

Morning Brew

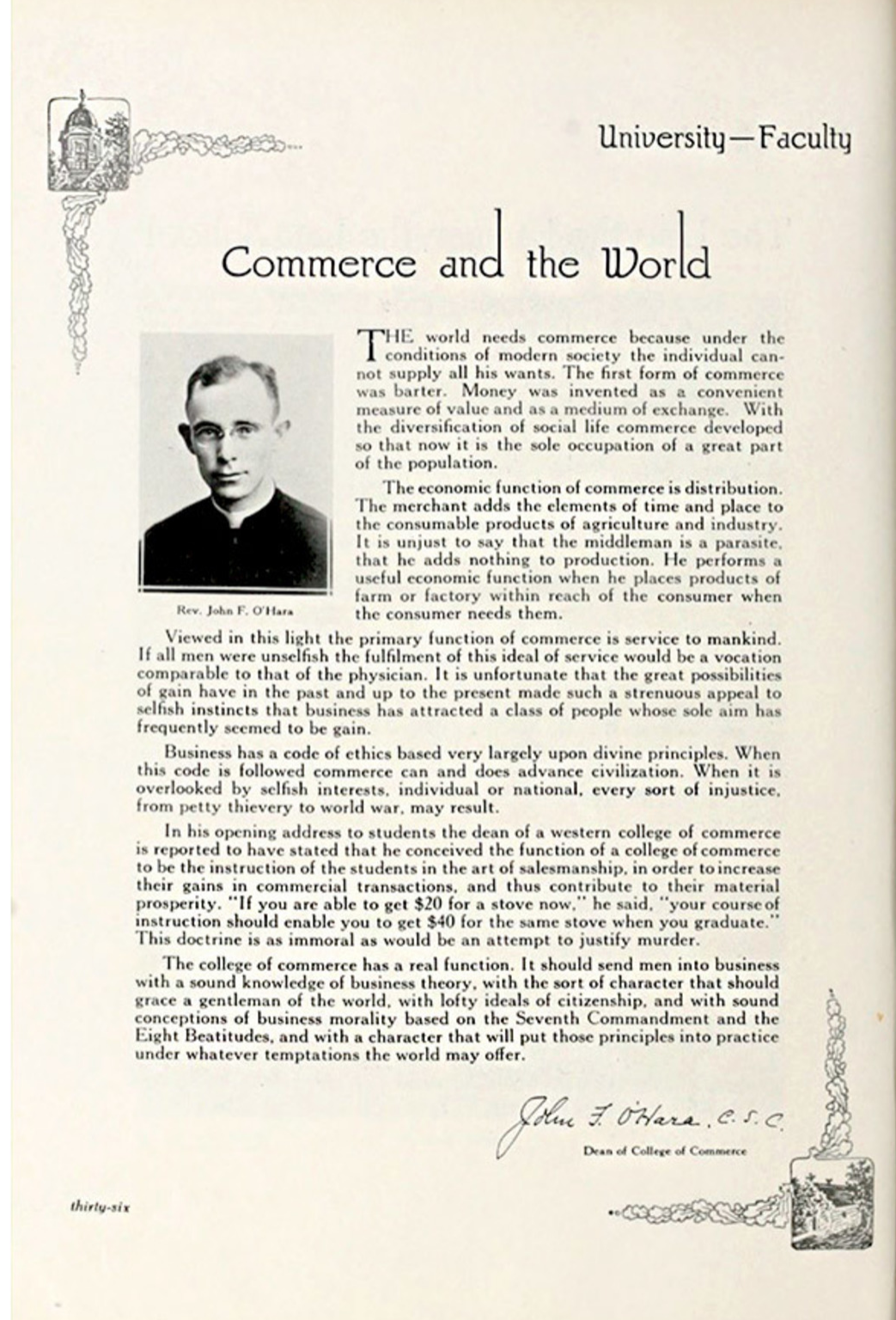
FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

MARCH 24, 2021

HIDDEN HISTORY

Undoubtedly you've heard (and seen) on many occasions founding dean John Cardinal O'Hara's famous quote: "... the primary function of commerce is service to mankind." Have you ever wondered about its origins?

It appears to have first been published in the 1923 Notre Dame yearbook in an essay titled "Commerce and the World," where Father O'Hara discusses the dangers of selfish interests and the function of the college of commerce to send graduates armed with business knowledge and a greater sense of moral purpose out into the world.



"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



Alice Obermiller writes:

"We have a great number of programs running virtually this Interterm week for our MBAs, MSMs, and MNAs, and I would like to personally thank **Kristen Collett-Schmitt, Joan McClendon, and Elizabeth Heintzkill** for their partnership in bringing together the virtual International Immersion program this year. To **Joan McClendon** for her leadership in the presentation of the Leadership Academy running for the MNAs. And to **Joseph Torma, Jennifer Ransbottom, Wendy Walker, Hermalena Powell, Rita Udvardy, Teresa True, Kim Brumbaugh, Tracy Freymuth and Morgan McCoy** for stepping up to support our efforts with oversight and presence on the numerous virtual sessions that will be running simultaneously. Thank you all so much!! We couldn't do this without your help!!"

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.

FOOD DRIVE

15 Boxes collected. 25 to go!

The annual Lenten food drive ends **March 31!** Remember, you can order food with direct delivery to 340 Mendoza or you can drop it off at the Faculty Support office. Checks are also welcome. Donations of food and money go to the St. Vincent de Paul Society of St. Joseph County.



MENDOZA IN THE NEWS

◆ "This time, what is different is the dramatic decrease in consumer and commercial demand," Finance's **Gianna Bern** said in a [Reuter's piece](#).

◆ M&O's **Muffet McGraw** was interviewed on Monday on [CBS This Morning](#) by host Gayle King about the fight for gender equality and how to implement changes in national and collegiate sports. In her interview, she discussed the disparity in NCAA workout spaces for the women's and men's teams, and what needs to be done to promote gender equality in coaching and athletic director positions.

Muffet will sign copies of her new book, [Expect More! Dare to Stand Up and Stand Out: A Guide for Women on Reaching Their Potential](#), at a drive-through book signing from 9 to 11 a.m. Saturday, March 27, 2021, at Ave Maria Press, 1865 Moreau Drive, Notre Dame, Indiana. Proceeds will benefit Girls on the Run Michiana.

UPCOMING EVENTS

◆ **THRIVE! Advocating for Diverse Teams**: March 30; noon-1:30 p.m. [This panel discussion](#) features Notre Dame leaders, current and past, from across the university to discuss why emphasizing diversity in the workplace and creating diverse teams is important to them, and how they are doing the work. The event is hosted by the Professional Development and Networking committee with THRIVE! and co-sponsored by Black Faculty and Staff Association.



[RSVP here.](#)

◆ **BRITE Women Project: Crisis Communication: Planning & responding in Uncertain Times**: March 31; 5:30-7 p.m.; [online](#). Registration is open for this free virtual session on crisis communication led by **Amanda McKendree**, director of Mendoza's Fanning Center for Business Communication. Find more information at the [BRITE Women Project](#).

[Register here.](#)



BRITE Women
PROJECT

March 31, 2021
5:30-7:00 p.m.
[REGISTER ONLINE](#)

CRISIS COMMUNICATION:
PLANNING & RESPONDING IN UNCERTAIN TIMES

This virtual session will focus on:

- Differentiating among crisis leadership, crisis management, and crisis communication.
- Practice crisis response strategies that engage crucial stakeholders.
- Negotiating crisis response plans in a team setting.
- Identifying best practices for building trust with reporters and proactively framing your narrative.



Amanda G. McKendree
Management & Organization
associate teaching professor



PUBLISHED & PRESENTED

◆ A paper by **Ahmed Abbasi** entitled "Path to Purpose? How Online Customer Journeys Differ for Hedonic Versus Utilitarian Purchases" was published online in the Journal of Marketing.

◆ Accountancy's **Sam Ranzilla** participated in a live broadcast hosted by the Securities and Exchange Commission's Historical Society on March 2, "Standing up the PCAOB: A Discussion with PCAOB's Founding Board Members and Audit Profession." Sam presented as part of Panel II: Public Company Audit Firm Representatives.

◆ Research paper, "The right metrics for marketing-mix decisions," co-authored by Marketing's **Tim Gilbert** who departed away in Shankar Ganesan for his forthcoming book "For those who did not know Tim ... he was a talented researcher, award-winning teacher, and above all, a fantastic colleague."

KUDOS

◆ Congratulations to **Mike Mannor** and his organizing team for the annual "Night of Art and Blues" fundraising event, which helps to support the LuMind IDSC Foundation. Although the event was not able to be held this year because of the pandemic, Mike and his team nevertheless decided to commit to raising an additional \$20,000 for Down syndrome research. Following a final push and some exemplary generosity by so many members of our community, the team reached their goal!

◆ Congratulations to the ND MBA team of **Emmelina Bales** ('22), **Julie Fancher** ('22), **Meghan Kibbe** ('21), **Patrice Miller** ('22) and **Kelly Huapaya Tipe** ('22), who took first place in the USC Marshall Everyone's Business Global Case Competition on Feb. 26, receiving \$10,000 for their first-place finish over nine other schools. The competition focused on diversity, equity and inclusion in the form of strategic consulting on a pressing business issue related to equity in business.

HAPPY ST. PATRICK'S DAY

Send your fun photos to mendozabusiness@nd.edu.



Minhee Myung shared a photo of kiddo Liam sporting his St. Patty's Day gear.

Mendoza College of Business
Department of Communications
Director [Carol Elliott](#)

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