

# PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

## SHARING INFORMATION ON PROGRESS

2020 – 2022



PRME Board  
c/o PRME Secretariat  
United Nations Global Compact Office  
685 3rd Avenue, 12th Floor  
New York, New York 10017



1 January 2022

### **Adoption of the Principles for Responsible Management Education**

As an institution of higher education involved in the development of current and future managers, the St. Mary's University, Greehey School of Business is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

A handwritten signature in black ink that reads "R. Ortiz-Walters". The signature is written in a cursive style.

**Rowena Ortiz-Walters, Ph.D.**

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## WHAT MATTERS AT ST. MARY'S

It only takes **one degree of change** to make a world of difference. It only takes one University to make learners for life.

It only takes **one educator** to begin this journey.

St. Mary's University is the **one place** for all people and beliefs to gather at **one table** for the common good.

## ONE DEGREE CAN CHANGE EVERYTHING

One decision can shift our life's trajectory by a single degree. This one degree of difference can have a huge impact on our student's future.

In life, one small adjustment in our actions, behaviors or perspectives may seem insignificant now – but affect our destiny in an unimaginably significant way.

Each of us can point to a defining moment – a conversation, a class, a friendship, a moment – when one degree of change in our thinking or actions made all the difference in our education, vocation lives or faith.

At St. Mary's University, this can start with one professor sharing knowledge, one friend lending a helping hand, one mission guiding our actions and, ultimately, one family supporting us every step of the way.

As faculty and staff, we have the opportunity to make this difference in the lives of others through our commitment to our Marianist values.

When our students choose to pursue a St. Mary's University education, they embrace and benefit from the Marianist values of community and stewardship that help carry on our legacy and the vision of Blessed William Joseph Chaminade. Together, we create life-changing opportunities that will shape our students' paths forward – and could change the world.

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St. Mary's University is the **one place** for all people and beliefs to gather at **one table** for the common good.

**WE ARE ONE COMMUNITY  
OF MANY BELIEFS,  
UNITED BY JUSTICE AND SERVICE,  
STRIVING FOR THE COMMON GOOD,  
AND SEEKING TRUTH**

<https://www.youtube.com/watch?v=piLRTuoYA0Y>

# THE GREEHEY SCHOOL OF BUSINESS

## ABOUT THE SCHOOL

Since 1923, we have been providing future leaders with an excellent business education grounded in faith, values and service. At the Greehey School of Business, we work hard every day to transform the lives of our students and empower them **to change the world for the better**. Everything we do ensures our graduates **are ethical, highly skilled, professional, globally aware** and in-demand by many of the world's most successful companies. Our students confidently walk the stage at Commencement knowing that they are well-educated and prepared for lives **filled with meaning and purpose**.



## CREATING FUTURE LEADERS

### Mission

The Greehey School provides future leaders with a business education grounded in faith, values, and service within a learning community committed to the Catholic and Marianist ideals of education. We produce graduates who are skilled, ethical, professional, globally aware, committed to responsible business practices, and prepared for careers of meaning and purpose.

### Vision

Transforming lives and building a better world through an excellent business education grounded in faith, values and service.

### Our Approach to Research

As part of a teaching-focused institution committed to the Catholic and Marianist ideals of education, the Greehey School's faculty produce intellectual contributions that advance the teaching and practice of business. Consistent with our mission, we encourage teaching- and practice-focused activities and contributions, while also valuing discipline-based research.

### Core Values

#### *Community*

We are a caring, vibrant, learning community that treats all members with respect.

#### *Service*

We serve God and humanity by preparing our students to serve others.

#### *Integrity*

We are a community committed to professional and ethical conduct.

#### *Opportunity*

We empower students with skills, knowledge and opportunities to transform their lives and create positive social change.



## FACULTY

In the AACSB International-accredited Greehey School of Business, our faculty meet the very highest standards for teaching quality, engagement with students, connectivity with industry and knowledge of their disciplines. Our professors serve on prestigious think-tanks and boards; consult with corporate, non-profit and government leaders; serve as senior leaders of professional associations; publish their research in top journals; deliver keynote addresses and other presentations at leading conferences around the globe; serve as visiting faculty at top international universities; volunteer in the community; and much more.

## TRANSFORMING LIVES AND BUILDING A BETTER WORLD

A powerful force in the state of Texas that has awarded more than 10,000 degrees, the Greehey School of Business has educated some of the finest business leaders anywhere. As an AACSB International-accredited School of Business, our prestigious accreditation places us in the top 7% of business schools worldwide. We have instilled in our students a sense of integrity and a firmly held belief in the power of business to improve humankind. Our graduates have created billions of dollars in value for our economy, while at the same time being an unstoppable force for good.

Ethics and real-world experiences are at the heart of our approach to business education. Our students travel the globe to serve the underprivileged. They volunteer thousands of hours in our community to help those in need. They manage more than \$3.7 million of our endowment in a real trading room, being careful to invest only in ethical companies. They have won many national and international competitions and they engage frequently with exceptional business leaders in their classrooms.

## ESSENTIAL SKILLS

*“The Greehey School of Business presented me with endless opportunities to develop myself academically, personally and professionally. My professors mentored me and helped me to make the most of my education. I gained the knowledge and skills needed to be successful after graduation. Most importantly, I was able to develop into a well-rounded, ethical leader fully prepared to go out and face the challenges of today’s evolving business world.” — Leanne Fuentes (B.B.A. ’16)*

**A WORD ABOUT BILL GREEHEY:** We are proud to be known as the Greehey School of Business. Our alumnus and benefactor, Bill Greehey (B.B.A. ’60), is one of America’s most successful business leaders and generous philanthropists. Named by the Harvard Business Review as among the Top 50 CEOs in the world, Greehey led Valero Energy Corporation to become North America’s largest independent refiner.

In 2005, Greehey’s transformational \$25 million gift to St. Mary’s University resulted in the naming of the business school in his honor. To date, his gifts and pledges to the university total in excess of \$40 million. Our School has benefited immeasurably because of his example and generosity. We are forever grateful to him and his family for their incredible support.

## U.S. NEWS RANKS ST. MARY'S FIFTH IN WEST FOR VALUE, TOP IN SA FOR SOCIAL MOBILITY

U.S. News ranks St. Mary's fifth in West for value, top in SA for social mobility  
September 13, 2021

St. Mary's University [ranked fifth in the West region](#), leading Texas schools, in the Best Value Schools rankings by U.S. News & World Report, which today released the 2022 edition of its annual [Best Colleges](#) guide.



"Affordability matters in finding the best fit school," shared U.S. News in a description of its methodology for Best Value Schools. "To determine which colleges and universities offer the best value for students, U.S. News & World Report factors academic quality and cost after accounting for total expenses and financial aid."

St. Mary's ranking in the 2022 Best Colleges also tied for the 10th spot out of 92 universities in the West for academic quality. The University has been included in the list of top-tier regional universities for 28 consecutive years.

### More U.S. News rankings

U.S. News introduced a ranking for Top Performers on Social Mobility in 2019 to evaluate which schools best serve underrepresented students. This measurement evaluates how well schools graduated students who received federal Pell Grants. Students receiving these grants typically come from households with family incomes of less than \$50,000 annually, according to the methodology. St. Mary's increased in ranking to tie No. 19 in the West. St. Mary's also ranked first in San Antonio in this analysis for the third year in a row.



This year, St. Mary's also rose to the No. 4 spot among the Best Colleges for Veterans in the West, which includes schools that take part in federal initiatives to aid veterans and active-duty service members in funding their education. St. Mary's University is a [Yellow Ribbon School](#). U.S. News also ranked the University's Engineering program.

**Find out more about St. Mary's University's top rankings on the [rankings webpage](#).**





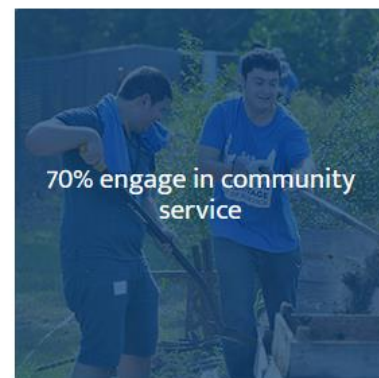
## Principle 1 | Purpose

*We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

*"St. Mary's University provided me with a fantastic and holistic education with professional training in business, plus courses in the liberal arts, which has made me a **citizen of the world**. The best decision I made at St. Mary's was entering the Greehey School of Business, where I found many areas I was interested in. I enjoyed learning about the business school community, where they push you to be competitive in a business world. The Marianists also played a role in my experience by revealing their community side and spiritual side, as well as the fun side of life, to me. They showed me there is a world out there that is beautiful and community-oriented. In the future, I will strive to make every place where I happen to work or live a community in itself."*

— Meghan Geraci (B.B.A., M.B.A. '19)

### STUDENT OUTCOMES



### PURPOSE DRIVEN AND VALUES DRIVEN

Experiential Learning: <https://www.stmarytx.edu/2018/trained-by-champs/>

Internship: <https://www.stmarytx.edu/academics/business/why-greehey/paige-weiss/>

Community Service: <https://www.stmarytx.edu/outreach/civic-engagement/>

### GREEHEY SCHOOL OF BUSINESS SOCIAL IMPACT STATEMENT

Revised DRAFT  
December 6, 2021

#### Proposed Social Impact Statement from the Strategic Management Committee (SMC)

Mindful of our Catholic and Marianist identity and the Characteristics of Marianist Education, the GSB works to transform lives and build a better world by fostering increased prosperity, particularly within marginalized groups. We do this by:



1. providing our students, the majority of whom are from marginalized groups (low income, first generation, and/or Hispanic), with access to high-quality education and professional development opportunities that motivate and empower them to increase prosperity for themselves, their families, and their communities;
2. offering free programs and services that support increased prosperity among marginalized groups in the greater San Antonio area and beyond; and
3. encouraging faculty production of scholarship that promotes improvements to business pedagogy, theory, and practice, thereby increasing prosperity.

Ultimately, our work supports UN Sustainable Development Goals 1 (“No Poverty”), 4 (“Quality Education”), 8 (“Decent Work and Economic Growth”), and 10 (“Reduced Inequalities”).

### **Possible Social Impact Initiatives from the SMC**

The following are ideas for initiatives that may help the GSB achieve its desired social impact.

1. **Outreach:** Partner with local financial institutions and non-profits to offer free, high-quality financial literacy training for low-income members of the greater San Antonio community.
  - a. Notes:
    - i. Instead of being tied directly to VITA, this would be a stand-alone program that then refers participants to VITA for their tax returns as an added benefit to participants. (An explicit tie to VITA was attempted several years ago and was not successful. We believe a separation is best.)
    - ii. The GSB would partner with Wells Fargo, Broadway Bank, Jefferson Bank, Frost Bank, and/or others to have their experts speak to members of the community about financial literacy. The GSB, financial institutions, and local non-profits would promote the opportunity to the community. Our students would create the marketing plan and help with implementation. Events would be hosted in Alkek. Examples of non-profit partners include Family Service, Haven for Hope, Chambers of Commerce, and others.
    - iii. VITA volunteers, including our students and faculty, would also promote the opportunity when doing clients’ tax returns.
    - iv. Possibilities also exist to partner with the Center for Legal and Social Justice to promote the program and offer additional programs.
2. **Outreach:** Continue to serve the tax return preparation needs of low-income members of the greater San Antonio community through the GSB’s Volunteer Income Tax Assistance (VITA) program.
  - a. Notes:
    - i. By ensuring accurate and zero-cost tax preparation, VITA contributes to the prosperity of our community. It also provides our student volunteers with opportunities to serve their community and learn about the causes and consequences of poverty and inequality.
3. **Outreach:** Offer free, high-quality entrepreneurship training for members of the greater San

Antonio community.

- a. Notes:
  - i. This would include workshops hosted by the Meadows Center for Entrepreneurial Studies. Dr. Sergio Palacios indicated that both the Meadows and the Sauget endowments have funding in place to compensate GSB faculty and external professionals for developing and implementing these programs.
4. **Curriculum:** Incorporate into the curriculum (in certain courses) teaching and/or experiential learning opportunities that increase student awareness of the causes and consequences of poverty, economic inequality, economic development, and related issues, as well as how their vocation and mission as a business leader can affect these.
5. **Scholarship:** Encourage and support faculty production of scholarship that improves business pedagogy/theory/practice and creates/extends knowledge of the relationships between business and prosperity.
  - a. Notes:
    - i. Encouragement and support would be through an award for topical research presented to faculty during Business Week.
    - ii. The GSB would also provide additional professional development funds specifically for faculty development in these areas.

## GLOBAL OPPORTUNITIES AT THE GREEHEY SCHOOL OF BUSINESS

### Worldwide Case Competitions, 2014-2019

The Greehey School of Business has successfully qualified for and participated in the Network of International Business Schools (NIBS) Worldwide Case Competition every year from 2014 through 2019 against top university teams from around the globe. Our teams, consisting of four students, have competed in Ottawa, Canada; London, England; Rauma, Finland; and Guatemala City, Guatemala. In 2019, the Greehey School of Business team brought home the NIBS Case Competition bronze medal and was one of 16 teams to make it to the championship round.

The 2019 Greehey School of Business team brought home the NIBS Case Competition bronze medal. The team, led by Professors Jeffrey Johnson, Ph.D. and Matthew Jordan, was one of sixteen teams to make it to the championship round held in Canada.

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### Global Reach

In keeping with our mission to develop globally aware students, the Greehey School of Business offers numerous opportunities to engage in global experiences for students and faculty.

### International Business Students Headed to Brazil



navigating diverse cultures.

International Business students are headed to Brazil summer 2021 (tentative). The three-week trip will be part of a yearlong practicum in trade operations and marketing. The practicum exposes students to diverse cultures, languages and business practices from around the world. The trip, led by Prof. Matthew Jordan, will be an immersive learning experience that will help students understand and analyze global business practices, and identify global opportunities while

### **2019 Greehey MBA International Field Study in Costa Rica and Panama**



Leaders program. The summer field study exposes MBA students to the global business environment by introducing them to international business practices and cultures.

This summer, Greehey MBA for Values-Driven Leaders took part in a 10-day international field study in Costa Rica and Panama. Student gained insights into the local economy, toured top businesses and engaged with industry executives. They also engaged with local cultures and took in the breathtaking landscapes.

The international field study is an essential component of the Greehey MBA for Values-Driven

### **Management Class Goes Global**



Students in a summer 2019 Management class, Organizational Behavior, traveled to Italy to exam human behavior in the global work place. The three-week course explored the internal cultures of various global companies and industries.

The course, led by Prof. Cody Cox, Ph.D., was a first the Management department but it was certainly not the last; Prof. Cox will be traveling to Korea and China during the summer 2020 with a new group of students enrolled in Organizational Behavior.



### Enactus Service Abroad in Panama



Finance Professor, Prasad Padmanabhan, Ph.D., led a team of Enactus (Entrepreneurial Action in Us) students on a service trip to Panama. Students connected with a local group of students from the University of Panama. Together they worked with the UNDP (United Nations Development Programme) to develop survey instruments and administer surveys to local Darien families to determine the factors that contribute to malnutrition.

The StMU Enactus team also met with banana and cocoa farmers on the west coast of Panama to set the groundwork for a new project with the FAO (Food and Agriculture Organization). The project, tentatively set for spring 2021, involves developing business related strategies to grow farmers' businesses and teaching those strategies to farmers by way of lectures and workshops.

### STUDENT CURRICULAR AND CO-CURRICULAR CLUBS AT THE GREEHEY SCHOOL OF BUSINESS

#### Accounting Club

The St. Mary's University Accounting Club gives students the latest information about the CPA exam, career opportunities and meetings with recruiters. The Accounting Club coordinates office visits to many businesses so students can meet recruiters before their professional interviews.

The purpose of St. Mary's Accounting Club is to promote the initiative and interest of students in accounting; to encourage and give recognition to scholastic and professional excellence; to cultivate a sense of responsibility and service with the members and practicing accountants; to introduce management accounting to students planning careers in business; to strengthen the knowledge and commitment of those already on their way to management accounting careers; and to demonstrate how Accounting Club members work together to improve the profession of management.

The St. Mary's University Accounting Club gives students the latest information about the CPA exam, career opportunities and meetings with recruiters. The Accounting Club coordinates office visits to many businesses so students can meet recruiters before their professional interviews. The Club's Annual Banquet provides a unique networking opportunity for accounting students, and recipients of scholarship and other awards are announced at the Banquet.

Adviser: [Mark Persellin, Ph.D.](#)

#### American Marketing Association (AMA)

The principle role of the AMA is to serve as a forum to connect like-minded individuals and foster knowledge sharing, provide resources, tools and training and support marketing practice and thought leadership around the globe. The St. Mary's AMA chapter provides students with hands-on opportunities to learn and apply marketing skills, and engage with marketing professionals.

Advisor: [Eileen Mullen, Ph.D.](#)

#### Association of Latino Professionals in Finance and Accounting (ALPFA)

ALPFA is the largest Latino association for business professionals and students with chapters nationwide and over 15,000 members. ALPFA is dedicated to enhancing opportunities for Latinos and



building leadership and career skills. ALPFA is a non-profit entity registered with the Internal Revenue Service. Membership is open to anyone who shares our values, vision, and mission.

Adviser: [Violeta Diaz, Ph.D.](#)

### **Beta Gamma Sigma**

Beta Gamma Sigma (BGS) is The International Business Honor Society. Since 1913 it has recognized and honored top performing students, the top 10% of undergraduate students, top 20% of graduate students and all doctoral candidates that have successfully defended their dissertation at an AACSB accredited business school. You can find BGS all over the world: with more than 600 collegiate chapters and lifetime members from over 190 countries.

As you begin the transition into your professional career, imagine the edge you will gain from having access to a global network of BGS members, programs designed to give you an advantage in today's job market, and benefits & services you can use throughout your academic and professional careers.

Adviser: [Sung Tae Kim, Ph.D.](#)

### **The Collegiate Entrepreneurs' Organization (CEO)**

The mission of CEO is to inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. CEO offers students the opportunity to engage with the global entrepreneurial community to gain insights and skills through various events and chapter activities, culminating in an annual Global conference.

Advisor: [Sergio Palacios, Ph.D.](#)

### **Delta Sigma Pi**

The Lambda Upsilon Chapter of Delta Sigma Pi is a professional fraternity that fosters the study of business in universities. It encourages scholarship, social activities and the association of students for their mutual advancement and to further a higher standard of ethics and culture.

"At Delta Sigma Pi, we believe that our purpose is to foster and support a lifelong commitment to excellence in both our personal and professional lives as we seek to make a difference in business, our communities, and the world at large."

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Adviser: [Guillermo Martinez, J.D.](#)

### **Enactus**

Enactus (Entrepreneurs In Action) brings together a diverse network of university students, academic professionals and industry leaders around the shared mission of creating a better, more sustainable world through the positive power of business. By contributing their talents to projects that improve the lives of people worldwide, Enactus participants are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change.

Adviser: [Prasad Padmanabhan, Ph.D.](#)

### **Gamma Iota Sigma**

Gamma Iota Sigma is an academic fraternity that strives to promote, encourage, and sustain student interest in insurance, risk management, and actuary science. It aims to encourage high moral and scholastic attainments of its members and to facilitate interaction of educational institutions and

industries by fostering research activities, scholarship, and improved public relations.

Adviser: [David Sommer, Ph.D.](#)

### **International Business Association**

The International Business Association enhances your knowledge of the global business arena. The primary objectives of the Association are to provide its members with: (1) a platform for educational, professional and cultural exchanges; (2) a forum for intellectual debate, discussion, and presentation of current topics of global significance; (3) opportunities to network with executives and professionals; and (4) opportunities to participate in community and civic projects.

These are achieved through lectures and presentations by high-ranking business executives, field trips, weekly professional presentations, discussion of current topics, fund raising, and community service projects.

Adviser: [Jeffery Johnson, Ph.D.](#)

### **Investments Club**

The St. Mary's Investments Club strives to educate and engage the diverse group of students who are motivated to become top financial professionals. We use a collaborative and welcoming learning environment that allows students of different knowledge levels to grow. Through their own research and through the guidance of our academic advisor, members will gain the valuable experience and confidence necessary to be a top professional in today's highly competitive environment. Through the study of current events and how they relate to the markets, students will grow not only in knowledge, but in their own opinions of the world around them thus entering the professional world as leaders.

Adviser: [Violeta Diaz, Ph.D.](#)

### **Society for Human Resource Management (SHRM)**

The SHRM student chapter is an affiliate of the national SHRM organization whose mission is to empower people and workplaces by advancing HR practices and by maximizing human potential. SHRM offers students the opportunity for professional development and engagement with the human resource management professional community.

Adviser: [Cody Cox, Ph.D.](#)



## **Principle 2 | Values**

*We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

### **COMMUNITY VALUES**



**Community and Service:** St. Mary's University is a service-oriented school, with opportunities for community involvement and civic engagement.

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As a Catholic and Marianist University, St. Mary's is committed to providing students with experiential learning opportunities that inform their development of faith and vocation, their understanding of justice and the common good, and their journey to becoming leaders in our local, national and global

communities.

Through involvement with ongoing local volunteer opportunities, service-learning classes, advocacy work, immersion experiences and civic leadership — all rooted in reflection and shaped by our Catholic identity — the Office of Community Engagement serves to connect our students to the world around them as they identify where their passions, skills and talents meet the world's needs. Simultaneously, our office works to build and maintain healthy and mutually beneficial relationships with community partners, particularly those on the West Side of San Antonio.

We serve as the connector of our students and neighbors in a joint effort to learn from one another in a process of community growth and development, heeding Father Chaminade's wisdom that "new times call for new methods," and working together to discover our best possible response.

- **CTH** (*noun*) The beginning of the fall semester and the beginning of Lent in the spring are marked with Continuing the Heritage (CTH), a day for community involvement and civic engagement. [learn more](#)

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### **Education and Advocacy**

While our students engage in service opportunities that allow them to respond to immediate community needs, we know that the way to make long-term change is to challenge the structure of injustice — structures that they learn about first hand through those aforementioned service activities. As students build community relationships that allow them to see personally how our neighbors are affected by unjust structures and policies, we accompany them in their journey to grow into more fully informed faithful citizens. St. Mary's students engage in efforts of social justice education and advocacy both on and off-campus to help create a shift in our global, national and local community narratives, working intentionally and diligently toward a more just and peaceful world.

Examples of the education and advocacy programs our students participate in is voter education and registration, hosting lectures and group discussions and dialogue, informative sessions on immersion experiences, and educational programming around key social issues such as comprehensive immigration reform, global poverty, hunger and homelessness awareness. Our programs are rooted in our Catholic faith tradition and the social teachings we embrace including honoring the dignity of all people, solidarity, subsidiarity and the communal call to work for a more enriched quality of life for all people, focusing most on those who are most vulnerable and are on the margins.



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### **Marianist Leadership Program**

The Marianist Leadership Program (MLP) works through the Office of Community Engagement and is a community of equals that cultivates relationships through hospitality, selfless servant leadership, and faith for the purpose of making a positive change with the students of St. Mary's University in the San Antonio community. The Marianist Leadership Program at its core strives to embody the Marianist Charism, to actively build the

community, and to be the servant-leaders for the St. Mary's campus and surrounding community.

[learn More about mlp](#)



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### **Summer of Service Program**

The Summer of Service Program gives St. Mary's students the opportunity to host a five-week summer camp for children of the Gateway District, West Side community of San Antonio. The purpose of this program is two-fold: to respond to needs of our neighborhood and community, and to offer St. Mary's University students the opportunity to implement a service project.

[Learn more about Summer of Service](#)



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### **Immersion Experiences**

The Office of Community Engagement strives to craft immersion experiences wherever possible in places where the Marianist family has a presence, desiring to connect our students to the broader Marianist family and expose them to the many ways and forms in which our charism comes alive in various communities.

[Learn more about Immersion Experiences](#)



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### **Continuing the Heritage**

Continuing the Heritage Day of Service Event (CTH) is a University-wide service project that takes place at the beginning of each semester. Each year, students, faculty, staff and alumni come out in droves to volunteer for community projects around San Antonio. They lend their time and talent to paint houses for the elderly in the St. Mary's neighborhood

area, work in community gardens, serve food to the homeless at Haven for Hope, paint playgrounds at Head Start locations, remove graffiti and more.

[Learn more about CTH](#)





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### **40 Days of Lent and Service**

40 Days of Lent and Service is an annual program that brings University departments, student organizations, athletic teams and residence halls together to offer a robust and diverse range of service activities throughout the Lenten season, which is kicked off by our spring Continuing the Heritage program.

[Learn more about 40 days of service](#)

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### **Community-Based Work Study Program**

The Community Engagement Office values the partnerships and relationships with our community partners. In order for our students to enhance their collegiate experience, they are encouraged to go beyond the gates of St. Mary's University, get into the community and give back.

[learn More about the work study program](#)

### **REPRESENTATIVE VALUES-BASED COURSES**

BA 4334. Business Ethics & Corporate Social Responsibility. 3 Semester Hours.

Students learn the fundamentals of ethical leadership, the most common ethical lapses that occur within organizations, methods of making ethical decisions when confronted with ethical dilemmas, how to develop and implement ethical business strategies, the roles and responsibilities of business in the global economy, and the effects of business on society. Students may be required to complete an extensive project, as well as attend functions off-campus related to the course.

EI 3340. Innovation and Entrepreneurial Opportunities. 3 Semester Hours.

In this course, students learn how to initiate a social enterprise or business venture. Topics include fostering creativity, creative problem solving, recognizing and developing opportunities, product design and development (e.g., 3-D printing prototyping), analyzing alternative business models, conducting feasibility analyses, and crafting an effective business plan. Students will develop an investor presentation pitch and fully develop a business plan for a startup or social venture.

EI 3355. Entrepreneurial Management. 3 Semester Hours.

This course is offered in three modules, covering Human Resources (HR), Law and Ethics (LE), and Accounting (A) for entrepreneurs. The HR module includes topics such as human resources planning, selection, training, compensation management, health and safety, and relevant employment laws. The LE module's topics include licensing and zoning, legal forms of business, types of corporations, business partner relationships and contracts, protecting intellectual property rights, and ethical dilemmas faced by business owners. The A module focuses on developing skills necessary to understand key financial statements, such as balance sheets, income statements and statements of cash flows.

EI 4300. Special Topics in Entrepreneurship and Innovation. 3 Semester Hours.

A study of topics in Entrepreneurship and Innovation (specific subject is indicated each time the course is offered).

EL 4380. Values-Driven Intrapreneurship. 3 Semester Hours.

Consistent with the St. Mary's University's mission, this course allows students the opportunity to apply the knowledge and skills developed in MN3310, MN3340, MN3390 in order to contribute to the solution of a narrowly designed problem affecting our community. Students engage in a social intrapreneurship project with local non-profit organizations and develop functional solutions to issues these organizations face.

EL 4398. International Entrepreneurship. 3 Semester Hours.

Topics covered in this course include global expansion of entrepreneurial ventures, methods of small business globalization, opportunities and risks of global expansion, barriers to entry, and the impact of globalization on all business functions.

IB 3321. US Business in an Interdependent World. 3 Semester Hours.

A survey of the effect that differences in cultural, economic, legal, political, and social environments have on the way business is conducted throughout the world. This course explores the effects that regional economic and political arrangements and international institutions have on firms involved in international business. (Fall; Spring) This is a writing-intensive course.

MN 3380. Managing Innovation and Change. 3 Semester Hours.

This course will include current concepts on the effective management of a rapidly changing business environment and the role of managers in assisting the organization with this change. Students will develop abilities to apply open innovation to the business as a new paradigm that assumes that firms can and should use external ideas as well as internal ideas, as firms look to create and profit from new ideas and technology.

BA 4333. Business and Professional Ethics

This course meets the requirement of the state of Texas for CPA candidates to have a business and professional ethics course, and provides a broader discussion of ethics issues that are important to business and the free enterprise system. It is open to all upper division business majors and to other upper division students by permission of the instructor. Prerequisites: Accounting majors only, EC 2301 or EC 2303, MT 1305 or MT 2303, MT 1306 or MT 2306 or MT 2412, AC 2310 or AC 2301, AC 2320 or AC 2302 Senior Status or Permission of the instructor. (Fall, Spring).

BA 4334. Business Ethics & Corporate Social Responsibility

Students learn the fundamentals of ethical leadership, the most common ethical lapses that occur within organizations, methods of making ethical decisions when confronted with ethical dilemmas, how to develop and implement ethical business strategies, the roles and responsibilities of business in the global economy, and the effects of business on society. Students may be required to complete an extensive project, as well as attend functions off-campus related to the course. Prerequisites: EC 2301 or EC 2303, MT 1305 or MT 1306 or MT 2306 or MT 2303 or MT 2412, AC 2310 or AC 2301 or AC 2320 or AC 2302 Senior Status (Fall, Spring).

BA 6312. Fundamentals of Economics and Markets in the Global Economy. 3 Semester Hours.

This course offers a study of the development of the market system and the application of economic principles to the conduct and organization of business, an analysis of both individual and firm behavior in the international marketplace, and a study of the fluctuations in the level of economic

activity and the micro and macro analytical tools needed to understand those fluctuations.

BA 6375. International Business Core. 3 Semester Hours.

This course serves two objectives. First, it introduces the student to the major institutions and organizations that affect the international economic and political context in which firms operate, the international economic, political, and cultural milieu, the growing globalization of business, and the growing complexity of doing business within the rapidly changing international context. Second, it serves as a foundation for more advanced courses that include an international dimension.

BA 7332. Values Driven Leadership Lab I. 3 Semester Hours.

This is the first of two courses intended to explain how to develop socially responsible and sustainable approaches to business with a special emphasis on social entrepreneurship, corporate social responsibility, and sustainability. This course also emphasizes the fundamentals of ethical leadership, to include values-driven strategies for aligning individual behavior and organizational culture; and the development of Advanced Behavioral Skills and familiarity with contemporary business and operational issues and strategies.

BA 7333. Values Driven Leadership Lab II. 3 Semester Hours.

This is the second of two courses intended to explain how to develop socially responsible and sustainable approaches to business with a special emphasis on social entrepreneurship, corporate social responsibility, and sustainability. This course also emphasizes the fundamentals of ethical leadership, to include values-driven strategies for aligning individual behavior and organizational culture; and the development of Advanced Behavioral Skills and familiarity with contemporary business and operational issues and strategies.

BA 7342. Leadership and Ethics. 3 Semester Hours.

This M.B.A. core course fosters students' abilities to become effective, ethical, visionary leaders in the modern global business world. It explores ethical leadership challenges, informed by historical, cultural and contemporary leadership thought including servant leadership. Topics such as interpersonal skills, empowerment and delegation, conflict resolution, problem solving and the importance of values-based decision making are emphasized.

BA 8323. Corporate Social Responsibility. 3 Semester Hours.

This course provides an understanding of the theory and practice of companies that choose to fulfill social responsibility roles in addition to traditional profit-oriented activities that maximize shareholder value. Students study the philosophical and economic rationale for such activities, identify sources of information about participating companies, and document the extent of reported company activities related to the environment, the community, and employees and their families. Companies in the U.S. and abroad are examined.

BA 9301. Topics in Int'l Relations. 3 Semester Hours.

The primary focus of the course is sustainable, economic development, with a second focus on the relationship of sustainable economic development to security and conflict resolution. The course is normally taught in Summer 1 or Summer 2 and includes a required international field trip that is designed to give students an exposure to governmental, not-for-profit, educational, micro-entrepreneurial, small business, and co-operative organizations in less-developed countries that are

struggling with sustainable, economic development.

BA 9375. Leaders, Strategy, & Society. 3 Semester Hours.

As the capstone course for the General Management Track of the M.B.A. degree, students will examine and gain an understanding of the role of a firm's leaders, approaches to strategic management and interactions with ethics and social responsibility.

## CENTERS AT THE GREEHEY SCHOOL OF BUSINESS

### CENTER FOR GLOBAL BUSINESS STUDIES

The Center for Global Business Studies is focused on developing international business knowledge and skills, cultural and linguistic proficiency, and high impact, experiential learning opportunities for students and faculty in the Greehey School of Business as well as for regional business leaders.

Its functions include:

- Building strong, long-term partnerships with both local and overseas companies, organizations and institutions that are heavily involved in international business activities and studies.
- Providing financial and logistical support to students, faculty, and business leaders who want to expand their international business knowledge, skills and experience as well as their cultural and linguistic capacities.
- Creating, sponsoring and promoting international business learning opportunities — i.e. study abroad programs, internships, mini-consulting projects, research, case study competitions, additional classes, guest speakers, annual events, conferences — for students and faculty in the Greehey School of Business as well as for the regional and global business community.

### GLOBAL LECTURE SERIES

**Spring 2021 Global Lecture Series:** The focus of the Spring 2021 lecture series was on South America. Emerging and established South American business leaders took the virtual stage to discuss the models and practices central to international business innovation and leadership.

Speakers from our Spring 2021 Global Lecture Series included:

- Matt Jordan, Director of the Center for Global Business Studies, St. Mary's University
- Rebecca Judis, CEO, Global Strategic Partnerships
- Luis Pasquotto, President, Cummins South America; Vice President, Cummins
- Rafael Torres, Head of Innovation, Cummins
- Cristina Moreira, Human Resources Director, Cummins
- Angela Pegas, Partner, Services Practice in Latin America, Egon Zehnder
- Cristina Manterola, Director and Regional Leader, Diversity and Inclusion Council, Egon Zehnder (Chile)
- Rodrigo Frias Rivas, Director of Entrepreneurship Division, CORFO
- Susana Sierra, CEO, BH Compliance (Chile)
- Gonzalo Villaran, CEO, TUMI Genomics (Peru)
- Luis Carrillo, President, General Electric in Central Area of Latin America (CALA)
-



<https://mediaspace.stmarytx.edu/category/Schools%3EGreehey+School+of+Business%3ECenter+for+Global+Business+Studies%3ESpring+2021+Global+Lecture+Series/205258023>

## SAN ANTONIO KING SEJONG INSTITUTE AT ST. MARY'S UNIVERSITY



The San Antonio King Sejong Institute at St. Mary's University is supported by the South Korean government and in partnership with Dongseo University of South Korea. The King Sejong Institute (KSI) fosters and supports education in Korean language and culture through academic and non-academic courses and programming.

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### King Sejong Institute at St. Mary's

There are 213 King Sejong Institutes in 76 countries around the world but only 13 locations in the United States, including the newest institute at St. Mary's.

[Professor Seongbae Lim, Ph.D.](#), of the Greehey School of Business, has been appointed director of King Sejong Institute. Lim is recognized as a world-renowned expert in the field of innovation and convergence, and recently made a presentation at the United Nations titled, *Achieving Sustainable Development through Innovation*. Professor Lim teaches business courses on the Asian community, inviting more than 100 outstanding guest speakers, impacting thousands of students and community members.

The St. Mary's King Sejong Institute, by providing Korean language and culture educational and programming opportunities for our campus and for the community, will play a major role in improving our students' ability to understand cultural diversity and how to collaborate with people from different backgrounds.

The King Sejong Institute periodically hosts events for the community to attend. In addition, anyone who is interested in Korean language and culture can participate in free community classes offered throughout the year.

### Student Opportunities

The King Sejong Institute will invite the students from around the world who win first place at the Speaking and Writing Contest to visit Korea. During their stay, the students, who come from many cultural backgrounds, will learn about Korean together by participating in a diverse Korean culture experience program.

The King Sejong Institute will also provide various scholarship opportunities to the KSI students to foster their desire to learn. For example, it offers financial support for language training and the

completion of academic degree at Korean universities.

#### IN THE NEWS



#### ST. MARY'S PRESENTS THE CROSSROADS SYMPOSIUM ON SOCIAL ISSUES ARISING FROM THE PANDEMIC

St. Mary's presents the Crossroads Symposium on social issues arising from the pandemic  
August 31, 2021

***Panelists include Bexar County Judge Nelson Wolff, Auxiliary Bishop Michael Boulette and Greehey School of Business Dean Rowena Ortiz-Walters***

As the COVID-19 pandemic continues to test the resilience of institutions, relationships and beliefs, St. Mary's University and its [Center for Catholic Studies](#) will host the Crossroads Symposium on Wednesday, Sept. 22, to reflect on social issues and public policy questions that the pandemic has brought to the forefront.

The on-campus evening symposium, titled Beyond the Pandemic: In the Light of Catholic Social Teaching, will feature a discussion by:

- The Hon. Nelson W. Wolff (B.B.A. '66, J.D. '66), Bexar County Judge
- The Most Rev. Michael J. Boulette, Auxiliary Bishop of the Archdiocese of San Antonio
- Rowena Ortiz-Walters, Ph.D., newly appointed Dean of the St. Mary's Greehey School of Business
- Thomas M. Mengler, J.D., President of St. Mary's University (moderator)

"The pandemic is not over. Yet, as individuals and organizations continue to work through COVID-19 pandemic's many challenges, we must also look beyond the pandemic and reflect on the consequences and impact of the pandemic on our communities, the lessons we have learned and the opportunities presented," Mengler said. "Our distinguished panelists will discuss these and other questions arising from the pandemic and its aftermath."

In the context of the pandemic, Mengler will invite the panelists to reflect on both social issues and public policy questions facing San Antonio and our world, in part through the lens of Catholic Social Teaching.

"The themes of Catholic Social Teaching — among them, respect for the dignity of each human person; the call to family, community and participation; and the preferential option for the poor and vulnerable — are powerful tools with which to assess our local and global communities and their many challenges — no more so than during this pandemic," Mengler said.

*The symposium will take place from 7 to 9 p.m. on Wednesday, Sept. 22, in the [University Center, Conference Room A](#). Those traveling to campus can park in [Lot D](#), near the NW 36th Street entrance; or [Lot H](#), near the Culebra Road entrance. For directions, visit [www.stmarytx.edu/map](http://www.stmarytx.edu/map). For more information, contact Alicia Tait at [atait@stmarytx.edu](mailto:atait@stmarytx.edu).*

**More about the Crossroads Symposium**

The Crossroads Symposium is a free, annual lecture series featuring men and women who have shaped the Catholic Intellectual Tradition — a tradition at the heart of the educational enterprises at St. Mary's University.

The symposium topics focus on the impact of faith on everyday life, witnessing to those who through their critical reflection in scholarly discourse bring a diverse perspective to pressing issues of the day, particularly those concerning faith and culture, social justice and injustice, issues that particularly concern the local Church and greater southwest Texas.

Each symposium balances faith and reason, in a dialogue between faculty scholars and Church leadership who hold different, even contrary views, to help us better navigate through the issues and to provide considerations for support and future change. The symposium is one of the cornerstones of the Center for Catholic Studies.

This symposium — Beyond the Pandemic: In the Light of Catholic Social Teaching — is sponsored by the MacTaggart Catholic Intellectual Tradition Lecture Series.

### **ST. MARY'S STUDENTS TO VOLUNTEER DURING CONTINUING THE HERITAGE**

**St. Mary's students to volunteer during Continuing the Heritage  
August 17, 2021**



One of incoming students' first activities at St. Mary's University will be to join St. Mary's community members — students, faculty, staff and alumni — to volunteer across San Antonio. The biannual service event called Continuing the Heritage will take place on Saturday, Aug. 21. The service event brings together the University community to volunteer for projects, such as yard work, office clean-up, sorting donations, and packaging food and diapers for those in need.

Last year, the St. Mary's Office of Community Engagement adapted the event online to engage in conversations on social justice and faith-driven leadership. The event Saturday marks a return to in-person service.

Volunteer registration closes Thursday, Aug. 19, at 5 p.m. Volunteers can register through [GivePulse](#), a database that connects volunteers with opportunities. To register, click the button below and log in using St. Mary's credentials. Select a service location to register for that location. Masks are required for all indoor activities and at all times during transportation.

Volunteers will gather on the Flex Field at The Park at St. Mary's at 7:30 a.m. Saturday, Aug. 21, for an opening ceremony, which includes breakfast and prayer, before beginning their morning of service. From 9 a.m.-noon, they will serve at sites including:

- Catholic Charities of San Antonio's Guadalupe Community Center at 1801 W. César E Chávez Blvd. Volunteers will help by power washing, gardening, organizing donations and making calls to isolated seniors.
- Texas Diaper Bank at 1803 Grandstand Drive, Suite 150. Volunteers will help repackage diapers or prepare donations for distribution to our clients who receive assistance from the Texas Diaper Bank and its 54 partner agencies.
- Haven for Hope at 1 Haven for Hope Way. Volunteers will assist with cleaning sleeping mats and interact with clients who are experiencing homelessness in the emergency shelter.
- Locke Hill Elementary at 5050 De Zavala Road. Volunteers will organize and clean classrooms in preparation for the school year.
- House of Neighborly Service at 407 N. Calaveras. Volunteers will help install a covering for the playground and assemble a storage unit.

### **COUNTRY, TEJANO MUSICIANS GIVE BACK THROUGH A STUDENT-DRIVEN VIRTUAL CONCERT**

Country, Tejano musicians give back through a student-driven virtual concert  
November 12, 2020

*St. Mary's University students launch online concert benefiting local nonprofits*



St. Mary's University Greehey School of Business students have collaborated to create a virtual concert, called Voices Rising, benefiting Meals on Wheels San Antonio and Visitation House Ministries. The concert will premiere on Sunday, Nov. 29, at 7 p.m. via the University's YouTube channel and on local public access television.

The concert will feature artists from a variety of musical genres, including Texas country singer Cory Morrow, Tejano star Patsy Torres, the San Antonio Mastersingers and more. It will also include performances from students of the St. Mary's Department of Music.

The COVID-19 pandemic has led to the cancelation of Meals on Wheels' and Visitation House Ministries' major fundraising events, causing a budget shortfall when the community needs services most. The audience will be encouraged to donate between acts through a text-to-give option or by visiting the nonprofits' websites.





need it the most.”

The Voices Rising concert is a service-learning project, for which students in the business school’s Principles of Marketing class receive real-world experience designing and implementing a marketing plan while making an impact on the community. The idea arose because of the effect the pandemic has had on the fundraising efforts of many of the area’s nonprofits.

“Working with Visitation House Ministries and Meals on Wheels San Antonio has been an extremely exciting experience that has given me so many opportunities to be more prepared for my career,” said Maddie Blevins, a junior Accounting major taking Principles of Marketing. “It means the world to me to know that we are able to help the people in our community when they

Voices Rising received a grant from the Edward and Linda Speed Catholic Studies Faculty Development and Research Fund that covered some of the costs of producing this event.

#### About the nonprofits

Meals on Wheels strives to, “eliminate hunger, alleviate isolation, and foster independence among seniors.” It provides meals, companionship and Alzheimer’s care for seniors and the disabled who are food insecure in the greater San Antonio area. Under normal operation, Meals on Wheels would provide hot meals daily. Currently, they provide several days’ worth of meals to seniors at one time, thereby reducing the risk of exposure to their volunteers and the seniors.

Visitation House Ministries provides services for women and children who are homeless or are at risk of homelessness. Its mission is to “educate and empower these women and children by providing safe, stable housing and access to educational resources.” The families they serve may be experiencing a job loss or lack of opportunity, inability to find affordable housing, or be victims of domestic violence.

“The Voices Rising Collaborative Benefit broadcasts the compassion, love, kindness and the power that we gain when we share with each other and lean on each other, particularly during these uncertain times of the COVID-19 crisis,” said Andrea Hofstetter, executive director of Visitation House Ministries.



### **Principle 3 | Method**

*We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

#### **FACES OF SUCCESS AT THE GREEHEY SCHOOL OF BUSINESS 2021 Presidential Award Recipients**



##### **Fernando Alberto Amans**

*B.B.A. in Finance and Risk Management*

*Trujillo La Libertad, Peru*

"When I first arrived in the United States, I was scared and overwhelmed. At St. Mary's University, I instantly felt welcomed, providing me with a sense of purpose and belonging."

[Watch Fernando's Video](#)



##### **Laura Dicún**

*B.B.A. in Management*

*Junín, Argentina*

"I participated in and promoted events that connected business with a Marianist approach, and now, as an alumna, I am active in a Marianist Lay Community where I share the value and importance of Catholic and Marianist education."

[Watch Laura's Video](#)



##### **Luis Antonio Rodriguez Puerto**

*B.B.A. in Finance and Risk Management*

*Tegucigalpa Francisco Morazan, Honduras*

"St. Mary's University has become a second home and definitely the people in the University have become my family. Not only that, but this experience has given me tools that, in the process, made me a more confident person."

[Watch Luis' Video](#)



**Zyania Sofia Seijas**

*B.B.A. in Finance and Risk Management, and Management  
Ciudad Juárez, Mexico*

"I can only describe myself as blessed. My education has shaped the way I see the world and my place in it."

[Watch Zyania's Video](#)



**Andrew Khoa Tran**

*B.B.A. in Accounting and Data Analytics  
San Antonio, Texas*

"Not only was my own life transformed from the experiences and opportunities St. Mary's had to offer, but the Marianist values inspired me to transform the lives of others."

[Watch Andrew's Video](#)

**IN THE NEWS**

**ST. MARY'S UNIVERSITY NAMED A 2021-2022 COLLEGE OF DISTINCTION**

St. Mary's University named a 2021-2022 College of Distinction  
June 30, 2021

**COLLEGE GUIDE'S UNIQUE METHODOLOGY CONTINUES TO PROMOTE ENGAGEMENT OVER PRESTIGE.**

St. Mary's University has been recognized for its commitment to engaged, hands-on education by Colleges of Distinction, a one-of-a-kind guide for college-bound students. As an institution whose primary goals are based on student success and satisfaction, St. Mary's claims its honor as one of the renowned Colleges of Distinction.

Colleges of Distinction's longstanding support for student-centered schools highlight those that traditional rankings often overlook. Founder Wes Creel created Colleges of Distinction to draw more attention to schools like St. Mary's whose student-centered education prevails in applying theory to practice while fostering a dynamic learning community. Among its honors and rankings, St. Mary's has been a College of Distinction since 2017.



ways institutions enable students to have a fulfilling, individualized college experience.

Colleges of Distinction's selection process comprises a sequence of in-depth research and detailed interviews with the schools about each institution's first-year experience and retention efforts alongside its general education programs, career development, strategic plan, student satisfaction and more — and accepting only those that adhere to the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community and Successful Outcomes. These principles are all informed by high-impact practices to prioritize the

Every student has their own unique set of abilities, goals and ideal settings in which they would thrive, Creel said. "That's why we don't rank our schools. It's about finding the best opportunities for each individual's needs and desires." St. Mary's inclusion is informed by the unique ways it commits to achieving success.

Creel and his colleagues found that the most popular college rankings systems rely on metrics like peer reputation, size of endowment and alumni salaries. They knew instead that the effective strategies for student satisfaction and outcomes were the kinds of engaging experiences found at St. Mary's University: a revamped curriculum with its continual focus on academic excellence, service events like Continuing the Heritage and 40 Days of Service, Marianist Heritage Week celebrating the founder of the Society of Mary, Homecoming Oyster Bake ("Baby Bake) to connect students and alumni over spring festivities, the StMU 5K for the Neighborhood and more.

Creel continued, "It's inspiring to see St. Mary's University commit to the learning styles and community involvement that will best allow their students to succeed in and beyond their college years."

St. Mary's was also recognized as a Catholic College of Distinction, a College of Distinction for Career Development, as well as for its Business, Education and Engineering programs.

#### About Colleges of Distinction

Since 2000, Colleges of Distinction has been committed to honoring schools throughout the U.S. for true excellence in higher education. The member schools within the Colleges of Distinction consortium distinguish themselves through their dedicated focus on the undergraduate experience. Its website provides dynamic college profiles, customized tools and resources for students, parents and high school counselors. For more information, visit [CollegesofDistinction.com](http://CollegesofDistinction.com).

#### **SAN ANTONIO ECONOMIC DEVELOPMENT FOUNDATION CEO TO DISCUSS ECONOMIC DEVELOPMENT AND COURAGEOUS LEADERSHIP**

San Antonio Economic Development Foundation CEO to discuss economic development and courageous leadership



April 5, 2021

Jenna Saucedo-Herrera (B.B.A. '09), president and CEO of the San Antonio Economic Development Foundation (SAEDF), will culminate the St. Mary's University 2020-2021 Forum on Entrepreneurship Series on Thursday, April 8.



Her session “Courage to play, Vision to win, are you All In?” will focus on the San Antonio region’s bold new economic development strategy to grow jobs, develop people and elevate the quality of place. The collaborative regional strategy led by SAEDF is projected to bring 140,000 new jobs, \$8 billion in new wages, and 200,000 new degrees and certifications to the San Antonio region over the next five years. The Meadows Center for Entrepreneurial Studies at St. Mary’s will host the discussion via Zoom from

8 to 9 a.m. Thursday.

“As an alumna of the Greehey School of Business at St. Mary’s University, Jenna exemplifies our mission of transforming students into ethical leaders with a passion for serving the common good,” said Stephanie Ward, Ph.D., Interim Dean of the Greehey School of Business and Professor of Management. “Her work as president and chief executive officer of the San Antonio Economic Development Foundation directly impacts our city by expanding the economic opportunities for everyone in our great city. This is the Greehey School of Business’ mission in action.”

In her capacity as SAEDF’s president and CEO, Saucedo-Herrera works with a talented team to advance the diversification and growth of the San Antonio regional economy through domestic and international business development, workforce development, partnerships and market strategies. During her tenure, SAEDF has secured more than 18,000 jobs from 84 projects that include EY, Victory Capital, Booz Allen Hamilton, Hulu, OKIN BPS, TJX, Navistar and Aisin AW.

“It’s an honor to have Jenna Saucedo-Herrera as our executive speaker to close the 2020-21 series,” said Sergio Palacios, Ph.D., Associate Professor of Management and Chairman of the Board of the Forum on Entrepreneurship Series. “As one of our most visible alumni, her success and accomplishments, such as becoming CEO of the SAEDF, during the first decade after graduating from St. Mary’s, make her an outstanding role model for our students!”

More about Saucedo-Herrera:

While attending St. Mary’s, Saucedo-Herrera was a standout student and captain of the Rattlers Softball team. Her first job was interning with CPS Energy. After graduation, she earned a full-time position as a business analyst and, in six years, became the youngest vice president in the company’s 73-year history.

As CPS Energy’s vice president of public affairs and brand management, Saucedo-Herrera managed

three departments including corporate communications and marketing, corporate social responsibility, and economic development. She reported directly to CEO Paula Gold-Williams (B.B.A. '84).

Saucedo-Herrera has received accolades including the "2015 Women in Leadership Award" and the "2017 40 Under 40: Woman of the Year Award" from the San Antonio Business Journal, acknowledgment by the San Antonio Express-News in its "2016 Women Who Run San Antonio" feature, and recognition in Culturemap's "Top Texans Under 30."

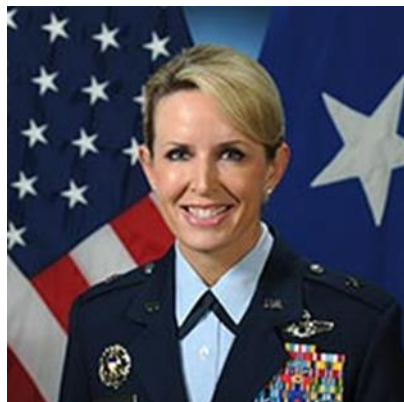
More about the Forum on Entrepreneurship Series

The Meadows Center for Entrepreneurial Studies promotes and encourages entrepreneurial thought, business and activities locally, regionally and nationally. The purpose of the Forum on Entrepreneurship Series is to offer the larger San Antonio community and students of St. Mary's University a forum to hear from some of the most talented individuals in industry and government. Funds generated from the series support student scholarships and encourage entrepreneurial activities in San Antonio and the region.

After the April 8 event, the series will continue with discussions in Fall 2021. The series' 2020-2021 title sponsor is PwC.

#### **U.S. AIR FORCE BRIGADIER GENERAL TO DISCUSS INNOVATIVE TECHNOLOGY, LEADERSHIP PHILOSOPHY**

U.S. Air Force Brigadier General to discuss innovative technology, leadership philosophy  
February 10, 2021



Brig. Gen. Laura L. Lenderman will speak virtually on Thursday, Feb. 18 U.S. Air Force Brig. Gen. Laura L. Lenderman will continue the 2020-2021 Forum on Entrepreneurship Series on Thursday, Feb. 18, by focusing on the entrepreneurial spirit of the Air Force, innovative technology, and her leadership philosophy and team building despite the challenges brought about by the pandemic.

Lenderman is the Director of Plans, Programs and Requirements, Headquarters Air Education and Training Command (AETC) at Joint Base San Antonio-Randolph. The Meadows Center for Entrepreneurial Studies at St. Mary's University will host the discussion via Zoom from 8 to 9 a.m. Thursday, Feb. 18.

"We are very pleased to have Brig. Gen. Laura Lenderman as a Forum on Entrepreneurship speaker," said Stephanie Ward, Ph.D., Interim Dean of the Greehey School of Business and Professor of Management. "Her leadership expertise will be invaluable for students and our business partners. We look forward to learning from her."

Lenderman is responsible for planning and programming a \$7.6 billion annual budget that supports

60,000 personnel who recruit, train and educate U.S. Air Force Airmen and international partners across 22 bases. She also develops AETC's inputs to the Program Objective Memorandum, which recommends funding allocations; leads AETC strategic planning; and manages flying training and technical training operational capability requirements.

"We're lucky to have Brig. Gen. Lenderman as our fourth executive speaker in our 2020-2021 series," said Sergio Palacios, Ph.D., Associate Professor of Management and Chairman of the Board of the Forum on Entrepreneurship Series. "She will discuss diverse topics that are extremely relevant, such as: Air Force innovations in the entrepreneurial world, basic military training in a COVID-19 environment, her leadership philosophy and the 3 L's (Listen, Love, Lift Up) and social needs of the military."

More from Lenderman's bio:

Lenderman graduated from Duke University with an Electrical Engineering degree in 1993. After attending pilot training at Columbus Air Force Base in Mississippi, she served several tours flying the KC-135 Stratotanker at Grand Forks Air Force Base in North Dakota, Fairchild Air Force Base in Washington State and Altus Air Force Base in Oklahoma.

Her staff assignments include serving as Chief of the Commander's Action Group and Executive Officer to the Commander, Air Mobility Command, Scott Air Force Base in Illinois; Analysis Branch Chief, Joint Staff J-8 in Washington, D.C.; and Deputy Director Military, Strategic Planning, Policy and Logistics, U.S. Transportation Command at Scott Air Force Base.

She also commanded the 15th Air Mobility Operations Squadron at Travis Air Force Base in California, served as the Vice Commander of the 380th Air Expeditionary Wing in Southwest Asia and commanded the 375th Air Mobility Wing at Scott Air Force Base.

Prior to her current position, the general was the Commander of the 502nd Air Base Wing and Joint Base San Antonio.

#### **VIRTUAL OPTION ALLOWS FOR INTERNATIONAL EXPERIENCE DURING COVID-19 PANDEMIC**

September 20, 2021

Studying abroad from home  
by Nathaniel Miller

During the Spring 2021 semester — as the COVID-19 pandemic continued to scuttle travel plans — Sami Bouls (B.B.A. '21) received hands-on experience with two Latin American companies and pursued his degree in International Business — all from the safety of his own home. Angela Pegas, Partner, Servies Practive in Latin America, Egon ZehnderAngela Pegas, Partner, Servies Practive in Latin America, Egon Zehnder, speaks at the Spring 2021 Global Lecture Series.

Traditionally, when earning your degree through the Greehey School of Business, two practicums are required for International Business majors, and traveling abroad is highly encouraged. But due to the

pandemic, travel was canceled and a new, virtual learning option was offered for the first time during Spring 2021 with plans to continue it into 2022.

This allowed Boulds, who is now earning his MBA at St. Mary's, and his classmates to virtually zip across continents and work with different real-world business scenarios.

Using a virtual simulation in Brazil, Boulds and his teammates were able to work in areas from research and development to marketing. They even worked with a nonprofit on ways to bring clean water to villages in need.

They also worked with Expanish, a company in Argentina, that helps students in a new country learn Spanish and immerse themselves in Spanish culture. Boulds said the company was looking to branch out to Vietnam.

Having a father with Swedish citizenship, Boulds and his family often traveled to Europe, but he admits he did not have much desire to visit other countries. After participating in the virtual study abroad program, Boulds' wanderlust came alive.

"I was just stubborn," Boulds said of his refusal to visit other countries while younger. "It wasn't a good thing. I want to be able to broaden my horizons and experience new things, cultures and ideologies."

*"The idea is for the program to spin into internships or jobs and give students employability skills and experience."*

*- Professor Matthew Jordan*

In addition to engaging in virtual simulations and working with international businesses, students also attended the Center for Global Business Studies Spring 2021 Lecture Series, which focused on business leaders from South America.

Assistant Professor of Marketing Zecong Ma, Ph.D., said the program's virtual approach benefited students in a way in-person learning may not have been able to. The program was also able to draw St. Mary's students studying other disciplines as well as students from other universities, said Matthew Jordan, Director of the Center for Global Business Studies, who led the virtual study abroad effort with help from Ma.

"Because all the meetings with companies are virtual, we can sit down with the CEO or CFO of those companies," Ma said. "There's more exposure to the decision-makers of those businesses ... that's another good thing about the virtual program compared to our traditional way of doing it."

Working virtually can teach students real-world skills at a reduced cost compared to physical travel, Jordan said.

"The idea is for the program to spin into internships or jobs and give students employability skills and experience," Jordan said, adding that students learn to solve problems, manage relationships and communicate with international counterparts.



Bouls encouraged students majoring in International Business to consider studying abroad — either virtually or physically — because the experience gained helps in the transition to both the workforce and higher education.

“At the end of the day, it sounds like a lot of work, but it really isn’t,” Bouls said “You’re gaining so much information and knowledge.”



## **Principle 4 | Research**

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

### **OUR APPROACH TO RESEARCH**

As part of a teaching-focused institution committed to the Catholic and Marianist ideals of education, the Greehey School's faculty produce intellectual contributions that advance the teaching and practice of business. Consistent with our mission, we encourage teaching- and practice-focused activities and contributions, while also valuing discipline-based research.

### **OUR APPROACH AS FACULTY**

The biggest source of professional pride and fulfillment for our faculty is their opportunity to play a key role in the development of students. Our professors' doors are always open, and they work diligently to know every student in a meaningful way. They understand fully that the Greehey School of Business exists purely to serve our students to the best of our abilities. Our faculty work hard to transform our students' lives and empower them to build a better world. As a result, they provide our students with a welcoming and challenging environment that combines excellence in business education with a focus on faith, values and service

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Ma, Z. and Palacios, S. (2021), "Image Mining: Exploring the Impact of Video Content on the Success of Crowdfunding", Journal of Marketing Analytics, Forthcoming.

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#### IN THE NEWS

#### ST. MARY'S BUSINESS WEEK TO FOCUS ON DIVERSITY IN HEALTH CARE AND ENERGY SECTORS

St. Mary's Business Week to focus on diversity in health care and energy sectors  
October 5, 2020

***Virtual Oct. 12-16 event features Novant Health's Angela Yochem and CPS Energy's Paula Gold-Williams***

To celebrate the 45th annual [Business Week](#), the St. Mary's University Greehey School of Business will draw together leaders in health care, energy and other industries to further the ongoing national conversation centered on diversity, equity and inclusion.



The virtual event begins Monday, Oct. 12, and continues through Friday, Oct. 16, with keynote lectures, panel discussions, workshops and a career fair embracing the theme *Ethical Leadership and Innovation During Times of Change*.

"This year's focus on *Ethical Leadership and Innovation During Times of Change* speaks to important issues occurring in today's world," said Stephanie Ward, Ph.D., Interim Dean of the [Greehey School of Business](#). "Business Week will include sessions on leadership and innovation in health care; the national diversity, equity and inclusion conversation; living out the Marianist charism; and business

creation to promote economic and societal change. Hearing from experts on these topics is critical for student success.”

Business Week events of note include:

- **Tuesday, Oct. 13, 9:45 to 11 a.m.:** *La Quinta Keynote Speaker* Angela Yochem, executive vice president and chief digital and technology officer of Novant Health; with special guest Carmen Canales, chief human resources officer of Novant Health;
- **Tuesday, Oct. 13, 2 to 3:15 p.m.:** *CPS Energy Diversity, Equity and Inclusion Panel* with Paula Gold-Williams (B.B.A. '84), president and CEO of CPS Energy; Shelton Goode, D.P.A., CEO of Icarus Consulting and chief diversity officer of the Metropolitan Atlanta Rapid Transit Authority; and Norma Ramirez Montague, Ph.D.; Associate Dean of the Master's in Management Program and Associate Professor of Accounting at Wake Forest University; moderated by Thomas M. Mengler, J.D., President of St. Mary's University
- **Wednesday, Oct. 14, 9:15 to 10:30 a.m.:** *Being Marianist During Times of Change* with Brother Bernard J. Ploeger, S.M., Ph.D., assistant provincial of U.S. Marianists; the Rev. Tim Eden, S.M., Ed.D., Vice President for Mission and Rector of St. Mary's University; Sister Nicole Trahan, F.M.I., provisional assistant for education for the Daughters of Mary Immaculate; Henry Van de Putte, CEO of American Red Cross Texas Gulf Coast Region
- **Wednesday, Oct. 14, 2 to 3 p.m.:** *The Economy and Society: How Does It Keep Moving Forward?* with Julissa Carielo (B.B.A. '95), founder and president of Tejas Premier Building Contractor Inc. and founder of Maestro Entrepreneur Center; and Rene Garcia, president of DreamOn Development Company LLC.

Business Week begins with several professional development workshops led by St. Mary's alumni and professional staff to equip students for the world of virtual recruiting, résumé and cover letter preparation, networking and behavioral interview techniques.

Panels, interactive workshops, classroom interactions and sessions include:

- The future of careers: virtual job searching techniques
- Networking through your career
- How to prepare for interviews
- The three-paragraph cover letter
- Résumé tips – dos and don'ts
- Risky business: How to plan for your career goals during uncertain times
- Destined to fail, destined to succeed
- Future leaders series
- Virtual career fair
- Business Week awards ceremony

“This year's virtual experience provides the opportunity to expand the number of student, industry and alumni interactions,” Ward said. “We are excited to host notable leaders in ethics and innovation from whom our students will gain important knowledge about today's economic and societal issues. It is important that our students are grounded in the intersection of faith, values and service so that they are prepared to be leaders in the world. Business Week is our commitment to preparing students in this way.”



## SIBLINGS MAKE THEIR MARK THROUGH MARKETING RESEARCH

December 10, 2021

Marketing mavens  
by Nathaniel Miller

Danielle Hass has always known she enjoys helping people achieve their potential.

As a volleyball coach of a club team as a teenager, Hass, who will graduate from St. Mary's University with an MBA on Saturday, said she had no problem letting the players take the glory of a win. For her, success was about helping others reach their goals.

"I never liked that idea that the coach doesn't do anything," Hass said. "That's not true. It's about seeing the people you help achieve success."

In the future, she wants to pursue a role as a professor in which she can help others grow, much like in her coaching days.

*"I truly love ethical business as well as the impact it can have on everyone's lives."*  
Danielle Hass

Her volleyball career as both a coach and player also helped her understand teamwork — assisting her in the academic world as well.

Hass, alongside her sister Ashley Hass (M.B.A. '17); Siti Aqilah Jahari, Assistant Professor at Monash University in Australia; and Mathew Joseph, Ph.D., Emil C.E. Jurica Distinguished Professor of Marketing at St. Mary's, were recognized in November at the 59th Society for Marketing Advances Conference.

Their research, An Exploratory Study of Consumers' Perceptions of Adopting Contact Tracing Mobile Applications, was awarded best paper in the conference's marketing track for public policy, nonprofits and health care.

Danielle Hass also authored and presented another paper at the same conference in Orlando, and is working with Joseph on two additional journal articles.

Originally from Orlando, Florida, Danielle Hass earned a bachelor's degree in Business and Information Management at Seminole State College before following her sister Ashley Hass to St. Mary's University.

Danielle Hass' passion for marketing started as a teenager when she was interested in graphic design and continued through high school. Learning she could get a job in creating content. Helping people understand products was what she knew she eventually wanted to do.

Her work with .decimal — a precision manufacturer for cancer treatment — is an example of how she

said business can affect people's lives.

"I truly love ethical business as well as the impact that it can have on everyone's lives," Danielle Hass said.

When looking for a university to pursue her master's degree, Danielle Hass said the use of soft skills — skills relating to the ability to how you interact with people — during her admissions process made the allure of St. Mary's all that more exciting.

It's a lesson she said she's taking forward as she applies to schools to pursue her doctorate degree.

"The schools that I want to apply for have those soft skills," she said. "When they're meeting with me on Zoom, they're just so human. I appreciate that."

Now finishing her doctorate degree in Marketing at Texas Tech University, Ashley Hass first came to St. Mary's as a graduate assistant for the Volleyball team before focusing solely on her studies. Joseph helped her attend the Society for Marketing Advances Conference in 2017 and helped her decide to pursue her doctorate.

She is scheduled to teach at the University of Portland in Oregon starting in February 2022.

"St. Mary's had such a big impact on me because the culture of the program was so amazing," Ashley Hass said.

Joseph described both sisters as exceptional students who harbor an understanding of servant leadership.

"I am glad that I played a small part in their academic career," he said. "I truly believe my role as a professor is to inspire others to dream big and believe that nothing is impossible in life."



## **Principle 5 | Partnership**

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges*

### **FAIR TRADE UNIVERSITY**

St. Mary's received the Fair Trade University certification on March 23, 2015 and stands as one of two universities in Texas with this certification. Fair Trade is a global social movement that allows producers in developing countries to work in safe conditions, earn a living wage, improve the lives of their families, and invest in a social premium which is used to democratically determine how to improve their communities. Fair Trade principles are taught in classes. Fair Trade products can be found in campus outlets such as the cafeteria and Starbucks. Catered events can include Fair Trade Certified coffee and tea. The Fair Trade Committee promotes awareness on campus. Lastly, St. Mary's is committed to the promotion of Fair Trade and conscientious stewardship of resources. For more information on this campaign, see the link below. <http://fairtradecampaigns.org/>

### **GREATER SAN ANTONIO ETHICS AND COMPLIANCE ROUND TABLE**

Founded in November 2008 by St. Mary's Faculty Matthew Gilley, Ph.D. and Earnest Broughton, Ph.D., the Greater San Antonio Ethics & Compliance Roundtable is a group of ethics and compliance professionals from the San Antonio and Austin areas that meets at St. Mary's University quarterly each year to hear speakers and share information about ethics and compliance issues in a luncheon format. The group is now incorporated as a 501(c)(6) nonprofit. Participating organizations include or have included Dell, AT&T, Valero Energy, Boeing, Petco, Enterprise, Siemens, USAA, NuStar Energy, Rackspace, HEB, Frost Bank, the City of San Antonio, the City of Austin, and many others. Speakers we have hosted include the former chief regulator of Fannie Mae and Freddie Mac, the Executive Director of the Ethics & Compliance Initiative, the head of corporate responsibility globally for PwC, and numerous others.

### **THE HARVEY NAJIM CENTER FOR BUSINESS INNOVATION AND CORPORATE SOCIAL RESPONSIBILITY**

The Harvey Najim Center for Business Innovation and Social Responsibility is a partnership between the Greehey School of Business, the School of Humanities and Social Sciences, the School of Science, Engineering and Technology, and the School of Law, created by a gift from Harvey Najim.

The Najim Center provides knowledge and experiential learning opportunities for St. Mary's business, engineering, and law school students while at the same time delivering measurable commercial benefit to San Antonio businesses, economic development and non-governmental organizations and agencies.

The Najim Center provides an internal resource which encourages product and operational innovation by the St. Mary's community to vet out new product development and introduce innovative solutions to producing existing products from within the university. We create interdisciplinary and cross-functional opportunities for learning in the areas of business innovation and social responsibility by

identifying projects with global, local and nonprofit organizations. For more information about the Najim Center, please click on the link below.

### **MEADOWS CENTER FOR ENTREPRENEURIAL STUDIES**

The Meadows Center for Entrepreneurial Studies promotes and encourages entrepreneurial thought, business and activities locally, regionally and nationally. It offers the Goelz Speaker Series and the Breakfast Forum Series.

The purpose of the Forum on Entrepreneurship Breakfast Series is to offer the larger San Antonio community and students of St. Mary's University a forum to hear from some of the most talented individuals in industry and government. Funds generated from the series support student scholarships and encourage entrepreneurial activities in San Antonio and the region.

The Forum on Entrepreneurship Breakfast Series attracts two to three hundred attendees to its bi-monthly breakfast meetings. For more information, please follow the link below.

### **ADVISORY COUNCIL OF EXECUTIVES – GREEHEY SCHOOL OF BUSINESS**

The Advisory Council of Executives for the Greehey School of Business is comprised of leaders from business professions, public service and governmental organizations, and the academy. Members of the Council work closely with the Dean to advise and assist with planning and establishing community relationships and partnerships to advance academic excellence and secure internships and employment opportunities for our students. Advisory Council members also support the financial growth and development of the Greehey School of Business.

### **MEMBERS OF THE ADVISORY COUNCIL OF EXECUTIVES**

**Paul Hensley**, Chair of the Advisory Council  
Senior Vice President and Chief Financial Officer, HOLT CAT

**Lynette Aguilar** (B.B.A. '03, M.B.A. '05)  
Vice President and General Manager – North Texas, AT&T

**Danko Barisic** (B.B.A. '08, M.B.A. '11)  
Executive Director for Business Development, NuStar Energy L.P.

**Josie Behrend** (M.A. '00)  
Partner, RSM US LLP

**Scott Bick** (B.B.A. '96)  
Vice President for Corporate Tax, iHeartMedia, Inc.

**Douglas Cross** (B.A. '68)  
President and CEO, Emeritus, AAA Auger Plumbing

**Jon D. Crumley**  
San Antonio Office Managing Partner and Assurance Leader, PwC



**Rene Dominguez**

President and COO, Texas Research and Technology Foundation/VelocityTX

**Tres Doran**

Audit Partner, KPMG, LLP

**Bjorn Dybdahl** (B.A. '70)

Founder and President, Bjorn's Audio Video

**Chris C. Edelen** (B.B.A. '83)

President and CEO, Edelen Marketing Associates

**Tom Grothues** (B.B.A. '91, M.B.A. '97)

Consultant, Tom G. Consultant Group

**Delores Lenzy-Jones** (B.B.A. '82, M.B.A. '83)

CFO, Waterloo Greenway

**John Dryden Nanna** (B.B.A. '03)

Founder, Dryden Labs; Founder, Local Fresh Bag

**Tom Stringfellow, CFA, CPA, CFP, CIC** (M.A. '89)

Chief Investment Strategist, Argent Trust Company

**Jim Tsakopoulos Jr.** (B.B.A. '67)

CPA and Retired Principal, CliftonLarsonAllen, LLP

**Parker Wilson** (J.D. '94)

Managing Counsel, Valero Energy Corporation

*St. Mary's University Administration:*

**Thomas M. Mengler, J.D.**

President

**Rowena Ortiz-Walters, Ph.D.**

Dean, Greehey School of Business

## NOTABLE ALUMNI

Paula Gold-Williams



Gold-Williams (B.B.A. '84) became interim CEO of CPS Energy in September 2015. She was an honoree of the San Antonio Women's Chamber of Commerce, served as an Honorary Joint Base San Antonio Commander, and received Best CFO and Finance awards from the San Antonio Business Journal and La Prensa.

Bill Greehey



Greehey is the Chairman of NuStar Energy and former Chairman and CEO of Valero Energy. He is also a philanthropist who served on the Board of Trustees of St. Mary's, which named him a Distinguished Alumnus and granted him an honorary doctorate of philosophy. The School of Business bears his name thanks to his University-record \$25 million gift, and the arena within the Alumni Athletics & Convocation Center is named after him in honor of his service as campaign chairman.

Michele Lepe



Lepe is the regional Emmy Award-winning host of *The Good Night Show* on Sprout, a cable channel for preschoolers. She earned a B.B.A. in International Business from St. Mary's.

Alma L. Lopez



Lopez practiced law for 25 years and was the first Hispanic woman to serve on Texas' Fourth Court of Appeals. She was also the first Hispanic woman to serve as Chief Justice of the State of Texas. She graduated from St. Mary's University with a B.B.A., followed by a J.D. from the School of Law. She is enshrined in the San Antonio Women's Hall of Fame for Public Service and has received the National Association of Women Lawyers President's Award for Excellence.

John Quiñones



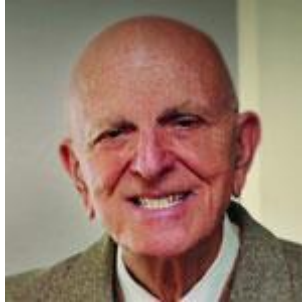
Quiñones is a broadcast journalist and anchor of the ABC News show *What Would You Do?* Growing up in a family of migrant farmworkers, Quiñones was selected to take part in a program called Upward Bound, which prepares inner-city high school students for college. He attended St. Mary's University, graduated with a bachelor's degree in Speech Communication, and went on to earn a master's degree and start a career in news. He has won seven national Emmy Awards.

Stuart Parker



Parker, who earned an MBA in Finance from St. Mary's University in 1995, was CEO of USAA – one of America's leading financial services companies. USAA has served military families since 1922, offering members insurance, banking, investment products and financial advice and planning services. The association owns or manages assets of more than \$222 billion.

John Santikos (1927-2014)



The late John Santikos was a theater and real estate entrepreneur who established South Texas movie theater chain Santikos Theatres in 1958. He earned a marketing degree from St. Mary's in 1949, then worked at his father's movie theater business, which started in Waco in 1911. The rest is history. Santikos died in 2014 at age 87.

Jenna Saucedo-Herrera



Saucedo-Herrera is President and CEO of the San Antonio Economic Development Foundation. She is the first woman to earn that role, and the youngest, at age 29. Just six years after receiving her B.B.A. from St. Mary's in 2009, she became the youngest vice president in the history of CPS Energy. The San Antonio Business Journal named her one of the 2015 Women's Leadership Award winners.

Nelson Wolff



Wolff has served in the Texas House of Representatives, the Texas Senate and the San Antonio City Council. He was San Antonio mayor from 1991-95 and is currently serving as Bexar County Judge – making him the second person in more than a century to have held both offices. He earned B.B.A. and J.D. degrees at St. Mary's.



## IN THE NEWS

### GLOBAL LECTURE SERIES TO HIGHLIGHT SOUTH AMERICAN BUSINESS LEADERS



Global Lecture Series to highlight South American business leaders  
January 28, 2021

The [Global Lecture Series](#) hosted by the St. Mary's University Greehey School of Business will create virtual interactions with notable South American business leaders over a five-week period starting on Wednesday, Feb. 3.

The multi-week event aims to foster global awareness, engage audiences in thought-provoking discussions on international topics and nurture international business relations.

During the 2021 lecture series, emerging and established South American business leaders will take the virtual stage to discuss the models and practices central to international business innovation and leadership.



Speakers include Rodrigo Frías Rivas, director of the Entrepreneurship Division of CORFO, the Chilean economic development agency; Susana Sierra, CEO of BH Compliance in Chile; and Gonzalo Villarán, CEO of TUMI Genomics in Peru.

The lectures, organized by the business school's Center for Global Business Studies, will be held virtually from 1:45 to 3 p.m. on Wednesdays.

Lecture dates and topics:

- Wednesday, Feb. 3 – Innovative Approaches to Leadership and Corporate Social Responsibility in Latin America
- Wednesday, Feb. 10 – Diversity and Inclusion in Latin America
- Wednesday, Feb. 17 – Panel Discussion on Innovation and Entrepreneurship in Latin America
- Wednesday, Feb. 24 – Syncing Local and Global Initiatives to Culture and Leadership Behavior in Latin America
- Wednesday, March 3 – Case Study on Social Entrepreneurship in Latin America

"There are several organizations in the San Antonio area that focus on cross-border trade and relations between the United States and Mexico, but what is going on politically, culturally and economically in South America receives very little attention in the United States," said Matthew Jordan, the Executive-in-Residence of International Business who directs the Center for Global Business Studies. "I am hoping that the Global Lecture Series can do two things: provide some cultural, political and economic context to several South American countries; and highlight a series of South American companies and entrepreneurs who are building innovative business models that

could be incorporated into businesses here in San Antonio and the United States in general.” Jordan as well as Rebecca Judis of Global Strategic Partnerships will moderate the events. To reserve your space, visit the [lecture series registration page](#). For more information, contact Pamela Luna at [gsb@stmarytx.edu](mailto:gsb@stmarytx.edu).

Global Lecture Series - Innovation in Latin America  
Feb 3, 8 AM - Mar 31, 11 PM, 2021 CST

Diversity and Inclusion in Latin America  
Feb 10, 1:45 - 3PM CST

Panel Discussion on Innovation and Entrepreneurship in Latin America  
Feb 17, 1:45 - 3PM CST

Syncing Local and Global Initiatives to Culture and Leadership Behavior in Latin America  
Feb 24, 1:45 - 3PM CST

Vale Corporation and Role of Social Investment for Improving Access to Healthy Water  
Mar 3, 1:45 - 3PM CST

#### **KENYAN ALUMNA BREAKS BARRIERS IN LEADERSHIP ROLE AT FOOTWEAR COMPANY**

July 19, 2021

In her shoes  
By Jennifer R. Lloyd (M.B.A. '16)

Jeddidah Thotho (B.B.A. '98) is as self-assured stepping off a global planning call for Bata Shoe Kenya PLC — the country's largest footwear company — as she is stepping into her favorite pair of Bata Comfit boots to care for her two children.

Among the world's largest footwear companies, Bata was founded in 1897 by a trio of siblings in Czechoslovakia and has been operating in Kenya since 1939. Even with that long history, Thotho's role overseeing 3,000 employees and about 150 stores signaled a change when she took over the role of Country Manager in February 2020, right before the pandemic hit. Thotho is the first woman and the first Black person at that leadership level in the company's long history.

“As much as it is a statistic that I'm the first woman to lead Bata Kenya, the first person of color to lead Bata Kenya, it doesn't really come into play on a day-to-day basis,” she said. “My bosses really have a lot of confidence in me and in my ability.”

Thotho credits St. Mary's University for aiding in her success.

“The background, the foundations I got at St. Mary's, for example, the value system, that I got at the University ... have got me where I am in this particular role,” said Thotho, who majored in Finance.

## Finding her place

Thotho was born and raised in Nairobi, where she attended a Catholic high school, but was not able to place into a college in Kenya. There were very few public universities at the time, she said. To gain acceptance, applicants had to be exceptional students and, even then, were unlikely to get their major of choice. But a family friend had a daughter who graduated from St. Mary's University and Thotho thought the U.S. seemed like a promising education market.

Her first experience in the U.S. was when she arrived at St. Mary's. She recalled St. Louis Hall appearing to her like a monument since the historical building was so well kept.

The people made an impression too.

"I remember how warm the Texans were, very warm, very kind, really wanting to help and very empathetic and also very curious about me and where I was coming from," she said.

Fellow Kenyan and then-Professor of English Elijah Akhahenda often hosted Thotho, inviting her to church with his family or to dinner at their home. She was shocked at the time to see the professor — a man — helping in the kitchen, which was one of her first experiences with understanding the differences in American and Kenyan culture.

In high school, Thotho honed skills in financial analysis and felt the draw to study finance. Soon after graduating, she was hired to sell long-term care insurance for the financial services company John Hancock. But she got a surprise call from the Chicago-based Sears Holdings Corporation with which she had met at a campus job fair and interviewed with a year before.

## Executive in development

She took the offer to become an executive development trainee at the store level in the Houston area, where she learned about everything from unloading trucks, asset protection and apprehending thieves, to merchandising and managing a department.

Jeddidah Thotho with then-Professor of English Elijah Akhahenda and his family. Thotho, far left rear, with then-Professor of English Elijah Akhahenda, third from the left in the back row, and his family and friends.

By 2003, she had moved to the Chicago area to analyze inventory for fashion clothing for thousands of stores across the U.S. Within a few years, she was promoted to a buyer in the fine jewelry department, specifically gemstones.

"I had no idea about any of the stones so to speak," she said. But she did have an analytical skillset to understand which products sell, and she got to work hatching marketing plans, creating strategic goals, getting the jewelry products onto the website and analyzing the benefits of social media for sales at an early stage.

When Sears merged with Kmart, Thotho found herself merging jewelry departments as well and was promoted to interim chief marketing officer for the fine jewelry business unit. With that exposure to

senior leadership, she became director for marketing strategy for the fitness equipment sector in 2010, and expanded the clientele beyond the individual consumer to big gym operators.

But for a while, her family had been calling her home to Kenya to settle down and have children.

“It did take me some time to make the decision to move back because the reality was I was kind of hitting the glass ceiling,” she said. “Even at the director level, to be honest, there were not really women, let alone women of color, let alone women from other countries.”

### Returning home

After 11 years with Sears, she made the leap back to Kenya in December 2010 and was interviewing for new positions by January. First, she worked for Deacon, a fashion consolidator that franchised brands out of South Africa. Later, an American investor wanted her help bringing fashion, like Mango, and fast food brands, like Pizza Hut and Subway, into East and Central Africa.

*“There are many opportunities in life to discover your passion,” she said. “Work hard, be smart, leverage the networks that you have and things will work out. You will have a successful career regardless of gender, race or age.”*

*Jeddidah Thotho*

Bata Shoes poached her from that role in 2019 to start as their commercial director leading retail teams to sell shoes through different channels, such as stores, wholesalers, export markets, the hospitality industry and the government.

Freshly promoted to Country Manager when COVID-19 began spreading in Kenya in March 2020, Thotho prioritized employee safety, instituting handwashing and social distancing in factories where workers needed to sustain daily work. She also prioritized the safety and wellness of customers in stores by adding sanitization, having sales associates wear masks and implementing social distancing. Jeddidah Thotho with a nun who was a student at St. Mary's. Thotho pictured on campus with a fellow student who was a nun from Ghana.

To maintain the business amid the pandemic, Bata also had to restructure and reduce expenses, including eliminating stores that were not bringing in revenue. As for their online presence, the company revamped their website and boosted their customer service on social media.

Bata also began sewing masks for its employees, sharing the extra masks with the community. They converted chemical drums into handwashing stations in neighborhoods and donated more than 100,000 shoes to health care workers and their families in Kenya.

Now as a role model to her daughter and son, Thotho hopes to inspire the next generation, especially young girls, to know that a less than stellar grade in school does not spell the end for a successful career.

“There are many opportunities in life to discover your passion,” she said. “Work hard, be smart, leverage the networks that you have and things will work out. You will have a successful career



regardless of gender, race or age.”



### **Principle 6 | Dialogue**

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

The Greehey School of Business has a long history of hosting events that bring together internationally recognized executives and thought leaders, students and faculty to discuss the greatest challenges and opportunities facing our world. The School hosts career fairs, talks, networking events and more throughout the year. Open to all Greehey School of Business students free of charge, these events help students gain insights, develop their professional network and secure jobs and internships that put them on the path to a lifetime of achievement and fulfillment.

#### **BUSINESS WEEK**

A three-day event including mentoring sessions (Mentoring Monday), a job fair (Meet-the-Firms), the La Quinta Keynote Lecture, and lectures, panels and workshops on current topics from top business leaders.

[Learn more about Business week](#)

#### **FORUM ON ENTREPRENEURSHIP SERIES**

Offers the larger San Antonio community and students the opportunity to hear from some of the most talented and innovative individuals in industry and government.

[Learn more about the Forum on Entrepreneurship Series](#)

#### **RISK AND INSURANCE INDUSTRY SUMMIT FOR STUDENT ENGAGEMENT (RIS<sup>2</sup>E)**

RIS<sup>2</sup>E brings together students and industry leaders to network and discuss the latest topics and trends in the risk and insurance industry.

[Learn More about RIS<sup>2</sup>E](#)

#### **RISK MANAGEMENT AND INSURANCE CAREER FAIR**

The fair welcomes more than 30 companies and organizations, and is open to the St. Mary's community. It offers students an opportunity to develop their professional network, apply for jobs and internships, and learn about opportunities in some of the best companies in the risk management and insurance industry.

[Learn more about the career fair](#)

#### **GLOBAL LECTURE SERIES**

This multi-week event brings U.S. and international industry leaders to engage with students, alumni, business partners and the San Antonio community to discuss diverse global topics.

[Learn more about the Global Lecture Series](#)

#### **CONFERENCE ON JUSTICE AND SOCIAL CONCERNS**

The Conference on Justice and Social Concerns provides our campus community with the opportunity to engage with issues of social justice, faith, and personal and communal responsibility to the common good.

In this two-day conference, experts in both academic and practical realms will come together to lead our campus in dialogue around issues challenging our community locally and globally. This year, the St. Mary's Greehey School of Business will host the conference. For more information, please follow the link below.

<https://www.stmarytx.edu/about/events/conference/>

#### IN THE NEWS

### ST. MARY'S UNIVERSITY PARTNERSHIP CREATES A KOREAN LANGUAGE AND CULTURE CENTER

St. Mary's University partnership creates a Korean language and culture center  
December 21, 2020

#### The new center offers classes to the community



St. Mary's University has launched the King Sejong Institute, which fosters and supports education in Korean language and culture through academic and non-academic courses and programming. The Institute is supported by the South Korean government and is in partnership with Dongseo University of South Korea. There are 213 King Sejong Institutes in 76 countries around the world, but only 13 locations in the United States, including the newest institute at St. Mary's.

"The St. Mary's King Sejong Institute, by providing Korean language and culture educational and programming opportunities for our campus and for the community, will play a major role in improving our students' ability to understand cultural diversity and how to collaborate with people from different backgrounds," said [Professor Seongbae Lim](#), Ph.D., of the Greehey School of Business, who directs

the Institute.

Lim, Professor of Information Systems, is an expert in the field of innovation and convergence and has presented at the United Nations.

The King Sejong Institute, which is part of the College of Arts, Humanities and Social Sciences, periodically hosts events for the community to attend.

Anyone interested in Korean language and culture can participate in free community classes offered throughout the year.

## CONCLUSION

Both the Greehey School of Business and St. Mary's University in totality believe that it is their mission to create and aid emerging leaders through values-based education. Throughout the variety of initiatives, extracurricular activities, and classes, these values are displayed and nurtured. These programs, activities, and initiatives align directly with the Mission of PRME and the Six Principles for Responsible Management Education.

