

Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

MARCH 17, 2021

HIDDEN HISTORY

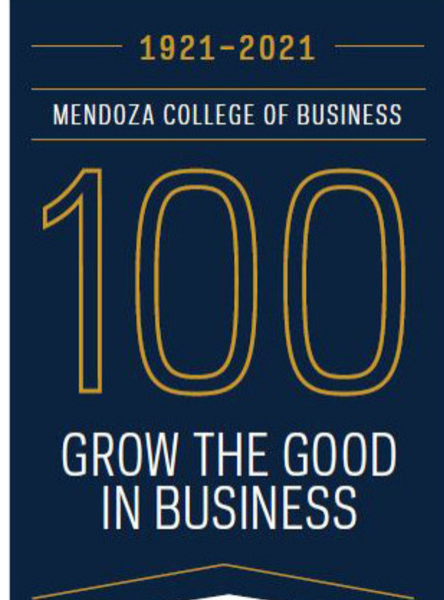
A story in the winter 1965 issue of Notre Dame: A Magazine highlighted some of the ways the College of Business Administration emphasized the quantitative aspects of business and the use of computers.

"At Notre Dame all business students now take a year of Mathematics, another year of Statistics and Quantitative Methods, and optional courses in Operations Research (a 4-course combination), Data Processing, and Computer Science. Application of computer technology to business decision-making finds emphasis in all departments. Examples include business, marketing, and purchasing games in the Marketing Department and computerizing of investment data in the selection process for portfolio development in the Finance Department."

Faculty and students also had access to a Remington Rand UNIVAC 1107 Thin-Film Memory computing system, which, according to a University news release, could make 250,000 additions and subtractions each second. The machine was part of a \$3 million computing center that opened in 1962.

Business school faculty members used the computing system for research projects and courses such as the Finance Research Seminar.

Students participating in the Finance Research Seminar work with UNIVAC 1107 in the University's Computing Center.



Correction to last week's Hidden History: Yusaku Furuhashi served as acting dean twice and interim dean once.

"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



Kristen Collett-Schmitt writes:

"Thank you to our colleagues in Student Services and Operations for Mendoza Graduate Programs for their heroic efforts in supporting students during this challenging time. Whether it be setting up the COVID protocols for social events, organizing coffee carts and food trucks, or coming to campus for in-person advising sessions, our students are lucky to have you!" (Pictured here is a recent painting event they organized for for Specialized Masters and MBA students.)



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.

MENDOZA IN THE NEWS

◆ [Building Indiana Business](#) conducted a [video interview](#) with Marketing's [Emily Garbinsky](#) to learn about her research into how people can be triggered to realize they're making poor decisions about saving.

◆ The Observer covered the [third annual Women's Investing Summit](#), a series of events hosted by the [Notre Dame Institute for Global Investing \(NDIGI\)](#). The week long summit consists of a series of speeches from women with extensive experience in different areas of investment, small group networking sessions and a student stock pitch competition.

PUBLISHED & PRESENTED

◆ [Jim Otteson's](#) new book, "Seven Deadly Economic Sins: Obstacles to Prosperity and Happiness Every Citizen Should Know," discusses common economic "sins" or fallacies that may seem intuitively compelling but often lead to waste, loss and forgone prosperity. The goal of the book is to not only explain the economic reasoning behind the fallacies but also to help us achieve the growing, widespread prosperity necessary for a flourishing and ultimately happier life. Jim is the John T. Ryan Jr. Professor of Business Ethics and the Rex and Alice A. Martin Faculty Director of the Notre Dame Deloitte Center for Ethical Leadership.

◆ A paper by Marketing's [Frank Germann](#) entitled "Do Retailers Get Blamed When Manufacturer Brands Fail? Measurement of Multi-Loci Attributions and Spillover Effects" was accepted for publication in the Review of Marketing Research.

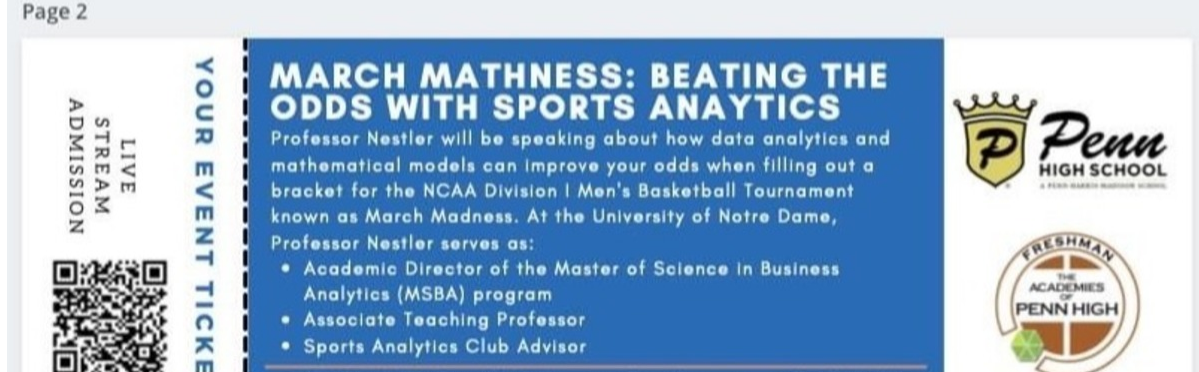
KUDOS

◆ [Ann Tenbrunsel](#) has been named as the new chair of the Department of Management & Organization. Her three-year term begins July 1, 2021. Ann, the David E. Gallo Professor of Business Ethics, joined Notre Dame as an assistant professor in 1995. She teaches at the executive, MBA and undergraduate levels. Her research focuses on the psychology of ethical decision making, examining why individuals behave unethically despite their best intentions to the contrary.

◆ ITAO's [Scott Nestler](#) spoke at Penn-Harris-Madison High School's March Math Madness, giving an online presentation about sports analytics.



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BOOK SIGNING

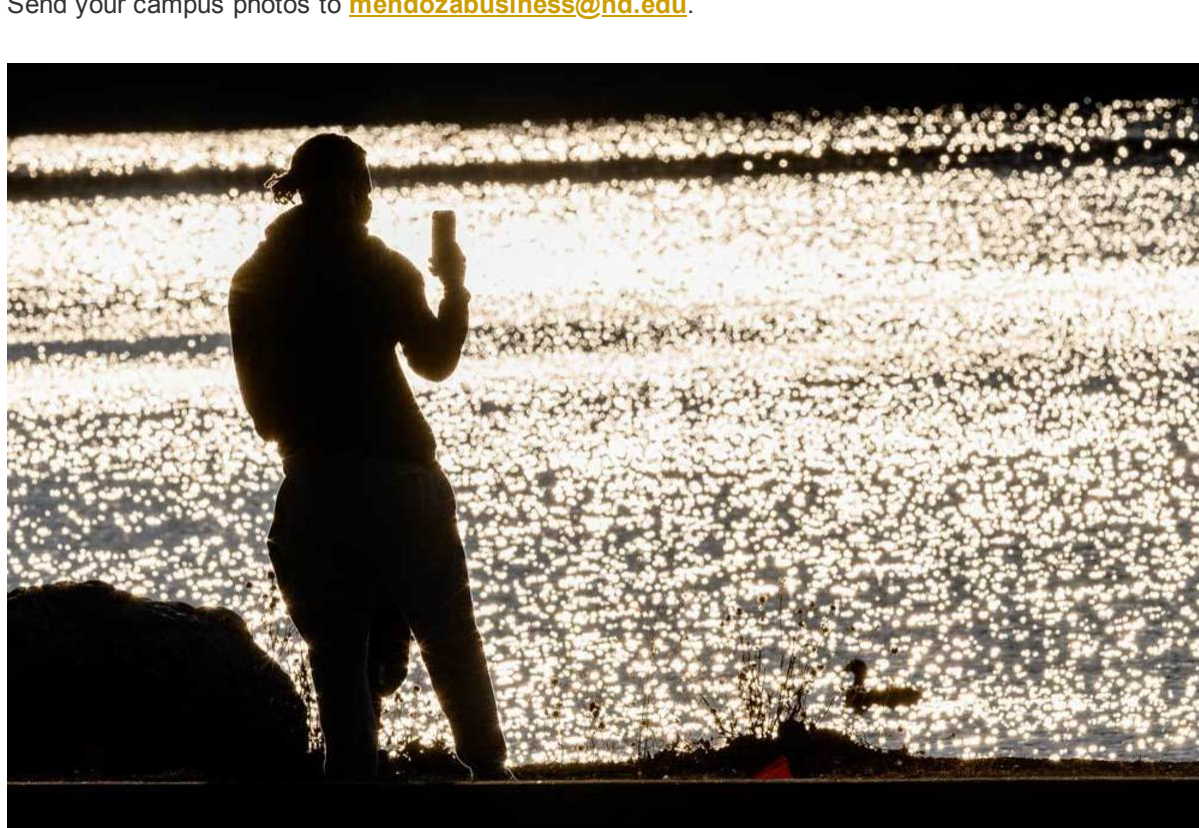
[Muffet McGraw](#), M&O assistant teaching professor, will be on hand to sign copies of her new book, [Expect More! Dare to Stand Up and Stand Out](#), during a drive-through book signing from 9-11 a.m. March 27 (Saturday) at Ave Maria Press, 1865 Moreau Drive (down the street from the Notre Dame Federal Credit Union).

Each book costs \$15, with \$5 from each sale going to Girls on the Run Michiana.



ON CAMPUS

Send your campus photos to mendozabusiness@nd.edu.



Student pauses next to St. Mary's lake on a nearly 70-degree March day. (Photo by Matt Cashore/University of Notre Dame)

Mendoza College of Business
Department of Communications
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