

April 2024

April is Distracted Driving Awareness Month

In our fast-paced lives, we often multitask, even while driving. However, it's essential to recognize that distracted driving can be dangerous for us, our passengers and other drivers on the road. Let's take a moment to understand what constitutes distracted driving and explore ways to ensure our safety on the road.

Distracted driving defined as any activity that takes your attention away from driving. This includes texting or talking on the phone, eating, adjusting the radio and even daydreaming. It is important to remember that even a momentary lapse in attention can have devastating consequences.

If you are the driver, follow these steps for a safe drive:

- If you are expecting a text message or need to send one, pull over and park your car in a safe location.
- Ask your passenger to be your "designated texter." Allow them access to your phone to respond to calls or messages.
- Do not engage in social media scrolling or messaging while driving.
- Cell phone use is habit-forming. Are you struggling to text and drive? Activate your phone's "Do Not Disturb" feature, silence notifications or put your phone in your vehicle's trunk, glove box or back seat until you arrive at your destination.

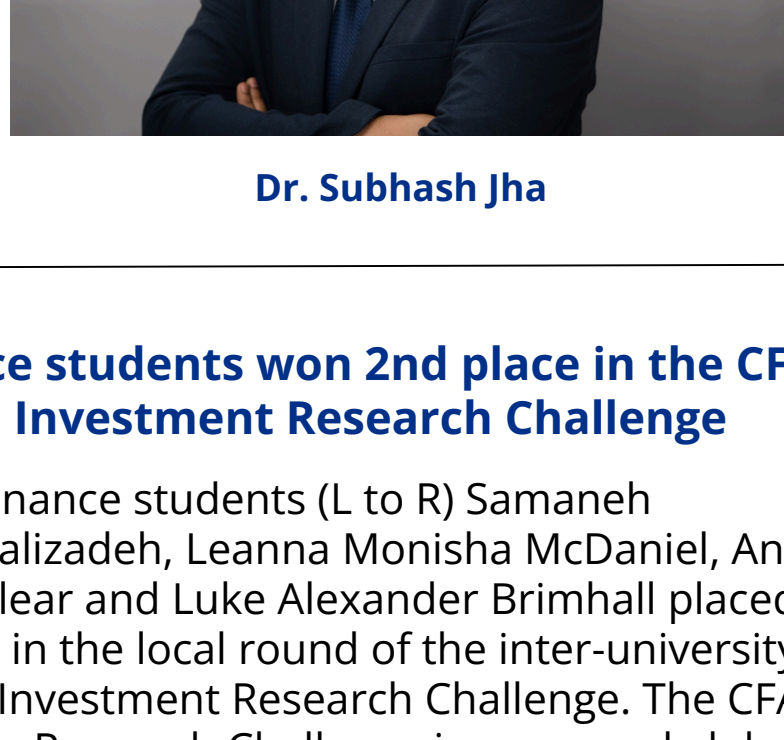
Drive safely.

*This message is part of the Distracted Driving initiative, supported by the THSO (Tennessee Highway Safety Office) through a grant of \$168,143.97. The grant was awarded to the MSCM research team comprising **Dr. Subhash Jha (P.I.), Dr. Susana Jaramillo (Co-P.I.) and Casey Waldsmith (Doctoral Candidate)**. The team aims to study the impact of message framing on young drivers' attitudes and behaviors. They plan to use advanced eye-tracking technology to gain insights into the perceptions of distracted driving in Shelby County and the effect of distracted driving advertisements on young drivers. Ultimately, the goal is to reduce distracted driving behavior in the area and make a meaningful contribution to the field of motivation and persuasion. If you would like more information about this project, feel free to contact the researchers.*



Dr. Subhash Jha published in the *International Journal of Information Management*

Dr. Subhash Jha, associate professor in the Department of Marketing & Supply Chain Management, recently published a paper titled "Comparing the effectiveness of recommendation agents across devices" in the *International Journal of Information Management*. The paper is co-authored with Dr. Prashanth Ravula (Morgan State University) and Dr. Amit Bhatnagar (University of Wisconsin-Milwaukee). To read the complete paper, click [here](#).

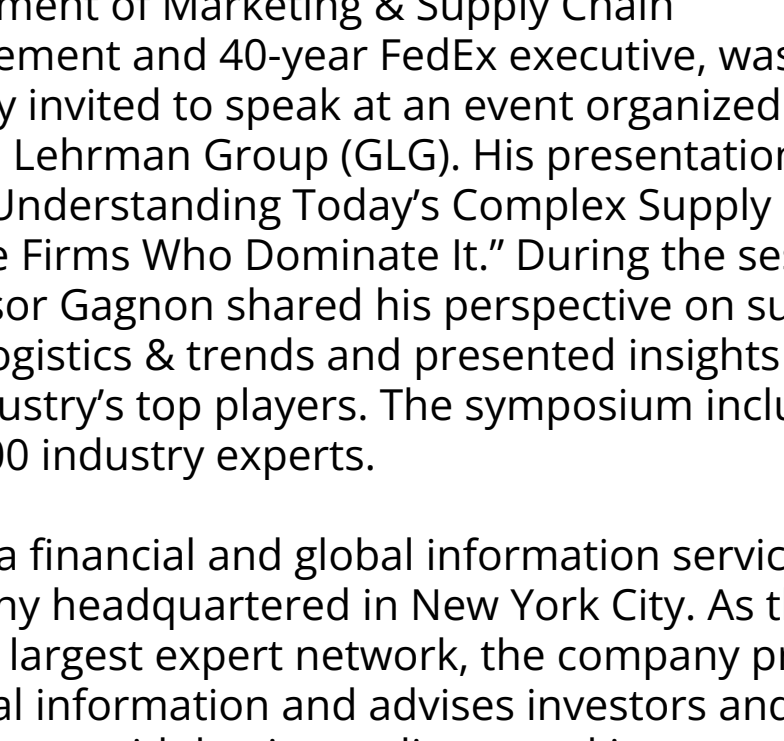


Dr. Subhash Jha

Finance students won 2nd place in the CFA Global Investment Research Challenge

FCBE Finance students (L to R) Samaneh Mohebalizadeh, Leanna Monisha McDaniel, Anthony Keith Clear and Luke Alexander Brimhall placed second in the local round of the inter-university CFA Global Investment Research Challenge. The CFA Institute Research Challenge is an annual global competition that provides university students with hands-on mentoring and intensive training in financial analysis and professional ethics. The Fogelman Finance team was coached by Profs. Nap Overton (also pictured below) and PK Jain.

Regional universities competed in the local challenge by researching and analyzing a publicly traded company (Tractor Supply this year); preparing a written research report summarizing and quantitative analysis and forecasts; and then, presenting their findings to a panel of judges made up of local investment professionals and leaders. For more information about the CFA Challenge, click [here](#).

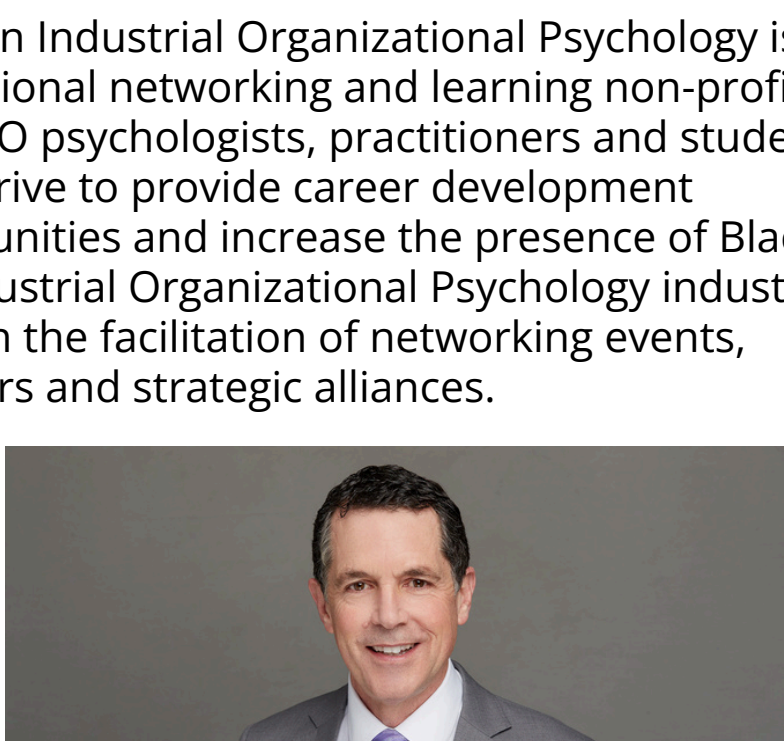


FCBE Student Finance Team with Prof. Nap Overton

David Gagnon presented at GLG Event

David Gagnon, assistant professor of teaching in the Department of Marketing & Supply Chain Management and 40-year FedEx executive, was recently invited to speak at an event organized by Gerson Lehrman Group (GLG). The organization was titled "Understanding Today's Complex Supply Chain and the Firms Who Dominate It." During the session Professor Gagnon shared his perspective on supply chain logistics & trends and presented insights about the industry's top players. The symposium included over 600 industry experts.

GLG is a financial and global information services company headquartered in New York City. As the world's largest expert network, the company provides financial information and advises investors and consultants with business clients seeking expert advice.



Prof. David Gagnon

Dr. Kurt Kraiger presented at Blacks in I/O Psychology Conference

Dr. Kurt Kraiger, chair of the Department of Management, recently presented as part of a panel about "Allyship in the Workplace" at the inaugural Blacks in I/O Psychology Conference in Atlanta, GA.

Blacks in Industrial Organizational Psychology is a professional networking and learning non-profit for Black I/O psychologists, practitioners and students. They strive to provide career development opportunities and increase the presence of Blacks in the Industrial Organizational Psychology industry through the facilitation of networking events, seminars and strategic alliances.



Dr. Kurt Kraiger

FWL hosts Student & Professional Programming

The Fogelman Women in Leadership (FWL) annual student conference was held on March 15. The conference guest speakers included Markita Jack, head of Diversity, Equity & Inclusion at Iterable; Beth Wilson, founder & CEO of Wilson PR; and Jacqueline Johnson, capacity portfolio representative with C.H. Robinson. The hundreds of students in attendance were able to build their communication skills, courage and, overall, professional confidence as the next generation of women business leaders. FWL programming is offered to all women students of all majors.

The FWL professional-track program recently hosted a virtual event on the role of "Purpose and Passion." The guest speakers included Gwendolyn Tucker, president of Rix International, and Shelley Kemp, HR manager for the Memphis Grizzlies.

In May, FWL will partner with HR Professionals Magazine for their day-long event, "Upskilling Your Leadership Competency," at the Holiday Inn. To register to attend, click [here](#).



Beth Wilson (C) with UofM Students at FWL Conference

Meet Dr. Sandi Richardson: Associate Dean, Guitarist & Coastal Sailor

Dr. Sandi Richardson, FCBE associate dean, has many interests outside of FCBE. She enjoys playing guitar in her spare time. She recently purchased a new guitar, a Taylor 517e Builder's Edition Grand Pacific. Sandi also loves sailing, and she combines these two passions by playing fun, beachy songs aboard her boat that she keeps in Panama City, Florida. Some of her favorite "island tunes" include "A Pirate Looks at Forty," "Trying to Reason with Hurricane Season" and "Changes in Latitude, Changes in Attitudes."

Dr. Sandi Richardson

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