



Winter College

JANUARY 26, 2022



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS





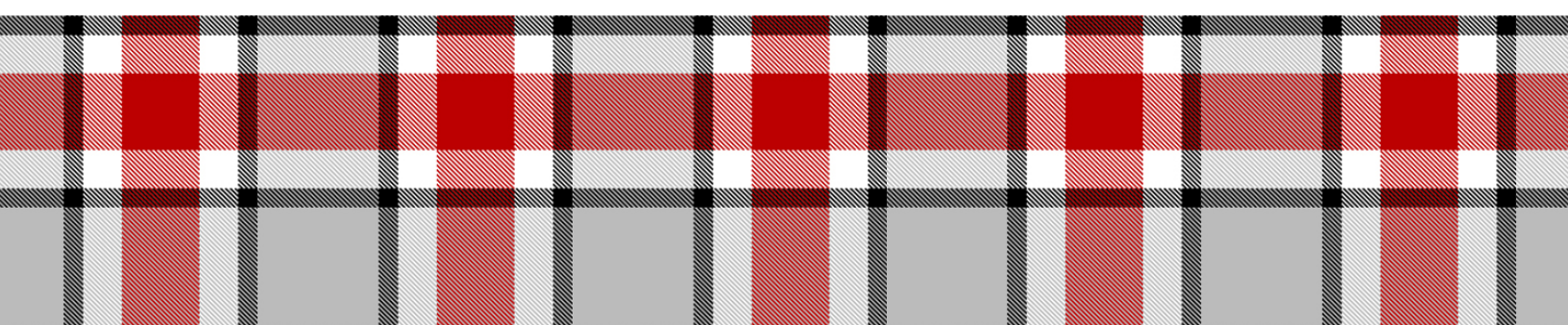
Welcome



We are pleased to have you join us for Winter College, our annual tradition bringing alumni, friends, students, and faculty and staff of your beloved Max M. Fisher College of Business together for a showcase event.

During today's program, some of our top researchers will provide a snapshot of the many exciting programs, initiatives and research that are differentiating Fisher as a leader in business education.

We are proud to share these insights and experiences with you.





* *Winter College Agenda* *

- 10:00 a.m. – 10:10 a.m. **Welcome**
- 10:10 a.m. – 10:55 a.m. **The 2022 Economy: A Data Nerd's Perspective**
Roger Bailey
Assistant Professor of Marketing
- 10:55 a.m. – 11:40 a.m. **The Future of Fintech**
René M. Stulz
Professor of Finance
Everett D. Reese Chair of Banking and Monetary Economics
Director, Dice Center for Research in Financial Economics
- 11:40 a.m. – 12:15 p.m. **Championing Change**
Anil K. Makhija
Dean and John W. Berry, Sr. Chair in Business
- 12:15 p.m. – 1:00 p.m. **Lunch/Break**
- 1:00 p.m. – 1:45 p.m. **Students Today, Leaders Tomorrow**
Timothy A. Judge
Professor of Management and Human Resources
Joseph A. Alutto Chair in Leadership Effectiveness
Executive Director, Fisher Leadership Initiative
- 1:45 p.m. – 2:30 p.m. **Supply Chain at the Dinner Table**
Keely L. Croxton
Professor of Logistics
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The 2022 Economy: A Data Nerd's Perspective

What does the future hold for business in the coming year? What does the data tell us about coming changes in industry, markets, and in the regulatory environment? Roger Bailey, assistant clinical professor of marketing and a self-described “data nerd,” will examine key indicators and trends that provide insights into what is driving our economy forward in the new year.

Roger Bailey

Assistant Professor of Marketing

Roger Bailey joined the Department of Marketing and Logistics at Fisher in 2013. In addition to his faculty position in marketing, Professor Bailey serves as academic director of the Full-Time MBA Program, the advisor of the Full-Time MBA Council and the co-advisor of the Fisher undergraduate chapter of the American Marketing Association. His teaching interests are in applied economics, market analysis and forecasting, and marketing analytics. His research interests are in applying theory from economics and consumer behavior in the construction of discrete choice models, models of direct utility, and other models of consumer actions/behavior. Professor Bailey earned his undergraduate degree and master's degree in mathematics from Northern Arizona University, and his PhD in economics from Vanderbilt University.



The Future of Fintech

As Fintech continues to grow in influence and impact across all facets of business, hear from renowned finance researcher René M. Stulz as he shares the future of Fintech across the financial landscape.

René M. Stulz

Professor of Finance

Everett D. Reese Chair of Banking and Monetary Economics

Director, Dice Center for Research in Financial Economics

René M. Stulz holds the Everett D. Reese Chair of Banking and Monetary Economics at Fisher and has previous teaching experience at the Massachusetts Institute of Technology, the University of Chicago and the University of Rochester. He received his PhD from the Massachusetts Institute of Technology.



Professor Stulz was named one of Thomson Reuters' Highly Cited Researchers, recognizing researchers who rank among the top 1 percent most cited for their subject field.

Professor Stulz has taught in executive development programs in the U.S., Europe and Asia. He has consulted for major financial institutions as well as for non-financial firms, law firms, the New York Stock Exchange, the IMF and the World Bank, and testified in federal and state courts as well as in arbitrations. He is a director of Banque Paribas and a member of the Board of Trustees of the Global Association of Risk Professionals where he also chairs the FRM committee that oversees the FRM certification examination.

Championing Change

Fisher's commitment to providing today's students and tomorrow's leaders with the very best business curriculum, programming and hands-on experiences has never been stronger. Dean Anil Makhija shares exciting developments in how Fisher is adapting to the rapidly changing higher education environment and delivering each student a business education that empowers them to excel as leaders, think as entrepreneurs and contribute as members of a workforce that values diversity, equity and inclusion.

Anil K. Makhija

Dean and John W. Berry, Sr. Chair in Business

Anil K. Makhija serves as dean and John W. Berry, Sr. Chair in Business of the Max M. Fisher College of Business. Recognized as an expert in the field of finance, particularly capital structure, corporate governance and valuation he has more than 20 years of academic leadership experience.



Prior to his 2014 appointment to dean, Dean Makhija served as Fisher's senior associate dean. He has held the Dean's Distinguished Professorship and the David A. Rismiller Professorship in Finance since joining the business college in 1998. He chaired Fisher's Department of Finance and served as an associate dean of executive education programs, where he was responsible for the development of Fisher's top-ranked Executive MBA program.

He also played a key role in the development of the National Center for the Middle Market at Fisher.

Dean Makhija holds a PhD from the University of Wisconsin-Madison; an MBA from Tulane University; and a Bachelor of Technology from the Indian Institute of Technology, New Delhi.

Students Today, Leaders Tomorrow

There's real need for principled leaders who are equipped with the skills, perspectives and experiences to drive positive, lasting outcomes in business and beyond. Fisher is putting new energy, effort and investment into this via research, community partnerships and experiential learning through the work of the Fisher Leadership Initiative. Dr. Tim Judge provides an inside look at some of the ways the college is positioning our students to become leaders and change agents who are inspired and dedicated to making a difference in business, in our communities and the world.

Timothy A. Judge

Professor of Management and Human Resources
Joseph A. Alutto Chair in Leadership Effectiveness
Executive Director, Fisher Leadership Initiative

Timothy A. Judge holds the Joseph A. Alutto Chair in Leadership Effectiveness and is the executive director of the Fisher Leadership Initiative. Professor Judge received his PhD from the University of Illinois at Urbana-Champaign. According to the *Journal of Industrial and Organizational Psychology*, Professor Judge was named the most influential researcher in I-O psychology in 2017. In his career, he has published 154 articles in refereed journals. His publication of 85 articles in top-tier journals (out of 20,059 authors) is the most in the 100-year history of management research. According to Google Scholar, Professor Judge's research has been cited more than 77,000 times.



Supply Chain at the Dinner Table

From a demand for toilet paper, to shortages in computer chips, to astronomical costs for new and used cars, everyone from the White House to your house is talking about supply chains. Are labor shortages to blame? What about cargo vessels lined up at ports? How does COVID-19 figure into the mix? Professor Keely Croxton will explore the state of supply chains for manufacturers, distributors, retailers and consumers — and what we, as consumers, executives and policymakers, can expect in the months ahead.

Keely L. Croxton Professor of Logistics

Keely L. Croxton is a professor of logistics in the Department of Marketing and Logistics. She has developed an expertise in supply chain resilience, focused on helping companies balance their inherent vulnerabilities with their management capabilities in order to effectively respond to disruptions in the supply chain. Professor Croxton is also interested in further developing a process-oriented framework for supply chain management, with special focus on demand management and relationship management.



Her research has been published in several leading journals and she has been awarded the Bernard J. LaLonde Best Paper Award by the *Journal of Business Logistics*. She is also the author on several chapters of *Supply Chain Management: Processes, Partnerships, Performance*.

Professor Croxton received her PhD from the Massachusetts Institute of Technology and her undergraduate degree from Northwestern University.