2020 LIT Analytics Center Newsletter

Funded by National Science Foundation
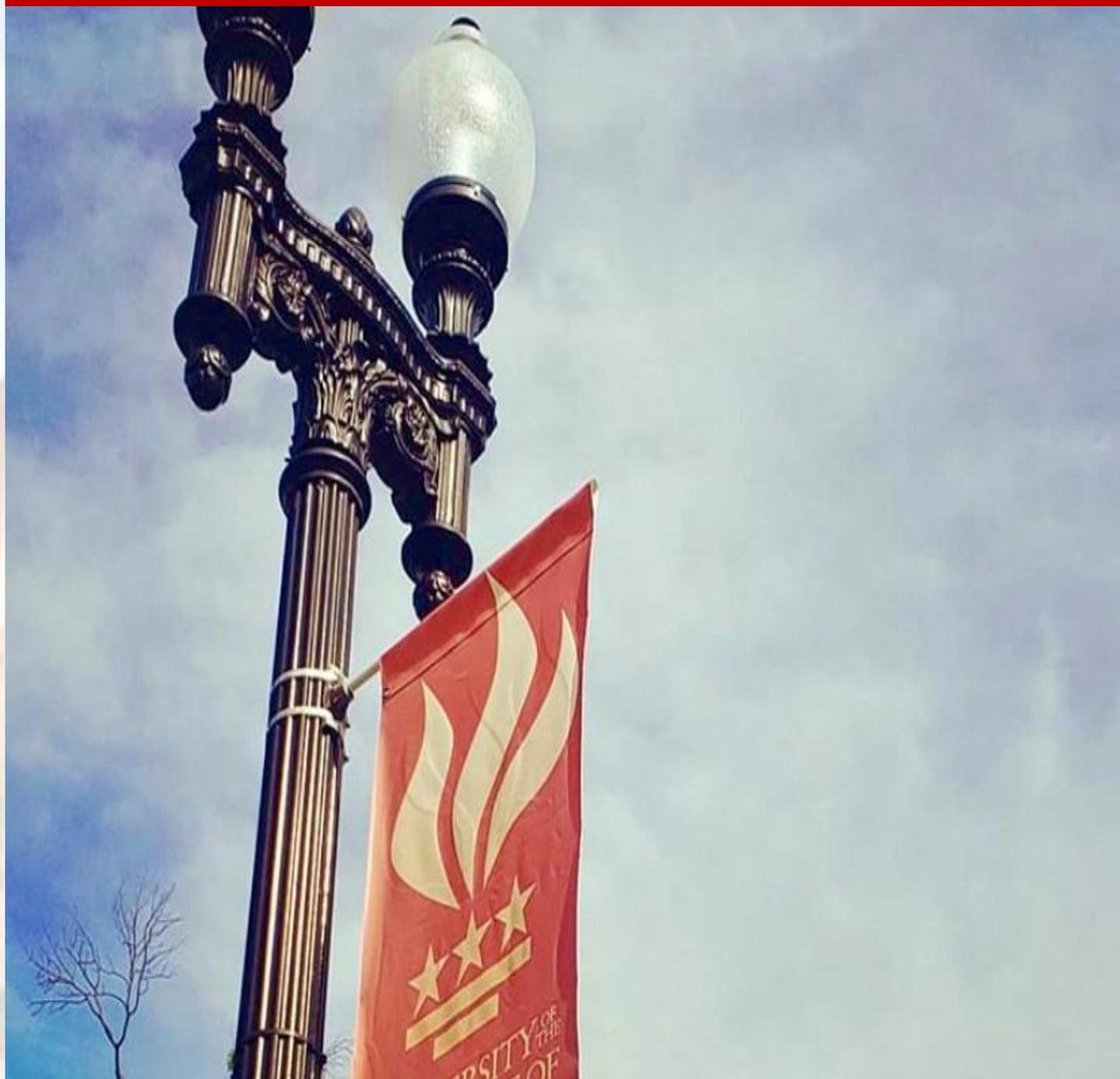
2020 EDITION

SECOND UDC-SBPA BUSINESS FIREBIRDS' ANNUAL RESEARCH CONFERENCE ON TUESDAY, DECEMBER 3RD, 2019

There were 82 SBPA students with 28 posters who participated in the 2019 Second UDC-SBPA Annual Research Conference - 58 undergraduate students with 18 posters, and 24 MBA students with 10 posters. The conference theme was Global Business Environment; and Conference Co-Chairs were Dr. Alex Tan and Dr. Amit Arora. The faculty advisors for student research were Dr. Anshu Arora, Dr. Nazha Gali, and Dr. Donovan Collier.

10 external judges for the event from industry and academia were: Ms. Edna Kane-Williams, **Senior Vice President – AARP, Washington DC**; Dr. Victor McCrary, **Vice President for Research and Graduate Programs, UDC**; Mr. Dave D'Angelo, **Program Officer – VentureWell**; Ms. Namita Mody, Operations Analyst, **The Lab @DC, Executive Office of the Mayor of DC**; Dr. John McIntyre, **Director – Georgia Tech Center for International Business Education & Research**; Dr. Anna Helm, **Faculty Director – George Washington Center for International Business Education & Research**; Dr. Jiajun Xu, Associate Professor and **Director of Center for Advanced Manufacturing, UDC**; Mr. Kenneth Lesley, **Director, NAF Academy of Engineering, McKinley Technology High School**; Dr. Pradeep Behera, Professor and Chair, **Department of Civil Engineering, UDC**; and Dr. Denise Bedford, **Retired Senior Information Officer, World Bank** and Adjunct Professor, **Georgetown University**.

Internal SBPA judges were Dr. Malva Reid, Dr. Julius Anyu, Dr. Sylvia Benatti, Dr. Racquel Brown-Gaston, Dr. Nazha Gali, Dr. Donovan Collier, Dr. Batao Chen, and Dr. Suzan Abed.

1st place - Inducing Ethical Climate in Entrepreneurial Organizations through, Direct Sensemaking, Intentional Decision Making and Ethical Leadership: A Process Model. *Eric Chad Horner, Loucace Ampe-N'da. (Faculty Advisors – Dr. Donovan Collier and Dr. Nazha Gali)*

2nd place - The Impact of Opportunity Knowledge and Operational Synergy on Joint Ventures' Longevity and Termination. *Alexis Baguelin, Renata Buzolin, Sharadindu Saha. (Faculty Advisor – Dr. Amit Arora)*

3rd place - Smarter Robots, OR Smarter Humans? Exploring a New Generation of Robots: Chatbots, Digital Avatars, and Now AI Human-like, Social Agents. *Loucace Ampe-Nda, Ashley Brown, Barbara Ann Payne (Faculty Advisor – Dr. Anshu Arora)*

Top 3 student teams from Undergraduate category:

1st place - Analyzing Sustainable Packaging: Enablers and Barriers in the Food Packaging Industry. *Hector Duran, Shanell McNamee. (Faculty Advisor – Dr. Amit Arora)*

2nd place - Artificial Intelligence, Humanized Technology, and Robotic Anthropomorphism: How Do Robots and Humans Interact? *Brea Ellis, Mayumi Fleming, Rosslynne Terry. (Faculty Advisor – Dr. Anshu Arora)*

3rd place - Host versus Home: Building Global and Cultural Relationships through Social Media. *Khrista-Lee Amore, Brittany Smallwood, Nathania Hamilton, Antwan Brady. (Faculty Advisor – Dr. Anshu Arora)*

CONGRATULATIONS WINNERS!

TWO UDC-SBPA STUDENTS & THREE FACULTY HAVE THEIR RESEARCH PRESENTED AT THE 2020 NSF EMERGING RESEARCHERS NATIONAL (ERN) CONFERENCE HELD IN WASHINGTON, DC DURING FEBRUARY 5 - 8, 2020

UNDERGRADUATE STUDENT RESEARCH (Oral Competitive Category) Presented at ERN CONFERENCE:
(February 7, 2020)

The Combined Effects of Design-Tech Synergy + Country-of-Origin on Consumers' Willingness to Buy: A Neoteric Approach to Innovation – *Mayumi Fleming, and Kyle Kelley (Faculty Advisors: Drs. Anshu Arora and Amit Arora)*

Faculty Poster - STRENGTHENING UNDERGRADUATE RESEARCH IN THE INTERDISCIPLINARY LOGISTICS AND INTERNATIONAL TRADE PROGRAM Presented at the 2020 NSF CONFERENCE:
(February 5, 2020)
Anshu Arora, Amit Arora, Mohamad Sepehri, Pradeep Behera, and Lei Wang

FOR DETAILS, PLEASE VISIT - https://emerging-researchers.org/projects/112-5/

FOUR UDC-SBPA STUDENTS & FIVE FACULTY HAVE THEIR PAPERS ACCEPTED FOR THE 2020 NORTHEAST DECISION SCIENCES INSTITUTE (NEDSI) CONFERENCE

4 SBPA undergraduate students and 3 UDC faculty (Drs. Anshu Arora, Malva Reid, and Pradeep Behera) have their research accepted at the 2020 NEDSI Conference. Congratulations and Kudos!!!

UNDERGRADUATE STUDENT RESEARCH POSTERS ACCEPTED FOR PRESENTATION AT NEDSI CONFERENCE:

Blockchain Applications in Business: Bringing Businesses and Consumers Together with Trust and Confidence – *Kyle Kelley, and Mayumi Fleming (Faculty Advisors: Dr. Amit Arora, Dr. Anshu Arora and Dr. Jiajun Xu)*

Artificial Intelligence, Humanized Technology, and Robotic Anthropomorphism: How Do Robots and Humans Interact? – *Brea Ellis, Mayumi Fleming, and Rosslynne Terry (Faculty Advisor: Dr. Anshu Arora)*

The Combined Effects of Design-Tech Synergy + Country-of-Origin on Consumers' Willingness to Buy: A Neoteric Approach to Innovation – *Mayumi Fleming, and Kyle Kelley (Faculty Advisors: Dr. Anshu Arora and Dr. Amit Arora)*

PANEL PROPOSAL - STRENGTHENING UNDERGRADUATE RESEARCH IN THE INTERDISCIPLINARY LOGISTICS AND INTERNATIONAL TRADE PROGRAM –
Anshu Arora, Mohamad Sepehri, Pradeep Behera, Malva Reid, and Amit Arora

FOR DETAILS, PLEASE VISIT - https://nedsi.net/2020-conference

UDC's SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION GRADUATE AND UNDERGRADUATE STUDENTS RECEIVED X-CULTURE GLOBAL COLLABORATION CERTIFICATES BY THE UNIVERSITY OF NORTH CAROLINA – SPRING & FALL 2019

Sponsored by **University of North Carolina at Greensboro**, every semester, more than 5,000 students and professionals from over 50 countries take part in X-Culture competition, working as cross-cultural, global virtual teams. For several months, they work together on business projects as 'global consultants' to the real-life worldwide corporate partners. The students compete, collaborate through online and social media platforms, learn the challenges and best practices of international business marketing / management consulting, and overcome challenges dealing with language and cultural differences to be successful in X-Culture.

In year 2019, **10,000 students** participated in X-Culture from **50+ countries, 6 continents** across the globe.

33 SBPA undergraduate and graduate students have participated in X-Culture challenge during **Spring 2019** semester. Currently, **12 undergraduates and 10 graduate students are participating in the SPRING 2020 X-Culture Challenge. Till date, 55 SBPA students have been involved in X-Culture.**

NEW PALGRAVE/SPRINGER, UNITED KINGDOM JOURNAL - HOUSED AT THE UDC SCHOOL OF BUSINESS & PUBLIC ADMINISTRATION

INTERNATIONAL MARKETING AND MANAGEMENT RESEARCH (IMMR) published **by PALGRAVE MACMILLAN / SPRINGER NATURE, UK** is now housed in the School of Business and Public Administration (SBPA), University of the District of Columbia (UDC).

A New Journal series (Volume 6, Published in January 2020) from Palgrave's *International Marketing and Management Research (IMMR)* Pivot titled "**SUSTAINABLE INNOVATION: TRENDS IN MARETING AND MANAGEMENT**" is published by Palgrave Publications, UK (which is now a part of Springer Nature Group) (https://www.palgrave.com/gp/book/9783030304201). This book provides insights into sustainable innovation trends in various marketing- and management-related fields. Authors critically investigate, amongst others, the sustainability impact of disruptive product design and innovative collaboration solutions within buyer-supplier relationships, along with innovative organizational processes to promote sustainable well-being-productivity synergy in a VUCA world. The IMMR series is uniquely positioned contribution of interrelated research papers about global business value transformations in both offline and online (digital) words. Papers in this sixth volume come from all business disciplines including: strategy, digital strategy, international business, organizational behavior and cross-cultural management, global marketing, e-business and e-commerce, social media, new product design and innovation, and business economics. Through this IMMR series, the editors examine sustainable innovative systems, design thinking, evolution, collaboration, and leadership styles needed for organizational health and future viability. The **Editor** of this series is *Dr. Anshu S. Arora*. **Volume 6 Editors are** *Dr. Anshu S. Arora* from the *University of the District of Columbia, Washington, D.C., USA*; *Dr. Sabine Bacuoel-Jentjens* from *ISC Paris School of Management, Paris, France*; *Dean (Dr.) Mo Sepehri and Dr. Amit Arora* from the *University of the District of Columbia, Washington, D.C., USA.* The **Associate Editors** are *Dr. Sergey Ivanov and Dr. Julius Anyu* from the *University of the District of Columbia*; *Dr. Michael Raisinghani* from *Texas Woman's University, TX*; and *Dr. Jun Wu* from *Georgia Gwinnett College, GA.*

Future IMMR pivots will focus on multidisciplinary business issues related to global business strategy, new product design and development, digital strategy, international business, organizational behavior and cross-cultural management, marketing, e-business and e-commerce, social media, and business economics. This book can be utilized as a teaching vehicle for students along with knowledge dissemination purposes amongst academics for concepts and cases related to the above interdisciplinary areas.

MORE INFORMATION CAN BE FOUND AT: HTTP://WWW.PALGRAVE.COM/GP/SERIES/14845

In July 2019, **UDC-SBPA receives the first National Science Foundation Grant - Award #1912070.** The "NSF-Targeted Infusion Project: STEM-Business Focused Logistics and International Trade (LIT) Analytics" is a collaborative project between the School of Business and Public Administration (SBPA) and the School of Engineering and Applied Sciences (SEAS). **Principal Investigator** for this NSF-TIP grant is **Dr. Anshu Arora**, Associate Professor of Marketing in the Department of Management at the UDC School of Business and Public Administration. **Co-Principal Investigators** are **Dr. Mo Sepehri**, Dean of UDC-SBPA; **Dr. Amit Arora**, Associate Professor of Supply Chain Management at UDC-SBPA; **Dr. Pradeep Behera**, Chair of Civil Engineering Department at the UDC School of Engineering and Applied Sciences; and **Dr. Lei Wang**, Assistant Professor of Civil Engineering, UDC School of Engineering and Applied Sciences.
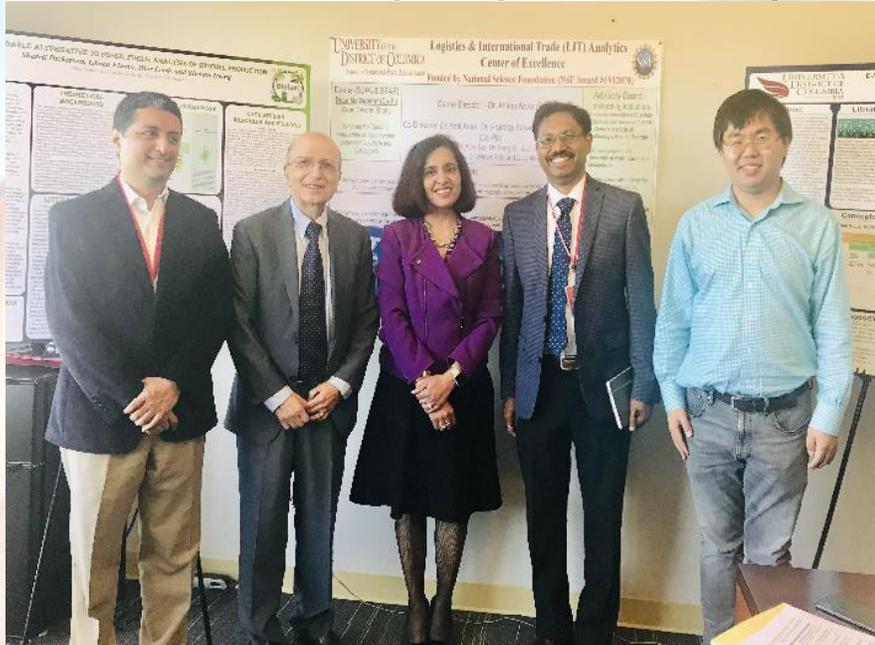
NSF UDC Principal Investigators Team – TIP-LIT Project
From Left to Right:

Dr. Amit Arora (Co-PI), Associate Professor of Supply Chain Management, SBPA, UDC; Dean Mo Sepehri (Co-PI), Dean – SBPA, UDC; Dr. Anshu Arora (PI), Associate Professor of Marketing, SBPA, UDC; Dr. Pradeep Behera (Co-PI), Chair of Civil Engineering Department, SEAS, UDC; and
Dr. Lei Wang (Co-PI), Assistant Professor of Civil Engineering, SEAS, UDC

NSF UDC Faculty & Senior Project Personnel Team – TIP-LIT Project
From Left to Right:

Dr. Feng Xu, Associate Professor of Statistics and Management, SBPA, UDC; Dr. Alex Tan, Chair of Finance and Accounting Department, SBPA, UDC; Dr. Amit Arora (Co-PI), Associate Professor of Supply Chain Management, SBPA, UDC; Dr. Anshu Arora (PI), Associate Professor of Marketing, SBPA, UDC; Dean Mo Sepehri (Co-PI), Dean – SBPA, UDC; Dr. Malva Reid, Associate Dean, SBPA, UDC; and Dr. Julius Anyu, Professor of Public Administration, SBPA, UDC

WELCOME 2019 NSF-LIT AMBASSADORS

LOGISTICS & INTERNATIONAL TRADE (LIT) ANALYTICS CONCENTRATION: A NEW PROGRAM AT UDC-SBPA

During December 2019 / January 2020, **Logistics and International Trade (LIT) Analytics Concentration was approved** by the UDC Faculty Senate and Chief Academic Officer (CAO) at the University of the District of Columbia. LIT Concentration is first of its kind program in the District of Columbia & Metropolitan Area, offering students an advantage and competitive edge within the job market.

According to the U.S. Bureau of Labor Statistics, employment in occupations related to global logistics and international trade analytics is projected to grow by more than 20% from 2016 to 2026; however, STEM-Business concepts are rarely offered in traditional engineering and business curricula. This program seeks to produce a future-oriented skilled workforce in the area of LIT. The United States business LIT sector costs are estimated at $1.494 Trillion or 7.7% of Nominal GDP, supporting 37% of all jobs, employing 44 million people, requiring STEM-business skills for innovation potential.

Since September 2019, six (6) NSF-LIT Ambassadors started working at the LIT Center of Excellence. These LIT Ambassadors represent both UDC-SBPA and UDC-SEAS. Their main aim is to promote center activities, LIT concentration, and above all – be ambassadors of NSF-LIT program for UDC students, UDC community college, and high schools in DC area (e.g., Wilson High School, McKinley Tech High School, Carlos Romario High School, etc.).

Brea Ellis

BBA – Management with Marketing and Logistics and International Trade (LIT) Analytics concentrations (Junior)

E-mail: brea.ellis@udc.edu

Mayumi Fleming

BBA – Management with Marketing and Logistics and International Trade (LIT) Analytics concentrations (Senior – Graduating in May 2020)

E-mail: mayumi.fleming@udc.edu

TERSSA KASSAHUN

BBA – Accounting and Finance with Logistics and International Trade (LIT) Analytics concentrations (Junior)

E-mail: terssa.kassahun@udc.edu

Katherine Garrison

BBA – Finance and Logistics and International Trade (LIT) Analytics concentrations (Junior)

E-mail: katherine.garrison@udc.edu

ERIC CHAD HORNER

BBA – Management with Marketing and Logistics and International Trade (LIT) Analytics concentrations (Senior – Graduating in May 2020)

E-mail: eric.horner@udc.edu

Malik Shingler

BS – Civil Engineering and Logistics and International Trade (LIT) Analytics concentrations (Junior)

E-mail: malik.shingler@udc.edu

NSF-LIT Analytics Center of Excellence

During August 2019, a new center called "**UDC NSF Logistics and International Trade (LIT) Analytics Center of Excellence**" was established in the UDC School of Business and Public Administration under the NSF project with objectives of developing an innovative STEM-Business focused LIT concentration program, fostering undergraduate student and faculty research experiences within the LIT curriculum, and conducting outreach to the broader DC community. The NSF-LIT center will enhance logistics, supply chain and global trade related knowledge, and analytical skills of UDC business and engineering students to respond to emerging supply chain management, international trade analytics, and global business issues.

CENTER'S MISSION: LIT ANALYTICS CENTER'S MISSION IS TO PROVIDE STEM-BUSINESS FOCUSED LOGISTICS AND INTERNATIONAL TRADE CURRICULUM TO UDC ENGINEERING AND BUSINESS UNDERGRADUATES TO BECOME TRANSFORMATIVE LEADERS IN GOVERNMENT, NONPROFIT SECTORS, INDUSTRY, AND BEYOND.

CENTER'S VISION: LIT ANALYTICS CENTER'S VISION IS TO HELP STUDENTS ACHIEVE THEIR HIGHEST LEVELS OF HUMAN POTENTIAL FOR FUTURE LIT RELATED EMPLOYMENT, PROMOTE FACULTY RESEARCH AND DEVELOPMENT OPPORTUNITIES, AND DEVELOP A UNIQUE GLOBAL NETWORK WITH COLLABORATING INSTITUTIONS.

Transforming STEM-Business Education

Logistics and International Trade (LIT) Analytics Center

LIT Analytics Center is established as a partnership between UDC-SBPA and UDC-SEAS. LIT Concentration program through LIT Analytics Center will augment existing engineering and business programs by developing multidisciplinary courses and approaches in global logistics, supply chains, transportation, international business, business research and analytics, sustainable entrepreneurship, and international trade analytics.

2020 SAP UNIVERSITY ALLIANCES PROGRAM WITH UDC-SBPA

Starting January 1, 2020, School of Business and Public Administration at the University of the District of Columbia became a full member of the SAP University Alliances program. This program opens up the world of SAP to more than **3,300** Universities and member institutions in **111** countries worldwide, and aims to develop highly qualified graduates with critical skills for the 21st century workforce. Through a community of over **8,000** faculty members, as well as engagement at over **1000+** events annually, the SAP University Alliances Program has inspired over **250,000** students with hands-on experience with SAP solutions annually. The SAP University Alliances Program aims to stimulate interest in STEM (science, technology, engineering and math) learning and careers to help address the skills shortage that is prevalent around the world to encourage entrepreneurial thinking, and to ensure young people are college or workforce ready. The SAP University Alliances Program also creates exciting opportunities to support and engage with lifelong learning; from high school to college to professional / executive roles. In partnership with SAP's 6 University Competence Centers around the world, universities and schools gain access to an ever-expanding range of SAP software and curriculum; enabling faculty to help students better connect business and IT concepts to practice.

Two faculty members – **Drs. Amit Arora and Suzan Abed** from SBPA-UDC underwent training at the **Winter 2020 SAP University Alliances Boot Camp** at **Sam Houston State University**, Huntsville, TX **from January 6 – 9, 2020.** SAP is being incorporated in the new course of "**Global Logistics and Supply Chain Management**" (which is a part of **Logistics and International Trade (LIT) Analytics concentration**) in Spring 2020 semester where 23 UDC-SBPA students will gain hands-on experience with SAP cloud and HANA solutions.

PUBLICATIONS FROM THE CURRENT NSF GRANT:

Arora, A. S. Editor (2020), **International Marketing and Management Research Journal Series**, *Sustainable Innovation: Trends in Marketing and Management,* Guest Editors: Sabine Bacuoel-Jentjens, ISC Paris, France, Dean Mohamad Sepehri and Amit Arora, School of Business and Public Administration, University of the District of Columbia, USA, Palgrave Macmillan, Springer Nature Group, United Kingdom.

Arora, Anshu S., & **Arora, A.** (2020). The Race between Cognitive and Artificial Intelligence: Examining Socio-Ethical Collaborative Robots through Anthropomorphism and Xenocentrism in HRI. *International Journal of Intelligent Information Technologies*, 16(1), pp. 1-16.

Arora, A. S., **Arora, A.**, & Taras, V. (2019). The moderating role of culture in social media-based spatial imagery, consumer xenocentrism, and word-of-mouth for global virtual teams. *International Journal of Cross Cultural Management*, 1470595819856379.

Arora, A., **Arora, Anshu S.**, McIntyre, J. R., & Ayala, C. (2019). International Business Risk Comprehension Word Mapping Game Using LinkedIn Social Media Platform in Interdisciplinary Business Education. *Journal of International Business Education*, Vol 13.

Chui, S. & **Gali, N.** (2019). Responsible Leadership within the Context of Social Entrepreneurship. *Academy of Management Specialized Conference – Responsible Leadership in Rising Economies*, Slovenia 23-25 October, 2019.

Xu, F., **Hua, J.**, Wu, D., **Ivanov, S.**, Tannen, M., Bachman, P., and Vermillion, L. (2020). Nonhomogeneous Poisson process for unemployment claims in Washington DC, *Research in Business and Economics Journal*, forthcoming.

Ivanov, S., Brooks, J., and **Xu, F.** (2020). Evaluation of a Large Profits-First College: Difference between a University and a Profits-Now Corporation. Journal of Leadership and Management, forthcoming.

Bassole, G., **Ivanov, S**, **Anyu, J.N.**, Wu, D., and **Xu, F.** (2020). Brief evaluation of a bank branch: Can simple recommendation improve the work of organizations? International Journal of Organizational Innovation, 12(3), p. 66-73.

CONGRATULATIONS AND KUDOS TO OUR LIT CONCENTRATION STUDENTS!

- Congratulations and Kudos to our UDC-SBPA LIT Concentration students - **Ms. Mayumi Fleming and Mr. Kyle Kelley** for presenting their research titled "**Design Tech Synergy: A Neoteric Approach to Innovation**" at the **2019 Academy of International Business US Southeast (AIB-SE) Conference** that was held in the **University of Texas at San Antonio, San Antonio, TX from October 17 - 19, 2019.** The faculty mentor for their research is Dr. Anshu Arora, Associate Professor of Marketing, SBPA, UDC.

- Kyle and Mayumi presented International Business (IB) and product innovation concepts of design and technical newness, incremental and radical innovations, emerging vs. developed country-of-origin (COO), and hedonism versus utilitarianism. Additionally, they showcased their product innovation idea - Portal Speaker System.
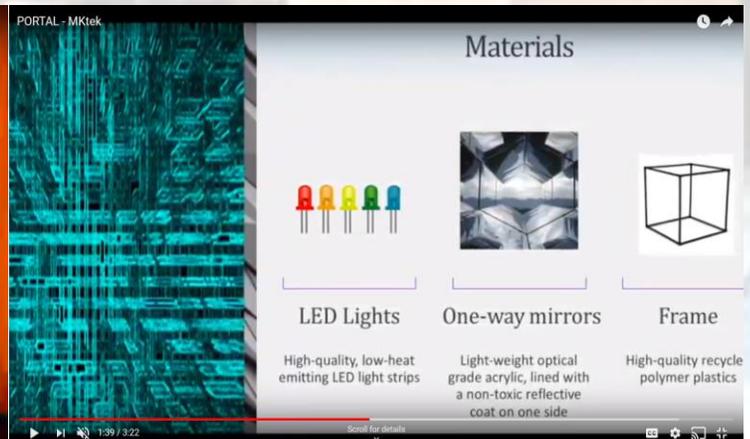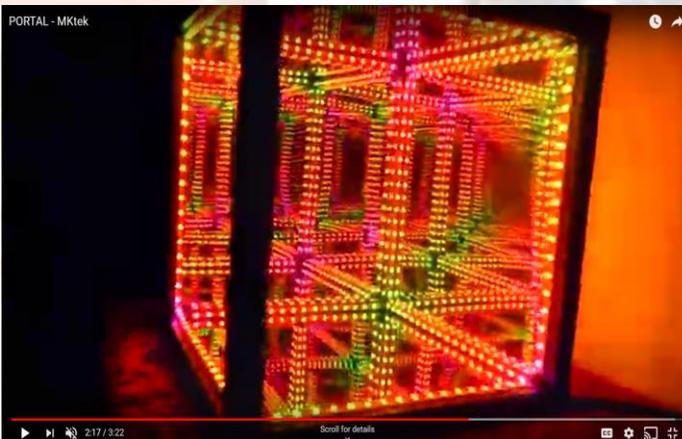
Logistics & International Trade (LIT) Analytics

LIT AMBASSADORS

Uniqueness of LIT Concentration

- First of its kind program in the District of Columbia and Metropolitan Area
- UDC is the only school that offers a program combining Logistics and International Trade Analytics combined
- Collaboration between 2 schools – SBPA and SEAS
- STEM (Science, Technology, Engineering, and Mathematics) Business focused concentration
- Producing a future-oriented skilled workforce in the area of LIT
- Open to all SBPA and SEAS majors!
- Opportunity to study abroad to China during Summer
- Research and conference presentations opportunities

Required Courses

Global Logistics Stream 1 – (Mandatory)

- BGMT 396 / 313 Global Logistics and Supply Chain Management (NEW! Spring 2020)

International Trade Stream 2 – (Select any three)

- MKTG 308 International Marketing
- FINA 318 International Finance
- BGMT 311 Spreadsheet Analytics
- BGMT 308 Entrepreneurship
- MKTG 404 Marketing Research
- BGMT 407 Multinational Corporate Management
- BGMT 395 Study Abroad (NEW! Summer 2020)
- MECH 406 Engineering Economics

COME, JOIN US @ LIT ANALYTICS

LIT
LOGISTICS & INTERNATIONAL TRADE ANALYTICS

Center Office Hours

Monday-Thursday

10 am – 12:20 pm; 2 pm –5pm

Bldg. 38, Room 219