Congratulations to all! Whether you are completing your current degree program and looking forward to graduation or simply made it successfully through another academic year on your way to a degree, you all have persevered through an incredibly challenging time to do so. Between the health and process obstacles due to the pandemic and the social upheavals we have seen in the last couple of years, the uncertainty and anxiety levels have been through the roof. But, as we each can see in our own experience, we have survived, we are still here, and we either have progressed or can still progress. This means that opportunities are before all of us, and for this, we can be very thankful!

For those graduating, I would like to ask that you do three things. First, please use your education and skills to be the best that you can possibly be. In other words, go out there and succeed! This region needs an influx of new, educated talent, and it needs the ideas and insights that you can bring. We will all benefit from your success. Second, give back to the community. All of you have been encouraged and supported by folks around you, so plan now to reward this support by supporting others. Find others along your path that you can lift up, who you can encourage and inspire, and who can grow, as you have, with this support. And third, occasionally, come home! Return to us here at BPA to check in and let us know how you are doing. Maybe consider earning a master’s degree with us. Think about making presentations in our classes (remember the speakers that you had present to you in class or via a club or other activity and consider being a speaker for others). You might consider being a teacher for us at some point. And, you might think about providing some sort of financial support to facilitate the growth of future students. All in all, we are proud of you, and you will always have a home here.

For those in the midst of your degree path and who will be returning to us in the fall, have a great summer! I hope that you find time for rest, relaxation, and time with family. We all need to recharge occasionally, and this summer is a great time to do this. Come back to us in the fall refreshed and ready to continue your academic growth and know that we will be waiting for you!

Best wishes to all, sincerely –

Dr. John B. Stark, Interim Dean
Professor of Management

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The Digital Marketing and Business Analytics Hackathon was hosted last Fall 2021. This hackathon was an experience in creating a strategic media campaign and examining how avocado producers, retailers and distributors could improve their strategic decision-making process using retail data. Both tracks were designed to foster intellectual curiosity about utilizing data to make insights, improve processes and develop decision-making skills.

In this event, eleven teams of 40 students are recognized for their successful completion of this activity and wonderful winning work. Please see the CSUB News.
Committee Members: Dr. Di Wu, Dr. Zhenning “Jimmy” Xu, Dr. Yong Choi

Professor Dr. David Olson led a trip to Italy with 17 students from his international business course last December. Students participated in a 10-day trip traveling through Florence, Rome, Bologna and other Italian cities talking with Italian businesses and visiting landmarks. Students had several assignments that included journaling, experience videos and book reviews. The trip is an experience to apply what has been taught in class.

Newly Hired BPA Staff

The BPA department welcomes our new hired faculty and staff during the pandemic. We are excited to welcome them and look forward to the many contributions they will make to the experiences of our students, colleagues, and the University as a whole.

Lori Hazelip
Valari Kirkbride
Yvette Archuleta
Maria Diaz
Guadalupe “Pita” Montez
Rodrigo Rios
Marketing Club
The Marketing Club at CSU Bakersfield hosted ten successful events this school year! The club hosted a Design Competition, Marketing for a Cause guest speaker, Halloween Game Night social, Soft Skills Training Workshop with Mikin Plummer, a Q & A with T. Varner CEO of That Girl Social Media Marketing Agency, Meet and Greet Networking Event, Guest Speaker Emma Grimes 16 Minutes to Awesome Yourself, Dream It. Believe it. Do it. Visualizing Your Future Career: A Vision Board Interactive Zoom Session, Digital Marketing Guest Speaker Lauren Jacinto of Scarlett Sunrise Marketing, and a Career in Consumer Marketing with CSUB Marketing and ANA Educational Foundation guest speaker. All of these activities have helped students with their educational experience and has developed them professionally by helping students find a love for marketing, open them up to different career pathways, provide them with professional resources, and students learned that marketing is used in all industries! The following students have served as the executive board this school year and have made this club possible: Gracie Lyons, Kylie Baker, Denice Aguilera Morales, Alex Lyons, Jessica Ramirez Lopez, and Kylee Cross.

Contact Information
Advisor: Dr. Zhenning "Jimmy" Xu: zxu3@csub.edu

Society of Human Resource Management (SHRM)
The mission of CSUB SHRM is to develop the knowledge, skills, and abilities of its members through workshops, guest speaker events, and HR case competitions. Our partnerships with Cal SHRM and the local professional chapter Kern County SHRM provide career development opportunities in which students get the chance to begin building their own network of Human Resource professionals working within our local community. Our affiliation with national SHRM provides members an elevated student chapter experience that is supported by the nation's most knowledgeable HR leaders. We welcome all students interested in growing their professional skills while also giving back to the local community.

Contact Information
President – Trinidad Rodriguez – trodriguez19@csub.edu
Advisor – Tom See – tsee@csub.edu
Advisor – J.T. Chen – jchen34@csub.edu

Institute of Management Account Chapter (IMA)
CSUB's IMA Student Chapter provides members with opportunities to serve in the community, develop professional relationships, and build new skills. With the below stated mission, vision, and core values, we hope to establish a foundation for students to learn, lead, and achieve.

Contact Information
Advisor- Di Wu - dwu2@csub.edu
Outstanding Alumnus
Brian Conner

Outstanding Student in Accounting
Jazmin Barrita

Outstanding Student in Accounting – AV
Justin Dee

Outstanding Student in Finance
Jose Ledesma

Outstanding Student in Economics
Patrick Leigh

Outstanding Student in Environmental Resource Management
Karen Sandoval

Outstanding Student in Agricultural Business
Jose Luis Serrato Moreno

Outstanding Student in Management
Vanessa Abel

Outstanding Student in General Business
Raziya Noordeen

Outstanding Student in Small Business/Entrepreneurship Management
Angie Bernal

Outstanding Student in Marketing
Ashley Brumm

Outstanding Student in Supply Chain/Logistics
Emmanuel Morales

Outstanding Student in Human Resource Management
Michael Weir

Outstanding Student in Bachelor of Arts, Public Administration
Marcos Garibaldo

Outstanding Student, SBDC
Iris Villalobos Jauregui

Outstanding Student, MPA
Brigiett Guzman

Outstanding Student, MS-HCA
Amanik Grewal

Outstanding Student, BSBA-HCM
Graciela (Gracie) Lyons

Outstanding Student, MBA
Sean Tieu

PI ALPHA ALPHA HONORS SOCIETY INDUCTEES

Undergraduate Inductees
Lyons, Graciela "Gracie" (Outstanding Student) BSBA-HCM
Garibardo, Marcos (Outstanding Student) BAPA

Graduate

MPA
Barron, Vanessa Kay
Burger, James Dustin
Gaeta, Daisy Daniela
Guerrero, Rosa
Guzman, Brigiett (Outstanding Student)
Maldonado, Savannah
Peters, Addyson T
Reyes, Liliana A
Reynozo, Monike
Salazar, Nayeli
Silva Cepeda, Soyla Michelle
Silva, Adrianne L
Vasquez, Magdalena Angelina
Velasco, Natalie Rose
Verni, Frank J

MS-HCA
Cox, Myleesha
Curiel, Nayeli
Grewal, Amanik (Outstanding Student)
Harrison, Sydney Brooke
Sandhu, Tegbir
2022 BPA Honors Dinner Photos

BPA Faculty, CSUB President and Provost

Outstanding Alumnus

Outstanding Student in Accounting

Outstanding Student in General Business

Outstanding Student in Finance

Outstanding Student in Marketing

Provost and VP for A.A, Dr. DI Wu, Dr. John Tarjan, Dr. Seung Bach, Dr. Hossien Bidgoli, Dr. Dan Zhou, Dr. Jinping Sun, Dr. Aaron Hegde, Kelly Bearden, President Dr. Lynnette Zelezny, Dr. Jeremy Woods, BPA Interim Dean Dr. John Stark, Dr. Atiet Poushnesh

Vernon Harper, Provost and VP for A.A, Brian Conner, CSUB President Dr. Lynnette Zelezny

Vernon Harper, Provost and VP for A.A, Jazmin Barrita, CSUB President Dr. Lynnette Zelezny

Vernon Harper, Provost and VP for A.A, Raziya Noordeen, CSUB President Dr. Lynnette Zelezny

Vernon Harper, Provost and VP for A.A, Jose Ledesma, CSUB President Dr. Lynnette Zelezny

Vernon Harper, Provost and VP for A.A, Ashley Brumm, CSUB President Dr. Lynnette Zelezny
Faculty Highlights

**Dr. John Stark**
*Interim Dean - Professor of Management*


**Dr. Michieka Nyakundi**
*Associate Professor of Economics*

**Publications (2)**

**Grant Awards (Co-PI on a Grant)**
- $599,999, (2022 – 2025), SUPERSTAR: Sustainability Undergraduate Program For Extension And Research Of Science And Technology In Agricultural Region. Source: USDA – NIFA: Hispanic-Serving Institutions Education Grants Program (HSI) (Co-Principal Investigator)

**Conferences**

**Speaking Events**

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Faculty Highlights

Dr. Richard Ryan
Professor of Economics

Grant Award
California State University, Bakersfield, Grant of $1,000 from Pandemic Research Group FY2022 for “Employment Decisions, Unemployment Insurance, and Beliefs.”

Conference

Speaking Event

Dr. Mohsen Attaran
Professor of Management

**Dr. Mohsen Attaran (Continued)**

*Professor of Management*

- Mohsen Attaran. “Applications of Blockchain Technology in Business: Challenges and Opportunities.” BREC (Business Research and Education Center) seminar, School of BPA, February 12, 2021.

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**Dr. Hossein Bidgoli**

*Professor of Management*


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**Dr. Sumita Sarma**

*Assistant Professor of Management*

**Recent acceptance:**

- AOM 2022 presentation (summer) – based on my recently published book chapter:

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Faculty Highlights

**Dr. Jeremy Woods**  
Associate Professor of Management

- Dr. Woods has been appointed Faculty Director for BPA's new Center for Entrepreneurship & Innovation (CEI). The center is funded with $1.2 million in operating budget from community donors and will be focusing on building more scalable student & community startups, expanding entrepreneurship education, and building our Kern County entrepreneurship ecosystem together with the Beautiful Bakersfield & Boundless Kern (B3K) initiative.
- Dr. Woods has been working with NSME, the Air Force, the Navy, and NASA to develop educational partnership agreements with these aerospace sector leaders to start working on R&D and tech transfer projects starting this fall.

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**Dr. Zhenning "Jimmy" Xu**  
Assistant Professor of Marketing

- Professors Zhenning "Jimmy" Xu (presenter), McDowell Porter (presenter), Fernando Parra, Abbi Peters, and Jeremy Woods won the 49th ACME Conference AxcessCapon Competition and Award in 2022 in Louisiana, USA. This competition and award recognize marketing educators for developing innovations to enhance student learning. ACME, an associate of the Federation of Business Disciplines, is a professional marketing organization founded “to encourage exploration and development of superior marketing practices from academic and practitioner perspectives.”
- Professors Zhenning "Jimmy" Xu (presenter) and Jeremy Woods won the CSUB 2022 Pandemic Research Award for their teaching project “OpenforBusiness_Rising from COVID-19 - A experiential learning assignment”.
- Professor Zhenning "Jimmy" Xu presented “Understanding SEO Factors Using Principal Component Analysis” at the 49th ACME Conference in 2022 in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu Presented an invited workshop “Reproducible Interactive Dashboard Design Using R and R Markdown” at the 49th ACME Conference in 2022 in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu Participated in a panel discussion on "Supervising Undergraduate Student Research" at the 49th ACME in Louisiana, USA.
- Professor Zhenning "Jimmy" Xu's students, Loren Gillilan and Ryan Brimer, won the nomination for the 2021 Global Online Marketing Academic Challenge (GOMAC) award (one of the three nominations from the USA) for their Online Google Ads Campaign project for the Alpine Labs.
- Professor Zhenning "Jimmy" Xu served as an external judge for the 2022 Plot-a-thon Data Visualization Festival (CSUCI) hosted by CSU Channel Islands.
Faculty Highlights

**Dr. Craig Kelsey**  
*Professor of Public Policy and Administration*


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**Dr. Danbi Seo**  
*Professor of Public Policy and Administration*

**Publications**


**Awards**

- Mini-grant award from Pandemic Research Group, CSUB
- Course release award from Pandemic Research Group, CSUB

**Presentations**

BPA Spring 2022 Graduates
Where are they Going?

Veronica Alejandra Ipatzi- Master of Business Administration
Ipatzi has a professional background in accounting. Additionally, Ipatzi has worked in diverse industries in various roles for over 17 years. She aspires to the new opportunities that are coming with their MBA.

Kimberly Leyva – Bachelor of Science in Business Administration, Concentration in Human Resource Management
Leyva will be receiving Bachelor of Science, Business Administration in Human Resource. She attended Wonderful College Prep Academy for middle school and high school and graduated from high school in 2018. Leyva began my journey as a first-generation college student at CSU Bakersfield. After graduation 2022, she will be starting an Internship in a Human Resource Position at Wonderful College Prep Academy Highschool in Delano. She said, “I am excited to go back to my hometown to begin my career.”

Sydney Harrison- Master of Science in Health Care Administration
Harrison received her Bachelor of Science from Pepperdine University with a Degree in Sports Medicine. She continues seeking a position in healthcare management that will allow me to contribute to a healthier world, make a difference in the lives of others, and consistently pursue systems that protect the service of healthcare within our community.

Gracie Lyons- Bachelor of Science in Business Administration, Concentration in Healthcare Management
Lyons has served as a club officer for the marketing club at CSUB. have helped coordinate Runner Dance Marathon event. Gracie will continue her education here at CSUB for her Master of Science in Health Care Administration.
Alexander Lyons – Bachelor of Science in Business Administration, Concentration in Marketing
Lyons was President of the Marketing Club and was a volunteer in planning Rowdy Con. As this semester comes to an end, Lyons will be looking forward to continuing his education here at CSUB in the Master in Business Administration program.

Ali Ambriel Humphreys – Master of Public Administration
Humphreys received her bachelor's degree in Political Science in 2020 and have since grown a passion for public service during my time studying for her MPA. During Humphreys time studying for their MPA, she has been fortunate to serve the community of Kern with her experience with the Office of Assembly member Rudy Salas and Eaton & Associates Immigration Attorneys. She recently moved out of Kern County with her husband and is beginning a new chapter working in public service for El Dorado County.

Leslie Carino Capalac – Bachelor of Science in Business Administration, Concentration in Management
Capalac ethnicity is Filipino, and Hawaiian. She grew up with my dad and stepmother who are not here with us. She said, “growing up with my parents was a blessing because during their time they had shown me how to persevere during hardships.” For Capalac walking the stage at commencement, is a dedication to her guardian angles. After graduation, Capalac said, “I will have plenty of time to improve in promoting my ecommerce business, She Cute Fash, while continuing to work with the city job position, I am currently in.”

Crystal Cantely – Master of Business Administration
Cantely earned their BSBA in Agricultural Business here at CSUB in spring 2020. She decided to continue her education and further her career at CSUB. She is looking forward to her next adventure in agriculture.

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Ashley Eleanor Brumm - Bachelor of Science in Business Administration, Concentration in Marketing

Previously Brumm, has worked various jobs in different industries such as assisted living, education, retail, and food service. She transferred to CSUB in Fall of 2020 to pursue her bachelor’s degree in business administration after graduating with 2 associate degrees from San Joaquin Delta College. After graduation, Brumm will be looking into her first professional business job hopefully in the marketing department of a company. She would like to possibly get into product marketing or advertising. Down the line, she may consider going back to school to pursue her master’s degree.

John Velazquez - Bachelor of Science Business Administration, Concentration in Accounting.

Velazquez is a first-generation student to graduate from a university with parents from Mexico. He wants to continue his career in accounting and earn his CMA (Certified Management Accountant) certification. His plans are to pursue an MBA as his career is just starting.

Rashha Rohina - Master of Business Administration

Rohina got her undergraduate in Business Administration and did a year program of Diploma in Information Technology. She has five years of experience in Human Resources and have served as women rights activist all during her career. After graduation, Rohina would like to work as Human Resources for an organization where teamwork and diversity are valued. In the future, she would like to have her own personal business.

Adrianne Lynn Silva - Master of Public Administration

Silva will be graduating this spring with her second master’s degree. She previously received her MBA in 2017 from another university. She is a Sergeant in the CA National Guard. After graduation, she mentions, “I guess what is next for me is to continue helping our community increase our county’s population rate of advanced degree earners, which is one of the lowest in CA.” Learn more about Silva at: https://news.csub.edu/a-guiding-hand

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https://www.csub.edu/bpa
BPA Offers:

Master of Business Administration
(Main Campus, Antelope Valley or Online)

Master of Public Administration
(Main Campus)

Master of Science in Healthcare Administration
(Main Campus)

For more information Contact the BPA – Graduate Programs Office at:
(661)654-2780 or lhernandez1@csub.edu

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