

October 2024 Digital Newsletter

## Recent Highlights




**Dear Readers,**

Welcome to the October 2024 edition of our School of Business newsletter! We are excited to share some of the highlights from the School of Business from this past month with you. Many of these events aimed to enhance student success and promote the leadership of our faculty.

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### School of Business Student Highlight: Branda Logan





Branda Logan is a junior in the NJCU Honors program and pursuing a bachelor's degree in Accounting with a minor in Data Analytics. In addition to her academic pursuits, she serves as a non-voting member of the [NJCU Board of Trustees](#) and a 2024 Fellow in the America Needs You program. She is one of the creative directors for the NJCU Dance Club. Given her outstanding academic performance and leadership skills, Branda recently accepted an offer as a **Summer 2025 Embark Scholar with KPMG** (one of the Big Four Accounting Firms) and earned an opportunity to attend their [Lakehouse](#) state-of-the-art learning and innovation center in Orlando, Florida. Her dedication and hard work make her an example of what it means to seize opportunities and build a bright future.

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### ***Anonymous Student Survey***

**Your voice matters!** As part of our ongoing commitment to enhancing the student experience, [we invite you to participate in a brief and anonymous survey](#) designed to gather valuable insights into your experience at the NJCU School of Business.

Take the Survey

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### **Student Tour to the New York Stock Exchange**





On October 17, 2024, the NJCU chapter of the [Financial Management Association](#) organized a student tour to the New York Stock Exchange. The trip was led by [Dr. Zhimin Wang](#), co-chair of the [Finance](#) department. During the tour, students had the opportunity to walk on the trading floor, observe the opening bell on-site, and listen to their hosts discuss the evolution of the NYSE and stock trading. The group was accompanied by [Dr. EunSu Lee](#), Professor of [Management](#).

For more information on the Financial Management Association, NJCU chapter, please click [here](#).

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## Lapland University of Applied Sciences Presentation

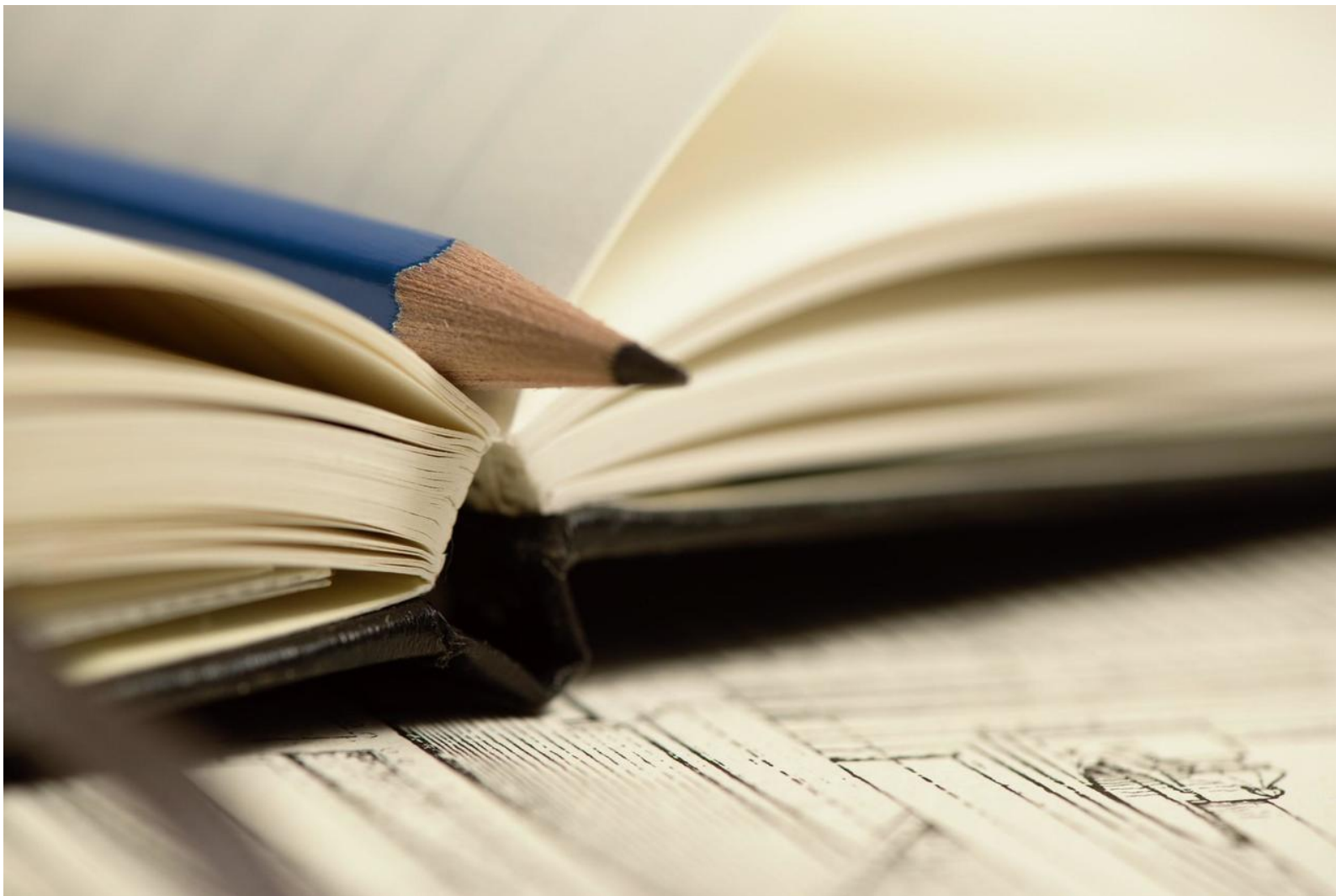




The [Management Department](#) hosted a presentation on the enchanting Finnish Lapland, featuring guest speakers Anzelika Krastina and Maria Palokari from Lapland University of Applied Sciences (LAPIN). They highlighted the natural beauty and cultural diversity of Northern Finland's Arctic region, showcasing everything from the traditions of indigenous Sami reindeer herders to the charm of Santa Claus Village. The discussion included insights into business sustainability, an area of focus during [Dr. John Donnellan](#)'s 2022 Fulbright Award with LAPIN, which centered on the sustainable development of this unique region.

Additionally, Professor Krastina has shared her expertise in lectures to NJCU students, while Dr. Donnellan recently presented to LAPIN graduate students on October 29, 2024. Ms. Palokari, representing LAPIN's Student Affairs Office, provided information on study abroad opportunities for NJCU students interested in experiencing Lapland firsthand.

## Faculty Publications



We are proud to showcase the recent scholarly work of our faculty members. Explore this section to discover the latest articles and studies that highlight their expertise and innovative research:

• Tang, F. and Yang, L. (2024). The Effects of ISO 27001 Certificate and CSR Performance on Investors' Responses to Cybersecurity Breaches. *Journal of Information Systems*. <https://doi.org/10.2308/ISYS-2023-032>

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## School of Business hosts New Jersey's Office of Innovation





From October 8-10, the School of Business hosted the [State of New Jersey's Office of Innovation](#). The Office of Innovation works collaboratively with government, academic, non-profit, and private sector institutions to drive innovation in the Garden State and improve the design and delivery of policies and services to the state's residents, businesses, and institutions.

For more information on upcoming events open to students, faculty and staff, please visit our university events page [here!](#)

## Graduate Events

Connecting with NJCU faculty and staff has never been more convenient, as we offer a variety of events throughout the year designed to help you take the next step, no matter where you are in your graduate school journey. We encourage you to join us at an upcoming event to learn how the School of Business programs at NJCU [can help you reach your personal and professional goals](#).

For more information, please see our [webpage](#).

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