

Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

NOVEMBER 18, 2020

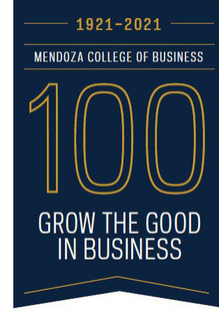
HIDDEN HISTORY

The Rest of the Quote

The College of Business' existence at Notre Dame hasn't been without contention. In fact, founding dean John Cardinal O'Hara's oft-quoted charge, "The primary function of commerce is service to mankind," was part of an essay written in 1923 to quell criticisms from the Notre Dame community that a business education merely trained men to make money at the expense of cultural courses.

O'Hara countered the critics with a balanced view (albeit archaic wording): "The College of Commerce has a real function. It should send men into business with a sound knowledge of business theory, with the sort of character that should grace a gentlemen of the world, with lofty ideals of citizenship, and with sound conceptions of business morality based on the Seventh Commandment and the Eight Beatitudes, and with a character that will put those principles into practice under whatever temptations the world may offer." (Source: "O'Hara's Heirs," p. 20)

"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.



THANKSGIVING BREAK



Because of the holiday, you won't receive a Mendoza Morning Brew next week. Please continue to send us your Three Cheers, Kudos, Published & Presented and any other fun or inspirational items you come across, including Thanksgiving photos and special holiday traditions unique to your family!

Happy Thanksgiving!

THREE CHEERS



Finance's **Jason Reed** writes: "Personally, I would want to send a note of thanks to **Jim Leady**. Throughout the transition to our in-person fall semester, Jim has been in the trenches alongside all of us. On more than one occasion Jim has been a real lifesaver, shouldering responsibilities that aren't necessarily his.

"Also, **Morgan McCoy** has worked tirelessly alongside **Rita Udvardy** to schedule both graduate and undergraduate classes in Stayer Center and MCOB. Their efforts have smoothed the entire scheduling process. I don't know how they do it, but every request I've sent has been miraculously granted."

Also, from M&O's **Wendy Angst**: "I second Jason's thanks to the amazing team in the trenches! Very grateful for Jim, Rita and Morgan!"

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.

IN THE NEWS

ITAO's **Yoonseock Son's** recent paper looks into the [effects of online rewards programs](#) on consumer behavior.

A [new study](#) from M&O's **Michael Crant** offers the first examination of proactive personality in times of immediate response to a crisis.

Although more women are serving in sports management positions now, [the competition is still unequal](#), according to professor emeritus of finance **Richard Sheehan**.

PUBLISHED & PRESENTED

Marketing's **Emily Garbinsky's** paper, "Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets" has been accepted to the Journal of Marketing special issue on "Better Marketing for a Better World."

A paper by Accountancy's **Erik Beardsley** and **Andy Imdieke** entitled "The distraction effect of non-audit services on audit quality," co-authored with Tom Omer at the University of Nebraska-Lincoln, was accepted for publication at the Journal of Accounting & Economics.

The article "Managing international operations in uncertain times," coauthored by Accountancy's **Ken Milani** and Juan Rivera, is published in the November 2020 issue of Strategic Finance. This article is the first in a series of three that will examine budgeting for international operations.

ITAO's **Scott Nestler** and **Sharif Nijim** each contributed a chapter in "The Business of Pandemics: The COVID-19 Story," edited by Jay Liebowitz and recently released by Taylor and Francis. Sharif's chapter co-authored with Paul Girst is titled "IT Infrastructure and Networking in Handling Increased Online Capacities for Business Operations" and Scott's chapter co-authored with Harrison Schramm is titled "Using Data, Computer Models, and Simulations to Predict the Spread of Diseases Like COVID-19."

KUDOS

M&O's **Amanda McKendree** and **Matt Bloom** appeared in the [Bishop D'Arcy Program in Priestly Renewal Video Series](#), which was distributed to more than 280 bishops in the U.S. You can find [Amanda's video here](#) and [Matt's here](#).

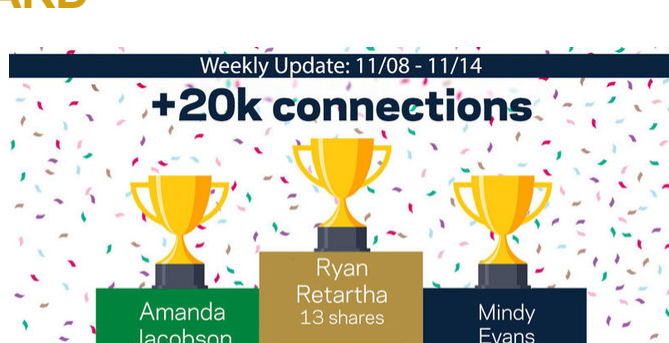
MGE's **Tim Bohling** has been chosen as a finalist for The Top 100 Marketer Award. The award is voted on by peers and professionals and includes world top marketers from around the world. **Vote for Tim here!** The deadline to submit a vote is Dec. 1. Finalists and award winners will be honored at the OnCon 2021 Virtual Summit & Awards on Jan. 20.

AMPLIFY LEADERBOARD

Thank you to everyone who continues to participate. We had an amazing reach last week from all your shares!

Also, a huge shout out to those who have suggested content through Amplify!

Amplify is Mendoza's social media advocacy program that helps expand the reach of the College's content marketing initiatives. To learn more, contact [Ashlee Hoogenboom](#).



WOULD YOU RATHER?



Joseph Torma began hosting his weekly "Would You Rather" (WYR) poll in his cubicle in late fall of 2017. Since then, WYR has generated plenty of unexpected insight and amusement as participants debated (and defended) their choices in various highly unlikely scenarios.

Would you rather:

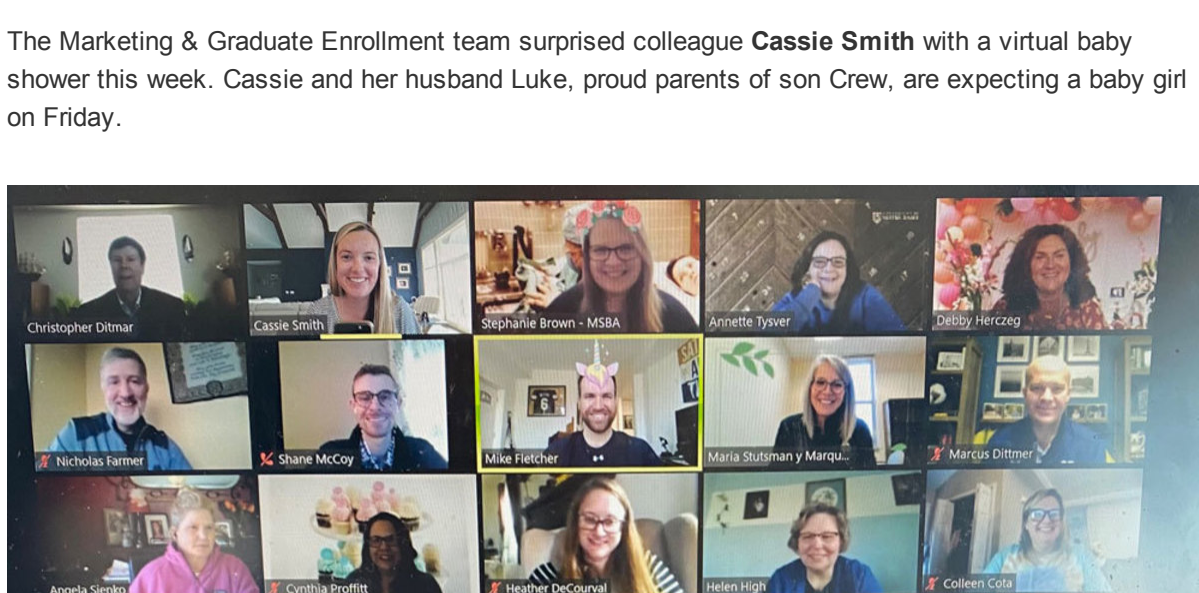
- Have super-strength
- Have super-humor abilities

Would You Rather?

Better to be a thrift store than an animal magnet according to last week's WYR. Check out the results and read all the comments from last week's WYR [here](#).

SMILES ALL AROUND

The Marketing & Graduate Enrollment team surprised colleague **Cassie Smith** with a virtual baby shower this week. Cassie and her husband Luke, proud parents of son Crew, are expecting a baby girl on Friday.



Mendoza College of Business
Department of Communications
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