

# NJCU

**SCHOOL OF  
BUSINESS**

September 2024 Digital Newsletter

## Recent Highlights



**Dear Readers,**

Welcome to the September 2024 edition of our School of Business newsletter! In our ongoing commitment to foster a vibrant and interactive community, this newsletter has been crafted to keep you informed and engaged. Whether you're a student, faculty member, professional staff, or alumni, there's something here for everyone.

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## Latest News



# J.D. JAYARAMAN

INTERIM DEAN OF THE  
NJCU SCHOOL OF BUSINESS

## Dr. J.D. Jayaraman Named School of Business Interim Dean

New Jersey City University (NJCU) has announced that Dr. Jayadhurganandh (J.D.) Jayaraman, the chair of the Department of Finance, has been appointed the new interim dean of the NJCU School of Business.

Before making the career transition to higher education and academia, Dr. Jayaraman gained over 20 years of experience in the financial services industry, primarily in the areas of algorithmic trading, risk management, energy markets, and financial technology. His experience includes executive leadership roles at Bloomberg L.P., Citigroup, and several financial technology companies, where he specialized in risk management, quantitative modeling and financial trading technology. This blend of academic and practical expertise informs his approach to preparing students for the evolving business landscape.

## *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

## International Student Testimonials



## Diane Pouna '25; B.S./M.S. Accounting Bridge Program Student

"As an international student from Cameroon, my journey at the NJCU School of Business has truly transformed my life. After transferring from a community college in Maryland, I heard wonderful things about NJCU's program, and I can honestly say I have never looked back. From the moment I stepped onto campus, I felt an overwhelming sense of belonging and support that has made all the difference.

My aspiration was to secure a position at one of the Big 4 accounting firms, and I am thrilled to share that I have achieved that dream! The incredible resources and opportunities here have been pivotal in my journey. The recruiting events organized by the School of Business [Accounting Department](#) were instrumental in landing my internship at Deloitte, where I gained invaluable hands-on experience.

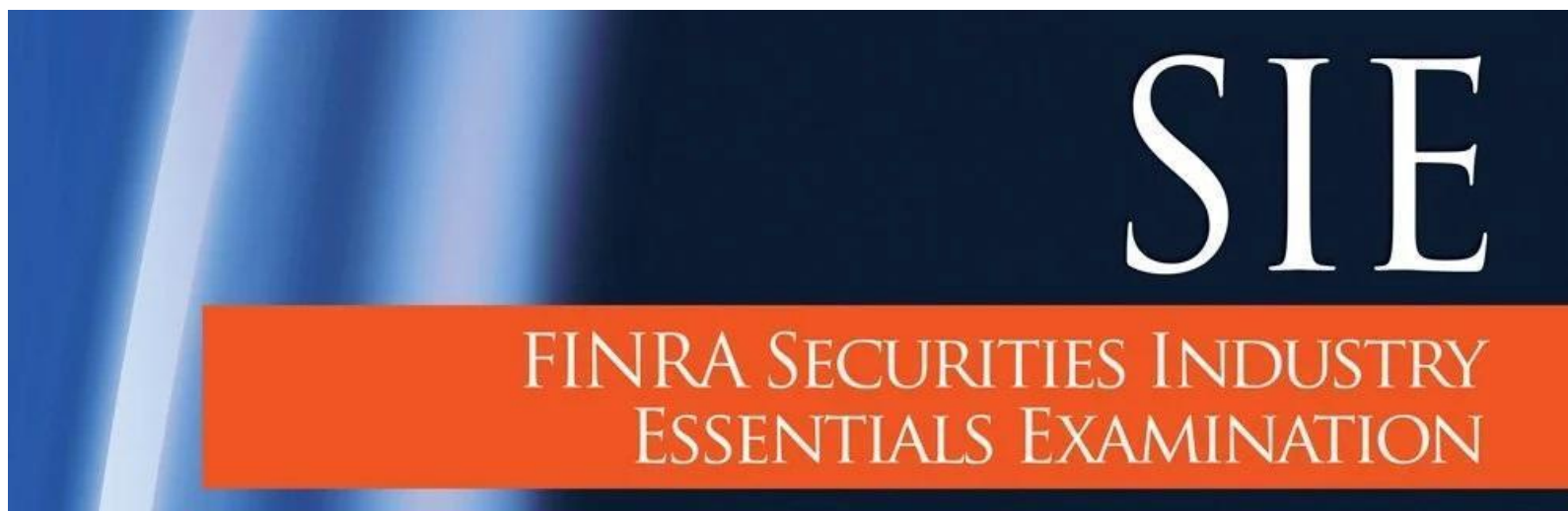
During my time at Deloitte, I was able to apply the knowledge I had acquired in the classroom to real-world challenges, deepening my understanding of accounting practices and honing my analytical skills. Working alongside industry professionals taught me the significance of collaboration and critical thinking in solving complex problems. This experience not only solidified my passion for accounting but also equipped me with the tools necessary to thrive in a competitive field.

I wholeheartedly encourage fellow international students to consider the NJCU School of Business Accounting Program. The unwavering support I have received has been life-changing, and I can confidently say I would not be on the brink of an exciting career today without this incredible community. NJCU has empowered me with the skills to excel and inspired me to pursue my dreams with determination and heart.

Thank you, NJCU, for helping me shape a future that I once thought was only a dream!"

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## Apply Now for a A Path to a Career in Financial Services



The Securities Industry Essentials (SIE) exam has become a key requirement for being considered for hiring within the securities industry. [Click here to learn more](#) about the exam.

To encourage our students to consider this career path and the financial rewards of the profession, and to help our students prepare for this exam, the [NJCU Foundation](#) has developed a program for all NJCU students that includes students chosen for this opportunity will have fees covered for the study content and the exam, and students that pass the exam will receive a \$1,500 stipend.

**As an additional benefit, all NJCU students that have passed the SIE exam will be guaranteed an interview with a major financial services firm!**



Are you interested? Simply [fill out this form](#) and you'll be contacted soon!

For additional information, please contact Jason Plaksin in the School of Business at [JPlaksin@njcu.edu](mailto:JPlaksin@njcu.edu).

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## Accounting Department Career Success



The [Accounting Department](#) has successfully placed an average of 30 students into accounting firms, including the prestigious Big Four as well as national firms, over the past several years. The department maintains strong relationships with these firms and hosts annual on-campus recruiting events, providing valuable networking opportunities for students. As a result, many accounting majors secure full-time positions even before graduation.

PwC, one of the Big Four International Accounting Firms, hosted their annual dinner at Fire and Oak at the Westin Hotel at Jersey City and invited NJCU alumni who are current PwC staff and new interns along with NJCU faculty. Will Eaves, a PwC partner and member of the [NJCU Foundation Board of Directors](#), was also present at the event. The NJCU interns and employees were able to build their networks and get insights into what it is like to work at PwC.

The Accounting Department also prepares students each year through the Volunteer Income Tax Assistance (VITA) program. As part of this initiative, students receive specialized training to assist low-income individuals with tax preparation. The department partners with the local nonprofit organization, HOPES CAP, Inc., to offer these services, allowing students to file



## 2024 Korea-US Supply Chain Logistics Conference

# ***Finding the Future of Korea and U.S. through Logistics***

*2024 Conference on Logistics and Supply Chain  
Cooperation between Korea and the United States*



**Thursday, September 26, 2024 | 8:30 a.m. - 1:30 p.m.**

**NJCU School of Business**

**Harborside 2, 200 Hudson Street, Jersey City, N.J. 07311**

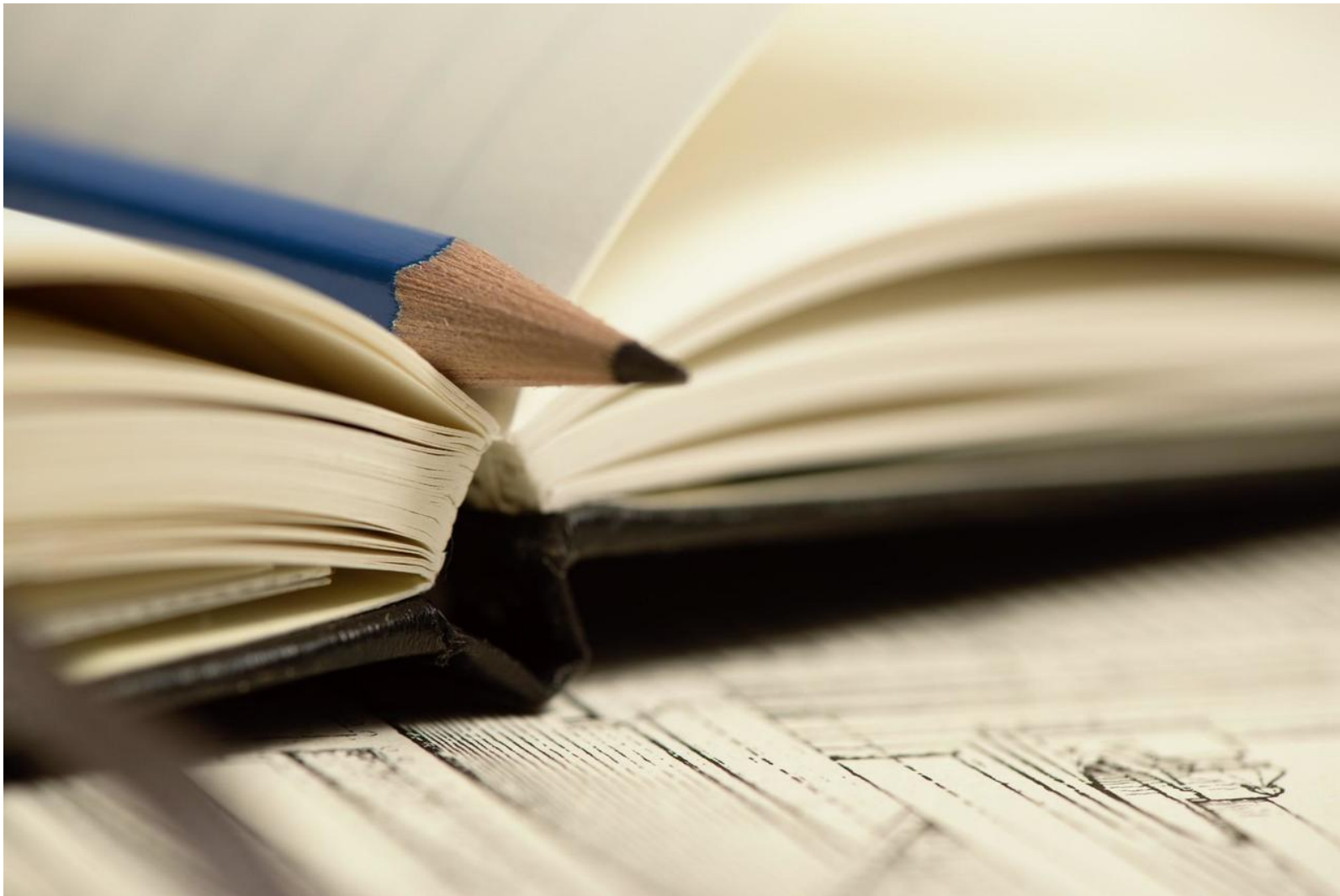


**Register Now:**  
**[NJCU.edu/KMI2024](https://NJCU.edu/KMI2024)**

On September 26th, the Korea Maritime Institute and NJCU will co-host the [2024 Conference on Logistics and Supply Chain Cooperation between Korea and the United States](#). The event will be held at the School of Business campus.

As Korean companies are increasingly expanding their presence in the U.S., a variety of economic, political, and climatic factors are playing a role. Under these conditions, panelists will discuss mutual cooperation and solutions in the logistics business, which is the key link of investment and trade between the two countries.

## 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:

- **Jayaraman, J.D., Smita, R. and Nilakantan, N. (2024)**, "The impact of board gender diversity on firm performance: does critical mass matter?", *Journal of Applied Accounting Research*, Vol. ahead-of-print No. ahead-of-print.

<https://doi.org/10.1108/JAAR-12-2022-0336>.

- **Jambunathan, S., Aldemir, J. & Jayaraman, J.D.** Teaching Financial Literacy in Early Childhood Classrooms. *Early Childhood Education Journal* (2024). <https://doi.org/10.1007/s10643-024-01740-7>.

- **“Coordination and Conservatism” (with Tong Lu)**, *Financial Research Letters*, Vol. 61, (2024).

- **“Real Effects of Greenhouse Gas Disclosures” (with Tong Lu, Yanyan Wang, and Lisheng Yu)**, *China Journal of Accounting Review*, Vol. 17, Issue 3 (2024).

- **“Real Effects of Lease Accounting” (with Tong Lu, Yanyan Wang, and Lisheng Yu)**, *China Journal of Accounting Studies*, forthcoming.

- **Corporate initial responses to COVID-19 and ESG ratings: the role of ESG consistency**. N. Cohen and X. Zhu. *Sustainability Accounting, Management and Policy Journal*. 2024

- **Children, imagination and outer space exploration: implications for space accountability systems**. N. Cohen and J. Sopt. *Accounting, Auditing & Accountability Journal*. 2024.



· [Shadows on Solar: A Teaching Case on the Role of Corporate Governance in Addressing Forced Labor Concerns](#). N. Cohen and LJ Helikum. Accounting Perspectives. 2024.

· Our distinguished global research cohort, representing [New Jersey City University](#), [SeAMK - Seinäjoki University of Applied Sciences](#), Finland, and [Susquehanna University](#), will present a groundbreaking paper and lead a pivotal roundtable discussion on “Using AI to Overcome Obstacles in Financial Literacy – Myths and Realities” at the [Fulbright Association](#) 47th Annual Conference in Washington, D.C. This esteemed team comprises Dr. [Marjo Joshi](#), Dean of [SeAMK - Seinäjoki University of Applied Sciences](#), Finland; Dr. [Gene Cautillo](#), Visiting Assistant Professor of Management at [Susquehanna University](#); and Dr. [John Donnellan](#) Professor in the [NJCU School of Business](#) and chair of the NJCU [Management Department](#).

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## Financial Management Association, NJCU Chapter

The NJCU Chapter of the Financial Management Association is seeking new members for the Fall 2024 semester. For more info on the organization, please click [here](#) or contact Finance professor [Dr. Zhimin Wang](#).

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## School of Business hosts Greenway Global



On September 14th, the School of Business hosted Greenway Global, an international organization that produces eco-friendly products to enhance quality of life. Guest speakers took advantage of the technology of the Skyline Room to share upcoming news about their business. For more information on upcoming events open to students, faculty and staff, please visit our university events page [here!](#)

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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](#).

**NJCU School of Business**  
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