



2023-2024

OURSO BOTTOM LINE REPORT

Message from the Dean

I am proud to share the 2023-2024 Ourso Bottom Line report, highlighting the outstanding achievements of the E. J. Ourso College of Business community over the past academic year. This year, we made great strides in our mission of nurturing future business leaders who are innovative problem-solvers seeking to positively impact society.

Ourso students have excelled in their academic pursuits, engaging in thoughtful research, entrepreneurial ventures, and real-world experiences that apply classroom learning.

Our faculty and staff have pushed the boundaries of knowledge and practice, leading cutting-edge research and fostering critical thinking and real-world application. Their commitment is the cornerstone of our students' preparedness for future challenges and reassures us of the college's promising future.

We are particularly proud of our successes in AI and cybersecurity, where our research, curriculum, and experiential learning opportunities set new standards in these crucial fields. Our efforts equip students with the skills to lead in the digital age and meet critical workforce needs.

As you'll see in the report, the Ourso College is making a significant impact in Louisiana through research and community programs that enrich the entrepreneurial and economic landscape. Our innovative initiatives are driving economic growth and innovation across the state.

We celebrate our collective achievements and look forward to a future filled with promise and potential. A future in which we continue to make a difference for our university, state, and region, and further solidify our position as leaders in business education and research.

Jared J. Llorens

Dean, LSU E. J. Ourso College of Business



Our Reach, Results, and Rankings

Our Reach

5,640

Total Enrolled Students*

4,964

Undergraduate Students*

608

Master's Students

55

PhD Students

15

Full-Time Faculty

8,432

LSU Students took at least one business course in Fall 2023

20

Professional development & continuing education programs

420

Participants in LSU Executive Education courses

Footnote: *Fall 23 - Summer 24 - All declared business students

Our Results

918

Bachelor's degrees conferred

366

Master's degrees conferred

9

Doctoral degrees conferred

98

Graduate certificates conferred

86%

of graduates reported positive post-graduate outcomes

75,293

average starting salary — all graduates

\$89%

of MBA graduates secured a job by 6 months post-graduation

\$99,017

average starting salary of MBA graduates

Our Rankings

#13

Best Master's of Business Analytics

TFE Times | 2024

#35

Best Online MBA Programs

Fortune | 2024

Top 50

Online MBA Programs

Princeton Review | 2023

#4

Best Online Marketing Degrees

Best Colleges | 2024

Top Employers That Hired Ourso Graduates

Ourso College graduates are driven by limitless possibilities, from continuing their studies to conquering the corporate landscape. Each year, Business Tigers transform into visionary leaders ready to make a significant impact on the world. This data shows a snapshot of 2022–2023 graduates' first destinations after LSU.

Deloitte

IBM

Blue Cross Blue Shield of LA

Exxon Mobil

Ernst & Young

EisnerAmper

Turner Industries

Wells Fargo

Texas Capital Bank

BASF Corporation

The Walt Disney Company

Entergy



Academic Achievements & Top Stories

By the Numbers

10

Undergraduate Majors

6

Specialty Master's Programs

6

PhD Programs

8

Online Degree Programs

5

Graduate Certificates

14

Executive Education Programs

Open for Business: Introducing the Office of Graduate Business Programs

The Office of Graduate Business Programs (OGBP), a centralized hub that offers a wide range of services to graduate students, opened its doors in the fall of 2023. The launch underscores the college's dedication to providing outstanding educational and professional growth opportunities for all students. OGBP offers professional development resources, networking, experiential learning, and international experiences, which are vital to student development and career advancement. The office also spearheads efforts to recruit exceptional graduate students.



Flores MBA Program Earns STEM Designation

The Flores MBA Program is now STEM-designated across all six program tracks. This change reflects the program's analytical curriculum and industry demand for a data-driven workforce who can lead in business environments infused with technology. Incorporating a Science, Technology, Engineering, and Math framework with core business principles, our transformative MBA tracks equip students with industry-specific skills to make data-driven decisions in dynamic business environments.



New Pathways to Professional Success: Three New Graduate Certificate Programs

The college has introduced three new online graduate certificate programs: Agribusiness, Cybersecurity Risk Management, and Financial Analytics. These programs offer specialized knowledge and skills that can enhance professional qualifications and career opportunities.

The Cybersecurity Risk Management certificate teaches information security, cybersecurity frameworks, risk assessments, and IT auditing. The Financial Analytics certificate uses tools like Python, R, and Excel to focus on data analysis, financial modeling, and risk management. The Agribusiness certificate offers career opportunities at the intersection of food science and business.



Bridging Policy and Practice: Senator Co-Teaches Course

US Senator Bill Cassidy and Department of Public Administration Chair Roy Heidelberg co-taught a seminar course exploring the ethical and moral concerns associated with artificial intelligence and algorithms. Senator Cassidy is a leader in the federal efforts to regulate artificial intelligence and brings a unique perspective to the classroom. Students received an exceptional opportunity to combine theory and practice of the ethics and regulation of AI in this new course.



Sarah Silbiger/Pool via AP

Expanding Horizons with New LSU Executive Education Programs

This year, LSU Executive Education launched several new programs to further enhance professional development and leadership skills. The Louisiana Public Leader Program, Workplace Effectiveness Series, SHRM-CP/SHRM-SCP Exam Prep, and Negotiation Strategies courses were introduced to address contemporary workplace challenges and provide practical, applicable frameworks. Participants benefited from cutting-edge knowledge and innovative learning techniques from renowned LSU faculty and industry experts. These new offerings have significantly strengthened our commitment to fostering leadership and professional excellence for Louisiana's business community.



40 Years of LSUCIA&CRM

Founded 40 years ago as the LSU Center for Internal Auditing, the LSU Center for Internal Auditing & Cybersecurity Risk Management (LSUCIA&CRM) has revolutionized internal audit education, benefiting over 4,000 alumni and numerous employers.

LSU was the first university to offer an internal auditing program, becoming the Institute of Internal Auditors (IIA) Pilot School in 1985. It was also the first to be named a "Center for Internal Auditing Success" by the IIA. As a global model for such programs, LSU is one of only five schools worldwide (and one of two in the US) to hold this designation.

The internal auditing minor and specialty equip students from any discipline with a comprehensive understanding of governance, compliance, and risk management. The program has expanded to cover environmental, social, and governance (ESG) and cybersecurity. This diverse skill set, coupled with a strong emphasis on professionalism, makes graduates highly sought after.



Ourso Student Successes

Leaders. Innovators. Agents of Positive Change: Introducing the Ourso Outstanding Eight

Ourso College proudly recognized the inaugural cohort of Ourso Outstanding Eight award winners. This prestigious award is the highest honor bestowed by the college on eight well-deserving undergraduate students who were carefully selected for their accomplishments in academics, leadership, professional development, and service. The Ourso Eight are leaders, innovators, and agents of positive change, embodying the spirit of our college’s mission to enrich lives through business innovation and community development. Their achievements serve as a source of inspiration for us all, reminding us of the potential that resides within each one of our students.



Ourso Students on Top

Student Showcases Skills in Cyber Threat Competition

Daniel Lichowid Jr. (BS ISDS) placed third in the 2024 Deloitte Risk & Financial Advisory Cyber Threat Competition. Out of approximately 1,500 students, Lichowid was one of 60 individuals to move onto the final round, cementing himself in the top 5% of all participants. In the final round, he completed an incident response simulation, solving a cyber-related business case and presenting the solution to a panel of Deloitte Risk & Financial Advisory Cyber Risk Services leaders.



Business Students Earn Top Spot in International Competition

Thanks to its innovative approach to empowering professional relationships, LSU's Beta Alpha Psi – Phi Chapter earned first place in the Beta Alpha Psi (BAP) Best Practices Competition, sponsored by Deloitte. The competition is open to more than 300 chapters of the international honor organization for financial information students and professionals. More than 30 chapters were selected to move on from regionals to compete in the final round during BAP's annual meeting. This is LSU's first appearance in the annual contest.



Big Idea Earns Bigger Award in Venture Challenge

Ellen Frye, an entrepreneurship major, came in second place and won \$10,000 in the 2024 J Terrell Brown Venture Challenge. Her business, Eternal Exchange, is a direct, streamlined platform that redefines the burial plot market by ensuring clients have a simplified and dignified transaction experience.



Ourso Engaged Beyond the Classroom

Business Students Serve as Global Ambassadors in Ghana: For the first time, ten outstanding LSU students traveled to Ghana with LSU's new Global Ambassadors Program (GAP). GAP is a newly launched university-wide initiative to invest global competency skills in the next generation of leaders. Two business students, Bertha Campos (BS Accounting) and Carlos Sandoval (BS Economics), were selected to participate in the interdisciplinary global learning during spring break. While in Ghana, the students were immersed in the country's rich artistic and cultural heritage, Ghanaian social and environmental organizations, and U.S.-Ghana diplomatic relations.



Public Policy Leadership Conference at the Harvard Kennedy School: Management major and Ogden Honors College student Emily Demps was one of three LSU students selected to attend the prestigious Public Policy Leadership Conference at the Harvard Kennedy School. The conference aims to encourage more students to pursue careers in public policy.



Girls Who Invest Summer Intensive Program: Following a competitive application process, finance major Karly Robledo was selected to attend the 2024 Girls Who Invest Summer Intensive Program. Following a four-week educational experience at The Wharton School of the University of Pennsylvania, Robledo will work on a seven-week paid internship at one of the leading investment management firms.



Governor’s Fellows Program: Logan Berthelot (first-year MPA, pictured left) and Roberto Carreras (senior, BS Finance, pictured right) completed the Governor’s Fellows Program in Louisiana Government, working with cabinet-level agencies to gain experience collaborating on existing projects, observing the Governor’s leadership strategies, and learning about state policy development.



SEC Emerging Scholars Program: Francisco Moreno Gonzalez, PhD Management, was one of five PhD students selected to represent LSU in the SEC Emerging Scholars Program. The selective program prepares doctoral students and postdoctoral researchers through professional development and networking for future faculty appointments.



Venture Capital Apprenticeship Program: Forty-nine business students completed the 8th cohort of the Venture Capital Apprenticeship Program. The Department of Finance partners with business organizations and angel investors to hold the Venture Capital Apprenticeship Program, which puts student teams together with local businesses preparing to seek funding. Students put the finance curriculum to work in practical applications as they analyze funding needs, markets, industry regulations, and more. In the eight VCAP cohorts, 251 students have worked on 60 separate projects/deliverables.



HackTheChains Blockchain Competition Winners: Blockchain at LSU club officers Riley Hudson (BS Economics) and Nicolas Osborn (BS International Trade & Finance) were part of a team that bested over 100 other entrants to take first place in the Arbitrum track at HackTheChains, a competition hosted by SMU Blockchain. Their solution, BountyBlock, used blockchain technology to address challenges in the freelance economy by ensuring secure, transparent transactions and fair compensation.



Rocky Mountain Madness Sales Competition: Sydney Brunson, a senior marketing major, earned second place in the 5th annual Rocky Mountain Madness sales competition. This virtual competition included 64 competitors from 16 universities. This was Brunson's first competition.



SHRM Student Case Competition Winners: Noel Little, a management major, and Marissa Brightwell, a Flores MBA student, won the 2024 Louisiana Society for Human Resource Management (SHRM) Student Case Competition. Competitors were assigned a workplace violence case and tasked with addressing the major and minor issues to provide an action plan.



LEEP-ING INTO SUCCESS

The Stephenson Department of Entrepreneurship & Information Systems launched the Louisiana Entrepreneurship Ecosystem Program of Study (LEEPS), an immersive learning opportunity for entrepreneurship majors. In December and May, students crisscrossed the state to gain insights as they went behind the scenes at businesses from various industries and growth stages. Notable highlights from the itinerary include alumni-owned companies, including Vivid Ink (Stephen St. Cyr), RoyOMartin (Roy O. Martin III), and Lipsey's LLC (Richard A. Lipsey), as well as Duck Commander, made famous by the A&E series Duck Dynasty.

The itinerary also featured visits to business incubators and accelerators. Students expressed that visiting these vital support services boosted their confidence by reminding them that they are not alone on the journey to success. The goals of LEEPS included nurturing this sense of empowerment and developing a greater understanding of the role of the entrepreneurship ecosystem in driving economic and community development.



Marucci Sports



Vivid Ink



RoyOMartin



Duck Commander



Lipsey's



Cane River Pecan Company

Leading the Way in AI & Cybersecurity

The Ourso College is making significant strides in AI and Cybersecurity, equipping students with the skills to lead the future of business. Our researchers are pioneering advancements, while our enhanced curriculum ensures students gain cutting-edge knowledge and expertise. Through immersive experiential learning, students acquire real-world experience, preparing them for the complexities of the digital era. Our faculty's thought leadership cements our role as innovators, shaping industry practices and driving change.



J Terrell Brown Venture Challenge Paves the Way with Funding for AI-based Agricultural Innovation

FarmSmart, an AI-powered platform that connects modern professional farming and recreational gardening communities with tailored, high-quality information on crop management, won the 2024 J Terrell Brown Venture Challenge, earning a \$20,000 award. The competition, hosted by the Stephenson Entrepreneurship Institute, enables the winning team to make their application readily available, significantly impacting Louisiana's farming industry. Through their efforts, FarmSmart is set to enhance agricultural practices and foster innovation across the state.



LSU Cybersecurity Clinic: Empowering Students and Supporting Local Businesses

Students from LSUCIA&CRM used their expertise to support the LSU Cybersecurity Clinic, a collaborative effort between the university and the Louisiana Small Business Development Center, funded by the NSA. In addition to providing free consulting services and seminars to small businesses, the clinic offers business students opportunities to enhance their cybersecurity education, gain experience, and earn professional certifications.

“Business students are essential in bridging the gap between technical findings and business implications in the LSU Cybersecurity Clinic and the professional world. We conducted cyber risk assessments to translate technical vulnerabilities into business risks and strategies. This dual perspective ensured that our solutions are technically robust and aligned with business goals.”

— Alissa Lankford, LSU Cyber Clinic participant (2023 BS MGMT, 2024 MBA)



Business Students Tackle Real-World Challenges with AI

Business students from LSU Executive Vice President & Provost Roy Haggerty's Artificial Intelligence (AI) course focused on the application of AI to address real-world situations. Their projects addressed healthcare, agriculture, and research-related challenges that impact Louisiana. The students' innovative solutions will help to stage cancer tumors, assist patients with congestive heart failure, aid farmers with personalized weed-management plans, and answer questions for scientists. Each team worked with a project sponsor from a local or LSU-affiliated organization, who provided deep content knowledge and ensured the students' projects were viable.

Business majors Ben Davidson (BS ISDS), Anh Do (BS Finance and ISDS), and Jackson Joyce (BS Marketing) participated in the class.

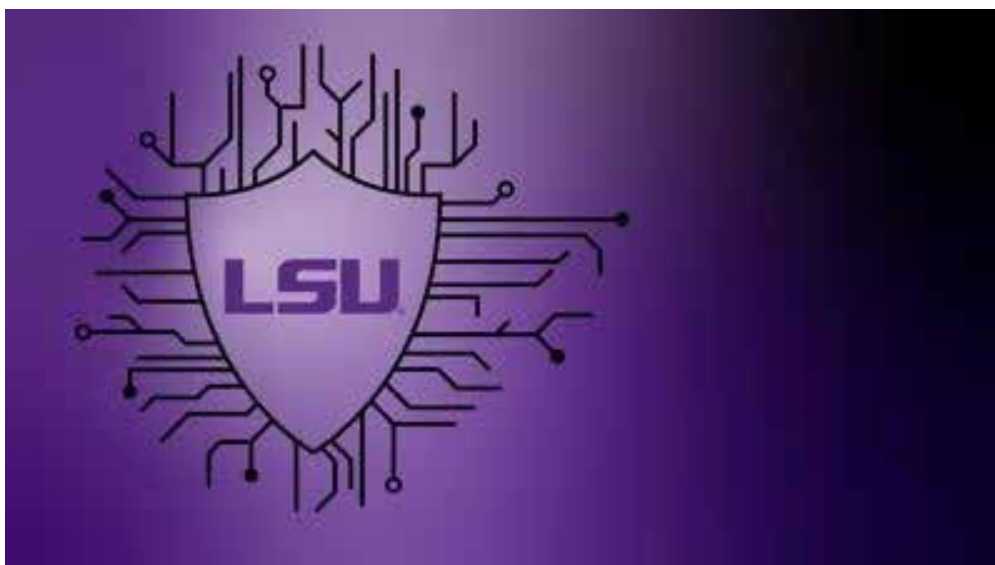


Expanded Cybersecurity Curriculum

We are meeting emergent needs by producing cybersecurity leaders essential to protecting financial assets and vital resources. This year, we expanded curriculum to build a cybersecurity infrastructure that ensures students are prepared for tomorrow's business challenges and meet workforce needs.

Undergraduate students can learn to protect organizations' digital assets through a concentration in cyber risk, part of the BS in Information Systems & Analytics. The concentration provides in-demand skills like security management, risk assessment, encryption, and application security.

The Graduate Certificate in Cybersecurity Risk Management covers information security, cybersecurity frameworks, risk assessments, and IT auditing topics. It opens the door to lucrative career paths, including those of information security managers or engineers, cybersecurity analysts, and internal auditors.



Ourso Thought Leadership and Knowledge Sharing

AI Holds Promise for Louisiana: **Professor Andrew Schwarz, Stephenson Department of Entrepreneurship & Information Systems**, is a self-described “techno-optimist.” This year, he traveled the state speaking about AI and is pleased to see Louisianans’ openness to the technology and its problem-solving potential. He authored a widely reported op-ed, where he talks about AI’s promise and the importance of striking a balance with regulations.

AI-Powered Pedagogy: **Roy Heidelberg, professor and chair of the Department of Public Administration**, spoke about AI-powered pedagogy at the 2024 John Breaux Symposium, which focused on AI in mass communication and was held by The Reilly Center for Media & Public Affairs at the Manship School of Mass Communication.

Effectively Applying Data Science and AI: The **Department of Public Administration** hosted Alfred Spector, PhD, a distinguished visiting scholar at MIT and senior advisor at Blackstone. He shared his expertise on effectively applying data science and artificial intelligence, drawing from his recent book, “Data Science in Context.” The session helped guests understand the power of these technologies and navigate complex challenges to strike a crucial balance.

Harnessing AI Technologies for Peak Performance: **LSU Professional Sales Institute** hosted a record number of attendees at the 2024 LSU Sales Symposium. This year’s topic was Harnessing AI Technologies for Peak Performance, which offered deep dives into AI-driven sales forecasting, predictive analytics, and automated lead generation. Symposium speakers, Howard Dover, Sonia Dumas, Henry Hays, Kip Knight, Andrew Schwarz, and Usman Sheikh provided revolutionary insights into how generative AI is revolutionizing the fields of sales and marketing.

Conversations on Cyber and AI in Accounting: The **2024 Fraud & Forensic Accounting Conference** hosted by the Department of Accounting featured speakers from around the country. Topics discussed include fraud across various industries, such as energy and healthcare, red flags in investment fraud, what auditors look for in investigating fraud, and using technology to catch fraud. This year’s main sessions centered on AI and cybersecurity topics, like Crypto & Cyber-enabled Fraud and Accounting and Tax Conversations with AI.



Ourso Impact: Fueling Entrepreneurship, Driving Economic Growth

The Ourso College is a catalyst for entrepreneurial advancement and economic development in the community. Through innovative programs like Bootcamp for Entrepreneurs, Entrepreneurship Bootcamp for Military Veterans, and Louisiana Public Leader Certificate Program, we assist business owners, aspiring entrepreneurs, and public leaders in enhancing their skills and growing their ventures. These initiatives empower individuals across various sectors, drive economic prosperity, and improve organizational performance, contributing to a vibrant business ecosystem and the overall economic vitality of Louisiana.

Entrepreneurial & Economic Development Program

The LSU E. J. Ourso College of Business joined forces with the Southern University College of Business and partners from the Office of the Mayor-President to offer expanded support for local small business owners and aspiring entrepreneurs. As part of the A&M Agenda, the Entrepreneurial and Economic Development Program will leverage the universities' shared strengths to nurture entrepreneurs and enhance our local business ecosystem to support small and minority businesses nationwide.



Enhancing Leadership in Louisiana's Public Sector

The Louisiana Public Leader Certificate Program, a new initiative from LSU Executive Education, is a three-day, 18-hour public leadership development program tailored for individuals employed in state and local governments or the not-for-profit sector. This program is crucial to the Ourso College's mission of fostering leadership and enhancing organizational performance within Louisiana. By equipping public and not-for-profit sector employees with advanced skills and knowledge, we are developing leaders who can drive positive change and improve the efficiency and effectiveness of state and local government operations.



Bootcamp for Community Entrepreneurs

The Stephenson Entrepreneurship Institute, in collaboration with Southern University, the City of Baton Rouge, and the University of Notre Dame Keough School of Global Affairs, led the annual Bootcamp for Entrepreneurs to help community members start and grow their businesses. Sixty-four entrepreneurs participated in the 2023 program. Bootcamp aims to support entrepreneurs facing economic or other hardships. It benefits participants and their communities by creating local jobs, retaining money within the community, and attracting external funds.



Empowering Veteran Entrepreneurs

LSU Executive Education hosted the 2023 Entrepreneurship Bootcamp for Military Veterans, welcoming eleven participants from across the country. EBV Accelerate is a transformative bootcamp-style program that empowers veteran business owners with the tools and coaching needed to elevate their businesses to the next phase of sustainable growth. The program offers veterans the opportunity to develop actionable plans, address growth challenges, and network with local entrepreneurs. Participants also experience LSU's rich culture and southern hospitality.



Ourso Research for a Better Louisiana

By the Numbers

87

Scholarly publications in 2023

32

A+ or A- ranked journal publications

30

Editorial appointments

\$7.2M

in research expenditures

— A 79% increase in federal grant programs since 2022.

Research for a Better Louisiana

Unlocking Economic Data for Louisiana

The Department of Economics launched the Louisiana Economy Forecasting Model as a service to the state. This model provides economic forecasts for Louisiana and the state's nine metropolitan areas for the current quarter and three quarters ahead. At the state level, forecasts are generated for four key economic variables: real Gross State Product (GSP), total non-farm employment, the total unemployment rate, and the Louisiana house price index.

Cutting-Edge Workforce for Coastal Resilience

Andrew Schwarz (SDEIS) is leading a new project titled "Creating a Cutting-Edge Workforce for Coastal Resilience." Schwarz's research is part of a larger initiative known as Louisiana Climate Oriented Adaptive Skills Training (LA COAST), aimed to define the elements of a workforce designed around coastal preservation, understand the necessary skillsets for that workforce, and then develop a team to pursue a National Oceanic and Atmospheric Administration grant for curriculum development and commercialization.

Analysis of Trends in Louisiana Labor Force

Researchers from the LSU Center for Economics, Business & Policy Research partnered with the Louisiana Workforce Commission to create a comprehensive report analyzing the state's workforce trends. The Understanding Trends in Louisiana Labor Force Participation report illustrates the quality of our research and its power to help decision-makers create smart policies for the state.

Research Highlights

Greckhamer Receives Best Paper Award: Rucks Department of Management Professor **Thomas Greckhamer** received the Best Paper Award in the Organization Theory, International Management, and Management History track at the 2023 Southern Management Association Conference for his paper titled, “Cross-national differences in senior management pay dispersion: A configurational approach.”

Surprising Insights into Startup Inventions: **Charlotte Jacobs**, an assistant professor in the Rucks Department of Management, published a study titled “Knowledge Diffusion in Nascent Industries: Asymmetries between Startups and Established Firms in Spurring Inventions by Other Firms” in the Strategic Management Journal. The study delves into the intricate web of invention dynamics, exploring the influence exerted by patents from startups and established firms. Through meticulous analysis of patent citations, which serve as markers of influence and inspiration for future innovations, Jacobs uncovered intriguing patterns and sheds light on a crucial question: Do inventions from startups or established firms have a more significant impact on driving subsequent innovations within emerging industries?

Providing Insight to the New York Times: A working paper by Department of Economics Assistant Professor **Scott Abrahams** was quoted in an opinion piece titled, “Can an Unpopular Populist Still Damage Democracy?” by New York Times columnist Thomas Edsall. In attempting to explain contemporary support for populist rhetoric and partisan acrimony, the article describes the paper’s argument that the structural shift away from manufacturing employment beginning in the 1980s shaped the growing geographic alignment of income, educational attainment, and cultural values in the United States today. Abrahams’s paper, “The Revival of U.S. Populism: How 39 Years of Manufacturing Losses and Educational Gains Reshaped the Electoral Map”, is available as a pre-print on the Social Sciences Research Network.

Breaking Down the Pricing of Financial Derivatives in New Book: Outside the classroom, finance Professor **Don Chance** has distinguished himself as an author, particularly in financial derivatives. His latest book, Foundations of the Pricing of Financial Derivatives: Theory and Analysis, co-authored with Robert Brooks, offers a balanced blend of quantitative detail and theoretical overview, providing essential mathematical foundations for master’s and doctoral students. Originating from his widely viewed online teaching notes, the book bridges the gap between master’s-level textbooks and those for mathematically trained graduate students, making complex concepts accessible to a broader audience.

Media’s Role in Debt Financing: Department of Finance Professor **Wei-Ling Song** and co-authors examine the role of media as a governance mechanism in financial markets, particularly in debt financing. The forthcoming paper in the Journal of Accounting and Public Policy titled “Media Coverage and Debt Financing” reveals that firms with increased negative media coverage tend to rely more on private debt rather than traditional bank loans or public bonds, highlighting the media’s role in monitoring and governance. This research underscores the multifaceted impact of media on financial systems, demonstrating that media coverage can complement traditional governance mechanisms by providing additional oversight for riskier firms seeking external financing.

Playing Politics with Traffic Fines: Department of Public Administration Associate Professor **Min Su** showcased her paper, “Playing Politics with Traffic Fines: Sheriff Elections and Political Cycles in Traffic Fines Revenue,” forthcoming in the American Journal of Political Science at the University of Georgia’s School of Public and International Affairs. The paper probes the dynamic intersection of politics, law enforcement, and public administration at the local government level.

Shelter from the Storm: Assistant Professor **Holly Peterson’s** (Department of Public Administration) article “Shelter from the Storm: How Perceived Extreme Event Experience and Government Trust Shape Public Support for Climate Change Mitigation Policy in the United States” was published in Risk, Hazards & Crisis in Public Policy. Peterson’s study has implications for emergency managers, policymakers, and policy scholars as they consider how interactions with various levels of government during and after extreme events shape public support for climate policy.

Unified Climate Theory and the Advancement of Organizational Climate Research: The Journal of Applied Psychology published the article “Integrating Organizational Climate Theory: A Domain- Independent Explanation for Climate Formation and Function” by **Jake Smith**, Rucks Department of Management and Flores MBA Program instructor. In the study, Smith provides a conceptual review of the history of climate research, enlightens scholars of the lack of theoretical unity, emphasizes why unification is critical, and proposes a unified theory of climate to explain why and how climate arises and influences behavior.

Scholarly Impact Sees 30,000 Citations: **Rudy Hirschheim**, Ourso Family Distinguished Professor in the LSU Stephenson Department of Entrepreneurship & Information Systems, reached over 30,000 citations on Google Scholar. His published works focus on outsourcing, management of information systems, and philosophical issues in research. This extraordinary number reflects the significance of Hirschheim’s contributions to the business world and the research community.

Student Research Spotlight

Public Administration Students Receive Research Award: “Everything Under the Sun: An Examination of State-level Solar Energy Policy,” a research presentation from Master of Public Administration students **Anna Claire Pousson** and **Kathryn “KK” Welty**, won first place in the Business and Mass Communication Division at the 2nd annual LSU Graduate Research Conference. Both Pousson and Welty are expected to graduate in December.



LSU Distinguished Undergraduate Researcher: **Morgan Oen**, an International Trade and Finance major, received the LSU Distinguished Undergraduate Researcher designation. This designation recognizes the achievements of outstanding undergraduates who participate in specialized educational and research activities and demonstrate advanced research ability in their discipline. Morgan’s research focuses on the real estate market in low-income communities.



LSU Discover Day Participants Show Societal Impact with Research: Seven business students participated in the 11th annual LSU Discover Day Undergraduate Research Conference. Their research spans social, economic, and environmental topics that showcase their ability to make a societal impact through their curiosity and problem-solving skills. The student researchers include:

Briana Dalton & Jack Urbanek (pictured) – 1st place winners: “Hook, Line, and Security: An Analysis of Phishing Simulation Training in Higher Education”

Vivian Liu - Runner-up: “Summertime Precipitation: Anomalies near Industrial Facilities along the Lower Mississippi River Valley”

Ryan Gremillion & Blake Edwards - Runners-up: “Kiddie Consumers: Unveiling the Economic Aptitude of Preschoolers in Simulated Market Environments”

Thomas Hook: “Maximal Worries About Minimum Wage at LSU: A Social Change Project to Raise Awareness”

Morgan Oen: “The Consequences of Globalization on Housing Markets in Low-Income Countries”



Faculty Achievement & Impactful Work

Llorens Earns Outstanding Dean Honors

Dean Jared Llorens was honored by the University Sales Center Alliance (USCA) as the 2023 Outstanding Dean for his impact on the LSU Professional Sales Institute. With Llorens' support, the LSU Professional Sales Institute (PSI) has achieved significant milestones during his tenure. His commitment to securing resources for the PSI has resulted in the approval of the naming of the Jim & Laura Parr Professional Sales Lab and additional funding for facilities and role-play rooms. Llorens was pivotal in securing a university technology grant to equip the sales lab with the latest sales and video technology.



Robin Lemaire Elected to ASPA Section Vice Chair

Department of Public Administration Associate Professor Robin Lemaire was elected vice chair of the American Society for Public Administration's Section on Complexity and Network Studies, where she will serve until 2027. The American Society for Public Administration is the leading professional membership association for public service. Its members include federal, state, and local government employees; researchers and scholars; students; nonprofit professionals; and others committed to advancing public service excellence in the United States and worldwide.



Accardo Wins Excellence in Sales & Marketing Award

Greg Accardo, Department of Marketing instructor and director of the LSU Professional Sales Institute, was selected by the Sales & Marketing Executives of Greater Baton Rouge (SME-GBR) to receive the prestigious 2024 Excellence in Sales & Marketing Award. SME-GBR is an active professional association dedicated to the career development of sales and marketing managers and executives.



Marking Professor Named Communication-Intensive Teaching Fellow

Kris Lindsey Hall, assistant professor in the Department of Marketing, is one of ten LSU faculty members named 2023–24 C-I Teaching Fellows. As part of the inaugural cohort of the Communication-Intensive (C-I) Teaching Fellows Program, Hall will collaborate to inform, create, and disseminate innovative teaching development resources across campus, all in support of advancing undergraduate communication skills development.



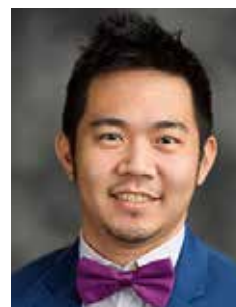
Two Business Faculty Honored with University Awards

The University Faculty Awards honors faculty who exemplify excellence in teaching, research, and community engagement.

Gabriele Piccoli, professor in the Stephenson Department of Entrepreneurship & Information Systems, received the J. W. Annison, Jr. Family Alumni Professorship, which recognizes a faculty member with a reputation for excellence in instruction, especially in undergraduate teaching; a record of active and continuing interest and participation in areas of professor-student relations; dedication to his/her academic field; and outstanding professional relationships with other faculty and staff members.



Andrew Kuo, an associate professor in the Department of Marketing, received the Faculty Diversity, Equity & Inclusion Mentoring Award. This award recognizes faculty who have made outstanding contributions to mentoring faculty, staff, and students from underrepresented groups.



Seven Esteemed Educators Join the Ourso College Faculty

The E. J. Ourso College of Business welcomed seven new faculty members for the 2023-2024 academic year. The new additions bring diverse expertise across the college in a variety of areas, including accounting, economics, finance, management, and marketing.

Maria Paola Ugalde Araya, Assistant Professor, Department of Economics (PhD - Arizona State University)

Viktor Jarotschkin, Assistant Professor, Department of Marketing (PhD - Free University of Berlin)

Seyed Kazempour, Assistant Professor, Department of Finance (PhD - Rice University)

Mike Morgan, Instructor, Department of Accounting (CPA and MBA)

Timothy Rakitan, Instructor, Department of Economics (PhD - Iowa State University)

Zhixiu Yu, Assistant Professor, Department of Economics (PhD - University of Minnesota)

Cyril Tae Um, Assistant Professor, Rucks Department of Management (PhD - Purdue University)



Investments in the Future

By The Numbers

\$5.5M

Total raised to support the Ourso College in FY23

370

Scholarships awarded in AY23-24

\$1.4M

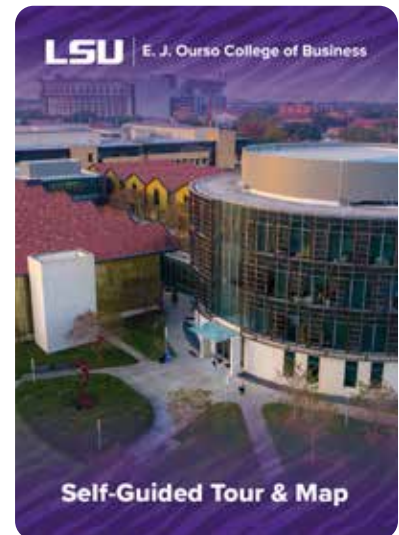
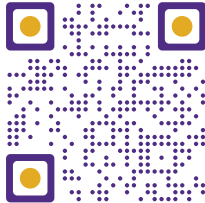
Total scholarship spending in AY23-24

Donor Dollars at Work

Virtual Tour Supports Student Recruitment

First impressions are critical in the competitive field of student recruitment. The Dean's Excellence Fund facilitated the creation of professionally shot virtual tour videos of the Business Education Complex and new self-guided tour maps of the building. These resources allow more prospective students and their families to envision life at the Ourso College and help them make the important decision to study business at LSU. By showcasing our state-of-the-art facilities and vibrant community, we are better able to attract and recruit the brightest minds to our college.

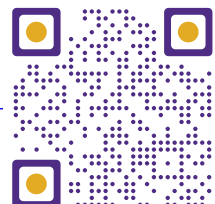
Take the Tour:



Donor-Funded Research Addresses Challenges in Coastal Louisiana

The Kathy and Roy O. Martin III Faculty Research Award fuels collaborative research focusing on Louisiana's most pressing concerns. One such project examines the potential for on-site sewage systems to contaminate bodies of water. Assistant Professors Anmol Soni, Department of Public Administration, and Aaron Bivins, Department of Civil and Environmental Engineering, are lending their areas of expertise in this interdisciplinary research.

Watch the researchers discuss the project and how it benefitted from the Martin Research Fund:



Interdisciplinary Studies for a Strong Food Industry Made Possible by Donor Funds

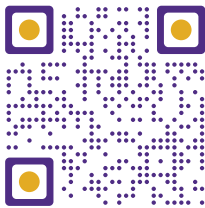
The newly launched online graduate certificate in Agribusiness is supported by the Welge Food Beyond the Farm Initiative in honor of the late Don Welge (pictured). This certification, spearheaded by the LSU College of Agriculture and the LSU E. J. Ourso College of Business, aims to equip professionals with advanced skills critical for navigating challenges within the food industry. Welge was the CEO and president of Gilster-Mary Lee Corporation and envisioned a program to help food industry professionals advance their knowledge and strengthen the nation's food supply chain.



Your Support Creates the Business Leaders of Tomorrow

By supporting the Dean's Excellence Fund, you support student experiences, scholarship, and research. Your contributions help us provide transformative learning opportunities, empower deserving scholars, and drive impactful research initiatives.

Give Back:



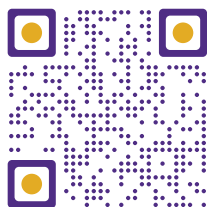
From Graduates to Leaders: Ourso Alumni Achievement

Newly Established Business Alumni Association Strengthens Connections, Builds Bridges

The Ourso College is committed to growing a dynamic and supportive alumni community that extends far beyond graduation. This network aims to foster lifelong connections and be a platform for professional growth, collaboration, and mentorship. Alumni can leverage shared experiences and expertise to stay engaged, unlock new opportunities, and drive innovation within their fields. The Ourso College Alumni Association is not just about staying connected; it's about building a legacy of excellence, support, and collective achievement that benefits current and future generations.



Join the COB Alumni Association:



Ourso Alumni on Top

Sixty-two of the 2023 LSU100 and ROARING20 companies are owned or led by LSU Business Graduates.

Nine of the ROARING20 (listed below) are owned or led by LSU Business graduates. The ROARING20 represents the 20 highest revenue-generating businesses from all those that apply for the LSU100 each year.

Martin Sustainable Resources

PSC Group

Danos

B & G Food Enterprises

Audubon Engineering Co.

Lyons Specialty Company

Window World of Baton Rouge

Investar Bank

Red River Bank



Alumni Honored at the 2023 Hall of Distinction

The Ourso College honors individuals who have made significant contributions in the fields of business, academia, government, and in their communities. These honorees, with their unique perspectives and experiences, have earned a place in the Hall of Distinction through their achievements and service.



Hall of Distinction Inductee

Kip Knight

BS Marketing '78
Operating Partner,
Thomvest Ventures



Hall of Distinction Inductee

Joaneane Smith

MBA '97
President/CEO,
Global Commerce & Services



Outstanding Young Alum

Jacques Bourque

BS Accounting '15
Chief Financial Officer,
Catalyst Bancorp

Alumni Return for LSUCIA&CRM 40th Anniversary



The LSU Center for Internal Auditing & Cybersecurity Risk Management marked four decades of excellence in education with an anniversary celebration in February. Alumni and partners reconnected at a networking reception where the Institute of Internal Auditors honored Professor Glenn Summers for his career achievements and dedication to the profession. With a steadfast focus on education, LSUCIA&CRM also provided a continuing education seminar that attracted alumni and local practitioners alike.



Our Mission

Our mission is to cultivate future leaders and entrepreneurs who are innovative problem-solvers who seek to have a positive impact on society. We develop cutting-edge, high-quality research and leverage human capital to address the most pressing economic and societal challenges facing the state, national, and global economies.

LSU

E. J. Ourso College of Business

lsu.edu/business

