

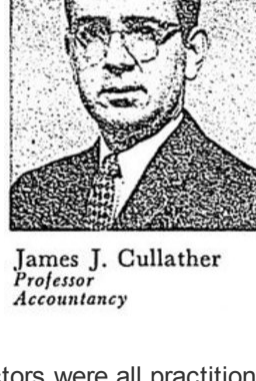
Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

MAY 5, 2021

HIDDEN HISTORY

Marketing's **John Gaski** shared with us an interesting tidbit about the College's first Ph.D. last week. He was told back in the early 1980s that this distinction belongs to James Cullather (BBA '40), an accountancy professor. We have not been able to verify this yet (can anyone help us out?), but we did want to share this item written after his passing in April 2004, which describes him as a "long-time accounting professor whose writing wit defied the stereotype of an accountant as a colorless bean counter." The item notes that he "arrived at the business school as an accomplished academic in 1952, a period when Notre Dame's accounting instructors were all practitioners. Not only had he never worked as CPA, but he held a doctorate in economics."



James J. Cullather
Professor
Accountancy



"Cullather taught in a field dominated by numbers and was always reserved in person, but former colleagues on the accountancy faculty recall him affectionately and admiringly as a 'man of words,'" the piece continues. "A regular contributor to the Jesuit magazine America, among other publications, he also co-founded the college's lively ethics newsletter Value Lines.... These were all notable achievements, but better remembered perhaps are the many letters, articles and even poems he would write filled with keen observations and humorous musings about everyday life: TV anchors who talked of stories just ahead that didn't arrive for 20 minutes; Band-Aids advertised as skin-colored that didn't match the skin of black people.

"He wondered whether being a good Catholic required one to purchase St. Joseph's brand aspirin. When preparing to teach an intermediate-level accountancy course, the instructor typically reads the textbook ahead of time. Cullather, it is said, would read all the texts available for that course and then inventory the inconsistencies among them. Whether it was a letter to a company or an op-ed in the South Bend Tribune, his missives were never venomous but playful and seasoned with subtle humor. As a friend puts it, 'He wrote not with a tongue in his cheek but with a twinkle in his eye.'"

"Hidden History" celebrates the series of people, moments and events that collectively constitute 100 years of Mendoza's history as we approach the College's centennial in 2021. Do you have a little-known bit of trivia to contribute? Email us at mendozabusiness@nd.edu.

THREE CHEERS



Congratulations to M&O's **Jim O'Rourke** and the Dean's Office's **Jean Meade** for a successful Ten Years Hence lecture series! With the theme of "News, Fake News, and Deep Fakes. How Do We Know What's True?" the eight-lecture series featured renowned security and media experts, including Malachy Browne, a senior story producer with The New York Times, and Suzanne Spaulding, a senior adviser for Homeland Security. Seven hundred thirty-six participants from 27 countries registered for the series, which was held virtually in partnership with ThinkND this year.

Each week, we'll highlight some of the ways our colleagues Collaborate, Contribute and Compete in order to Grow the Good in Business. Please send your nominations to mendozabusiness@nd.edu.

LIGHTNING TALKS



The Provost's Office is hosting another set of 3-minute faculty lightning talks this week as part of Moment to See, Courage to Act:

- Friday, May 7; 1:45-3:00 p.m.: Fanning's **Amanda McKendree**

[Sign up here to watch.](#)

MENDOZA IN THE NEWS

- ◆ **Lab Manager covered research** by M&O's **Cindy Muir (Zapata)** which showed that an employee's view of supervisor fairness depends on a number of factors, including motive.
- ◆ M&O's **Charlice Hurst's** article, "**The 'Not Here' Syndrome: Racism denial, workplace inequity, and the futility of speaking out,**" was published in the Stanford Social Innovation Review. Charlice discusses issues surrounding organizational racism, including the difficulty of acknowledgment and the ineffectiveness of training programs.
- ◆ **The Observer wrote a piece** about the work three business students did to help generate a marketing and distribution plan for local nonprofit Malawi Matters.

UPCOMING EVENT

Doing Well by Doing Good: A Scholar and a Practitioner Discuss ESG: Monday, May 10; Noon; online. This event brings together **Bill Kennedy** (ND '90), an Investment Manager at Fidelity who teaches at Notre Dame's London Global Gateway, and **Amelia Miazad**, the Director of Berkeley Law's Business and Society Institute to discuss ethical investing by ESG (environment, social, and corporate governance) measurements. M&O's **Jim Otteson** moderates the conversation. For more information and to register, visit ethicalleadership.nd.edu/events.

Doing Well by Doing Good:
A Scholar and a Practitioner Discuss ESG

MAY 10 | NOON | ONLINE

Register: ethicalleadership.nd.edu/events



ENVIRONMENTAL SOCIAL GOVERNANCE

Measuring the sustainability and societal impact of an investment in a company or business.

Speakers:

- 

AMELIA MIAZAD
Director, Business and Society Institute at Berkeley Law
An expert in sustainable capitalism and founder of the Business in Society Institute at Berkeley Law. The institute's mission is to define and advance a legal and policy agenda that encourages companies to account for stakeholders and the environment.



BILL KENNEDY
Portfolio Manager, Fidelity Investments
With Fidelity since 1994, Kennedy has managed the International Discovery Fund since 2004 and also co-manages the Workforce fund. In 2020 he launched an international Environmental, Social, and Governance (ESG) fund which is in the pilot stage.

Moderated by **Jim Otteson, John T. Ryan Jr. Professor of Business Ethics**



PUBLISHED & PRESENTED

- ◆ A paper by M&O's **Nathan Meikle** titled "Amplifying Voice in Organizations" is in-press with the Academy of Management Journal.

KUDOS

- ◆ Congratulations to **Xiaojing Duan**, who served as the faculty adviser for the ND team competing in the Business Analytics competition at Manhattan College. After two rounds of intense competition on Friday and Saturday, the student team of Brendan Hogan, Josh King, Maggie McMahon and Elizabeth Messaglia won third place out of 31 teams.

The annual competition provides students with the opportunity to practice their ability to draw business insight from a comprehensive analysis of relevant data. The ND team's project focused on equitable allocation of HUD funding to make homeownership feasible in New York City.

- ◆ Marketing's **Vamsi Kanuri** was selected as a winner of the 2020 Journal of Marketing Outstanding Reviewer Award. Vamsi was chosen for the recognition from the journal's 200-person Editorial Review Board based on his review workload and the constructiveness, thoroughness and timeliness of his reviews. Vamsi will receive the award during the JM Editorial Review Board/AE meeting in August.

- ◆ Marketing's **Emily Garbinsky** was awarded the Joe & Gina Prochaska Family Teaching Award by the class of 2021. The award recognizes outstanding achievement in preparing students to be leaders in the field of business.

- ◆ M&O's **Charlice Hurst** was a panelist in a workshop for the Higgins Labor Program's Just Wage Forum.

OFF THE CLOCK



1. (Above) NPD's **Joan McClendon** got some great shots during a recent trip to Utah. It was difficult to choose just two to send in. Joan said: "I enjoyed vacation hiking along the Navajo trail in Bryce Canyon, Utah with my family!"

2. (Left) Fanning's **Amanda McKendree** sent in this adorable pic. Amanda said: "I'm sharing a news item for the Wednesday newsletter. Attached is a photo of **Giavanna Casciato** (daughter of **Amanda McKendree**) and **Ellen Dumich** (daughter of **Mark Dumich**) celebrating their First Holy Communion at St. Pius X Catholic Church in Granger."

Taking a fabulous vacation? Marking an important life event? Just out for a walk? Send us photos to share at mendozabusiness@nd.edu.

NEW COWORKERS

Send your family and pet pics to mendozabusiness@nd.edu.



Undergrad's **Lisa Heming** had this to say about her new addition: "We just adopted a new family member *Rudi*...She's a delight and we feel that we've won the jackpot with her. She's a golden doodle but she's *rudi* instead of golden - unique coloring."

PHOTO REQUEST

Mother's Day is Sunday, May 9.

Send in your mom-related photo for next week's Morning Brew. Email submissions to mendozabusiness@nd.edu



Mendoza College of Business
Department of Communications
Director **Carol Elliott**

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