

Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

MARCH 31, 2021

HIDDEN HISTORY

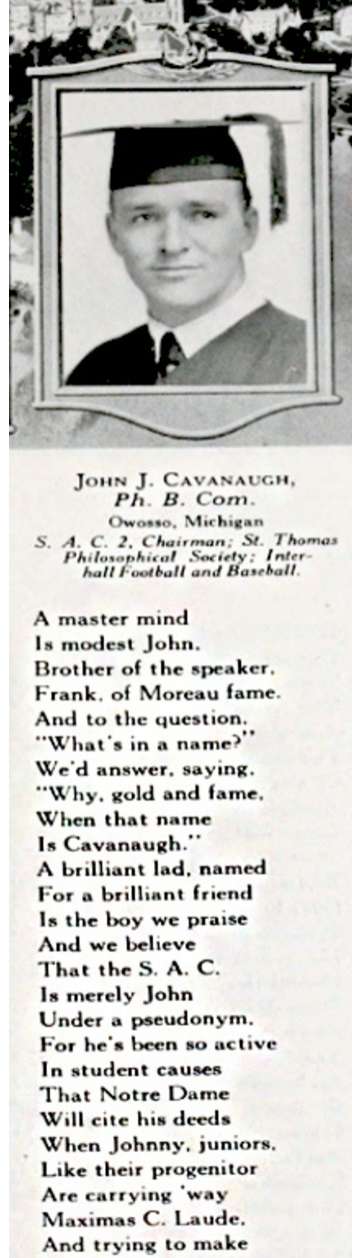
When a bright young student named John J. Cavanaugh won a gold watch for leading his 1923 Notre Dame commerce class, he had little idea he would eventually join the priesthood and serve as his alma mater's 14th president.

Father Cavanaugh is the only alumnus of the College of Commerce to serve as Notre Dame's president (1946-1952). He first came to South Bend to serve as secretary to then-University president Father John W. Cavanaugh (no relation). Eventually, he arranged to receive a scholarship and enrolled as a student, serving as an assistant resident hall prefect to Father John O'Hara, C.S.C., the College of Commerce's first dean. He also served as student government president his senior year.

Father Cavanaugh had a promising business career working for the Studebaker Corp., where he rose to assistant advertising manager. But in 1925, he decided to enter Holy Cross Novitiate and was ordained in 1931. In 1940, he was appointed vice president of Notre Dame, and, in 1946 he was named president and led the University through the early post-war years.

As president, he helped the University accommodate the influx of students, many of whom were attending college under the G.I. Bill. He also hired about 70 new faculty, the largest number of whom served in the College of Commerce.

Father Cavanaugh made significant revenue and organizational contributions to Notre Dame. He recognized the need for new income sources for the rapidly expanding University and, in 1947, established the University of Notre Dame Foundation. He also reorganized the higher administration structure, creating five new vice president positions: academic affairs, student affairs, business affairs, public relations and executive vice president. To the latter position, he appointed Father Theodore M. Hesburgh.



"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



Three Cheers for **Joan McClendon**, **Angela Logan** and **Kristen Collett-Schmitt**, who held a new Leadership Academy for Specialized Master's students. The virtual one-credit academy that took place March 22-25 focused on further enhancing students' leadership skills. Speakers included M&O's **Joe Holt**, who led a session on what it means to be a Notre Dame leader, and **Alice Obermiller**, who led a session on the Hogan Personality Inventory.

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.

CALL FOR PHOTOS

Good Hare Day!

Share your eggs-cellent Easter images with your work Peeps! Send us photos of your special some-bunnies to feature in Morning Brew. Kids, dogs, cats, selfies — whatever makes you hoppy!

Send your photos to mendozabusiness@nd.edu.



MENDOZA IN THE NEWS

- ◆ Finance's **Jeff Bergstrand** was quoted by multiple outlets including [CNBC](#) and [USA Today](#) about the grounded ship's effect on global imports and pricing.
- ◆ [Frontlines in America](#) partners with organizations seeking to revitalize US communities in Chicago and Appalachia through the dynamic power of business.
- ◆ The Notre Dame Alumni Association [announced its second annual Domer Dozen](#) including **Nate Alexander** (BBA '17) and **Terrell Hunt** (MBA '19).
- ◆ The IDEA Center [profiled alum Cory Rellas](#) (BBA '09) who recently sold his alcohol delivery service to Uber, making his company Drizly the University's first unicorn.

PUBLISHED & PRESENTED

- ◆ A paper by Accountancy's **Hal White** titled "Investor Relations, Engagement, and Shareholder Activism" was accepted by *The Accounting Review*.
- ◆ A paper by Accountancy's **F. Asis Martinez-Jerez** titled "Leader Effects in Competition Among Teams: Evidence from a Field Intervention" was accepted by *The Accounting Review*.
- ◆ A paper by Accountancy's **Fred Mittelstaedt**, **Hal White** and professor emeritus **Tom Frecka** titled "Career Paths and Compensation for Accounting Graduates" was accepted for publication by *Accounting Horizons*.
- ◆ A paper by Finance's **Jun Yang** titled "Deposit-Lending Synergies: Evidence from Chinese Students at US Universities" was accepted by the *Journal of Financial and Quantitative Analysis*.
- ◆ A paper by ITAO's **Yoonseock Son** titled "Effectiveness of Integrated Offline-and-Online Promotions in Omnichannel Targeting: A Randomized Field Experiment" is forthcoming in the *Journal of Management Information Systems*.
- ◆ A paper by ITAO's **Zifeng Zhao** titled "Alternating Pruned Dynamic Programming for Multiple Epidemic Change-Point Estimation" was published in the *Journal of Computational and Graphical Statistics*.
- ◆ A paper by Marketing's **Yixing Chen** titled "Novel Application of Predictive Modeling: A Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis" was published by *Clinical Gastroenterology and Hepatology*.
- ◆ A paper by M&O's **Brittany Solomon** and **Cindy Muir** titled "Why Disagreeableness (In Married Men) Leads to Earning More: A Theory and Test of Social Exchange at Home" was accepted for publication by *Personnel Psychology*.
- ◆ Marketing's **John Gaski** presented "On the Deceptive Parance of Abortion: Some Answers" at the Michigan Academy of Science, Arts & Letters (virtual) annual conference, Political Science track, on March 12.

KUDOS

- ◆ Congratulations to M&O's **Joe Holt** who was appointed as the James E. Jack Teaching Professor of Business Ethics, a named term chair. Term chairs are established to honor faculty outside of the rank of/tenured full professor and are awarded on the basis of outstanding contributions in research, teaching and/or service to the profession and to the University.

- ◆ M&O's **Amanda McKendree** recently participated in a [Communication Matters podcast](#) to discuss the effects of the pandemic on professional associations. She addresses the transition to virtual conference platforms and our ability to use data from the platform to inform future directions of the association.

AWARD UPDATE

William Wilkie Award

The American Marketing Association Foundation's 1921 William L. Wilkie 'Marketing for a Better World' Award, named after **Bill Wilkie**, the Nathe Professor Emeritus of Marketing, was presented to Professor Madhu Viswanathan at the AMA Winter Conference (virtual) in February 2021.

Viswanathan, currently a professor of marketing at Loyola Marymount University, pioneered a bottom-up approach to research, education and practice in low-income settings to develop a subfield of research within the marketing discipline on subsistence marketplaces He is also founder of Marketplace Literacy Project. "This is one of the highest awards a marketing scholar can receive and we are so excited for Madhu," said Dayle Smith, Dean of LMU College of Business Administration.

THE LIGHTER SIDE

Send humorous items you've found to mendozabusiness@nd.edu.

Accountancy's **Ken Milani** offers up some jokes to make you smile:

Question: Frankenstein was recently signed by the Chicago Blackhawks. His position?
Answer: GHOULIE.

Question: What is Count Dracula's favorite fruit?
Answer: Most people think it's the blood orange. Nope. Count Dracula's favorite fruit is a nectarine.

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