Research Letters*, July 2021
- **Stephen Onyeiwu:** [“Nigeria’s transport grant isn’t the best way to allocate fuel subsidy savings: here’s what is,”](#) *The Conversation: Academic Rigor, Journalistic Flair*, December 2021  
[Financial Crises, Poverty and Environmental Sustainability: Challenges in the Context of the SDGs](#) | Link to [Chapter 8](#),
- **Russell Ormiston:** Tom Juravich, Russell Ormiston and Dale Belman, [“The Social and Economic Costs of Illegal Misclassification, Wage Theft and Tax Fraud in Residential Construction in Massachusetts,”](#) UMass-Amherst Labor Center Working Paper, June 2021
- **Gaia Rancati** with Maurizio Mauri, Andrea Gaggioli, and Giuseppe Riva: [“Applying Implicit Association Test Techniques and Facial Expression Analyses in the Comparative Evaluation of Website User Experience,”](#) *Frontiers in Psychology; Organizational Psychology*,” October 2021



Professor Stephen Onyeiwu wrote Chapter 8 of this book

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## What’s New in 2022? Introducing Gator2Gator Allegheny’s NEW Professional Networking Platform

Gator2Gator connects current students with Allegheny alumni (and alumni with alumni) for professional networking and career advice. There are already more than 1,000 alumni on G2G who are ready and eager to help fellow Gators. **When alumni set up their G2G account, they can identify the areas in which they have experience and the ways they are willing to help** (providing advice and guidance about their industry, career or company/organization where they work, reviewing a resume, offering job a shadowing opportunity, providing insight about graduate school, etc.).

**Students identify the type of help or connections they’re looking for and G2G offers suggestions of alumni to reach out to.** There are Allegheny related search filters too such as major, student organization, varsity sports team, and Greek life. Having hundreds of friendly alumni ready and willing to help fellow Gators succeed is part of what makes the Allegheny College community so strong. Please create your account today – and thank you!

Go to [Gator2Gator](#) and click on “Allegheny Login” to get started.





## Becoming a Chartered Financial Analyst Reaps Huge Benefits in Today's Job Market

The Wealth Management Club welcomed back Gene Natali '01 in October to Quigley Auditorium to speak to students about the benefits of Chartered Financial Analyst (CFA) certification.

A member of the Pittsburgh Chapter of the CFA Society, Gene shared information on how to pursue the charter, as well as the benefits of belonging to the student chapter.

Gene is a Chartered Financial Analyst, and an award-winning author ("The Missing Semester" series) who has key-noted investment and education conferences across the country.



Gene Natali '01 in back with Jacob Dukman '22; front row: Kylie Kasavage '23, Morgan Douglas '23, Morgan Libell '23

### CBE Spring Calendar

- February 22: Summer on the Cuyahoga Internship Information session
- February 24: Equitable Advisors with the Wealth Management Club
- February 26: Interviewing Workshop with the CBE Fellows
- March 1: Zingale Big Idea Workshop—"Finding a Relevant Problem to Solve"
- March 3: Spring Semester @CBE
- March 7: Marketing Monday "Artificial Intelligence in Marketing"
- March 15: Zingale Big Idea Workshop- "Creating a Big Idea to Solve the Problem"
- March 29: Zingale Big Idea Workshop- "Marketing Your Big Idea"
- April 4: Board of Visitors Meeting & Executive Roundtable
- April 5: Zingale Big Idea Workshop- "Developing Your Big Idea's Financial Plan"
- April 7: The Roadmap, part 2
- April 11: Marketing Monday " The Market for Fake Reviews on Amazon"
- April 12: Zingale Big Idea Workshop- "Pitching Your Big Idea"
- April 29-30: Zingale Big Idea Competition
- May 6: Economics Scholars Conference - Cleveland Federal Reserve

*Thank you for reading our latest news. Please let us know how we are doing—we love hearing from you.*

*[Beth Ryan](#), Program Coordinator*