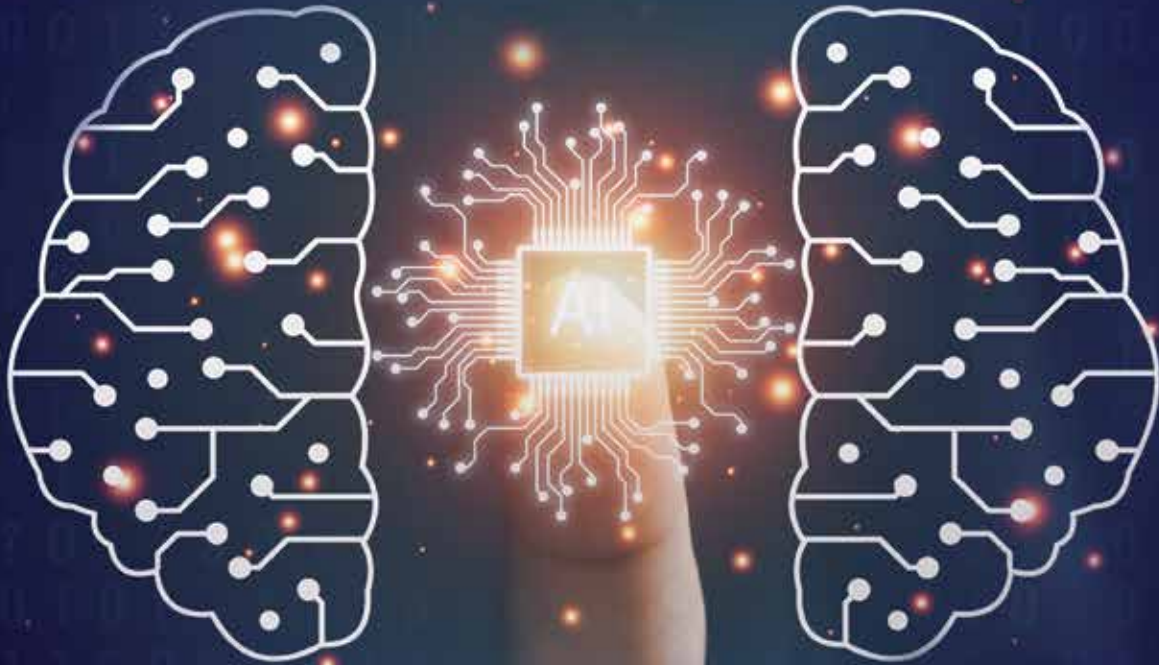


# NAZARIAN COLLEGE MAGAZINE

Issue 4  
Fall 2024



## Future Ready:

How Nazarian College  
is Preparing  
Business Students  
for an AI-Driven Future

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You're Never Too Young  
(or Too Experienced)  
to Give Back

**David  
Nazarian**

Receives  
Honorary  
Doctorate  
for Decades  
of Commitment

**CSUN NAZARIAN**

COLLEGE OF BUSINESS & ECONOMICS

**Winners of the 2024 Bull Ring competition with Dean Chandra Subramaniam (top left), judges, faculty and keynote speaker.**

*Photo by David J. Hawkins*





**CHANDRA SUBRAMANIAM, PH.D.**

**Dear Friends,**

I am pleased to share the 2024 issue of the Nazarian College Magazine. Within its pages, you will learn about our many accomplishments and achievements during the past year. I am especially proud of the honors recognizing our faculty and staff and delighted that AACSB International recognized David Nazarian College of Business and Economics as a “2024 Innovations that Inspire” award winner for its Professional Education Beyond a Degree initiative. The annual program recognizes institutions that serve as champions of change in business education. Only 26 business colleges globally received the award.

Also in this issue, we examine how Nazarian College is proactively preparing students for success in an AI-focused workplace that is still unfolding and largely undefined by many businesses. We examine the power and practicalities of generative AI for academic research, scholarship and pedagogy and highlight our faculty’s peer-reviewed research in this ever-changing field. Additionally, we report on the dominant role that AI-driven platforms have played in our college’s career center and their growing impact on student success.

We show the practical aspects of AI in our alumni spotlight on Sachin Nayyar, founder and CEO of Saviynt, a recognized visionary in the identity and cybersecurity space and Nazarian College graduate. Mr. Nayyar is an avid supporter of our college where he serves as a member of the advisory board and was a keynote speaker for the 2024 Jeff Marine Bull Ring New Venture Competition.

I want to take this opportunity to thank all of our alumni and supporters for their generosity. I am grateful for your financial contributions and gift of time as volunteers for many of our programs and initiatives. I am proud that many of our recent graduates are staying in touch and volunteering as mentors and guest speakers and participating in our job shadowing and Industry Night events. We highlight two of these enterprising graduates in this issue.

Finally, I want to thank our faculty and staff for their year-round commitment to Nazarian College. Your efforts make our college a truly great place for learning and growth.

I hope you enjoy this issue of Nazarian College Magazine.

Sincerely,

**Chandra Subramaniam, Ph.D.**  
Dean, David Nazarian College of Business and Economics

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**NAZARIAN COLLEGE MAGAZINE**

Erika D. Beck, Ph.D.  
President

Chandra Subramaniam, Ph.D.  
Dean, David Nazarian College of Business and Economics

Pamela Russell  
Editor, Nazarian College Magazine

Andrea Baylian  
Digital Media and Web Specialist

Ringo Chiu and David J. Hawkins,  
Photographers

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## NOTABLE NAZARIAN FACULTY

*Nazarian College attracts talented professors who make a difference in the larger community and have a far-reaching impact on their students. Our professors stand out in their fields and in the classroom and receive recognition from external organizations, their peers and students.*

### NATIONAL RECOGNITION

**Three-time Fulbright Scholar:** **Joanne Scillitoe**, professor of management, Paul Jennings Chair in Entrepreneurship and executive director of the Center for Social and Technology Entrepreneurship, has been recognized by the Fulbright Scholar Program three times, an honor that has sent her around the globe. Her first recognition came in the 2015-16 school year as the SyCip Distinguished Chair Lecturer in the Philippines. Next, during the 2018-19 year, she served as a Fulbright senior scholar in Madrid, Spain, to study the impact of socio-tech ventures and their technological innovations. This past year brought her to Uzbekistan as a Fulbright specialist to continue her research in socio-tech ventures, a field in which she is a leading researcher.



#### **SBA Appointee for Entrepreneurship**

**Expertise:** **Tim Tiemann**, managing director of CSUN's Innovation Incubator, has been appointed to the Small Business Administration's Invention, Innovation and Entrepreneurship Advisory Committee. Tiemann is **one of only 15 people** from across the country appointed to the committee, which will serve as an independent source of information, advice, and recommendations on matters broadly related to the U.S. startup and small business innovation ecosystems. Furthermore, he will serve on the committee for two years and has already begun his work with the IIEAC. "It is essential that the power and opportunity of entrepreneurial programs be widely disseminated across all, especially under-represented groups," Tiemann says.



**"It is essential that the power and opportunity of entrepreneurial programs be widely disseminated across all, especially under-represented groups."**

— **Tim Tiemann**, managing director of CSUN's Innovation Incubator

**Outstanding Accounting Educator:** **Rishma Vedd**, professor and chair of the Department of Accounting, received the [2023 CalCPA Outstanding Accounting Educator Award](#). Vedd was noted for creating a "sense of esprit de corps" with the accounting program, resulting in a "vibrant and collaborative culture among students, strong accounting clubs, one of the largest Volunteer Income Tax Assistance programs in the country and highly attended recruiting receptions." Harvey Bookstein '70, whose financial support funds the Bookstein Institute in Taxation, says of Vedd: "Of the many professors I've worked with over my career, Dr. Vedd definitely stands out due to how much she cares for the students and fellow educators. She always comes up with new ideas to improve the experience and skills of CSUN accounting students—everyone wins."

#### **Fulbright Selection Committee**

**Member:** **David Ackerman**, professor of marketing, was named to the U.S. State Department's National Screening Committee of the Fulbright U.S. Students Program.

**Member of SaTC Review Panel:** **Kristen Walker**, professor of marketing and MBA director, was named to the [National Science Foundation's Secure and Trustworthy Cyberspace Review Panel](#). The appointment recognizes Walker's expertise in marketing and cybersecurity. In her role, she reviews proposals received by NSF in her particular areas of expertise.

### ADDITIONAL HONORS AND RECOGNITIONS

- **Deb Heisley**, professor of marketing and department chair, for her work as a founding board member of the Los Angeles Chapter of the American Advertising Federation to create student chapters at universities in the Los Angeles area.
- **Rafael Efrat**, professor of accounting and Bookstein Chair in Taxation, for being nominated for the 2024 Wang Family Excellence Award for Outstanding Faculty Service.
- **Na (Amy) Wen**, associate professor of marketing, for receiving the 2023 Distinguished Tenured and Tenure-Track Teaching Award.
- **Franck Vigneron**, professor of marketing, for receiving the 2022-2023 Extraordinary Faculty Service Award.
- **Francisco Beltran-Silva**, assistant professor of economics, for receiving the 2022-2023 Distinguished Tenured and Tenure-Track Teaching Award.

### "HOMETOWN" RECOGNITION

The CSUN Faculty Senate celebrates colleagues at its [annual Faculty Awards](#), which honor a select group of faculty members in recognition of service and outstanding achievement in various areas.

This year, Finance Professor Hsin-Hui Chiu received the 2024 Extraordinary Service Award. Chiu joined CSUN in 2011 as a professor of finance and currently serves as the program director of CSUN's Financial Planning Program. She is known for her dedication to her students who say she routinely goes above and beyond to advise and guide.

The CSUN Faculty Senate also honored Wayne Smith, a lecturer in the management department, for his incredible 40-year service to Nazarian College. His dedication to CSUN and its students is appreciated, and we are fortunate to have him on the team.



# SIX PROFESSORS ADVANCE RESEARCH THROUGH FELLOWSHIPS

Nazarian College professors teach classes, mentor students and conduct and advance research in their fields. To recognize the talent and dedication of its outstanding faculty, the college awards prestigious fellowships that allow them to expand their research while also enhancing their teaching and areas of expertise. Faculty fellowships allow Nazarian College to plan for the future, remain competitive and attract and retain top faculty and students.

Below are six faculty members who are advancing research in their respective fields thanks to the support of these generous donors and their fellowships.



Left to right: Assistant professors Edward Kung and Dong Liu

## SCHWEITZER FACULTY FELLOWSHIP

Edward Kung, assistant professor of economics, and Dong Liu, assistant professor of marketing, are the current recipients of the Schweitzer Faculty Fellowship, established by Richard '87 and Julie Schweitzer.

The award helps Kung, whose fellowship was renewed through 2027, focus more on his research into how home-sharing platforms, such as Airbnbs, affect the housing market and encourage people to upgrade their homes or add structures. For Liu, who received the three-year fellowship in 2023, the award will help him continue his research on management service commitment and employee service in manufacturing.



Assistant professor Na (Amy) Wen

## STELMAR FACULTY FELLOWSHIP

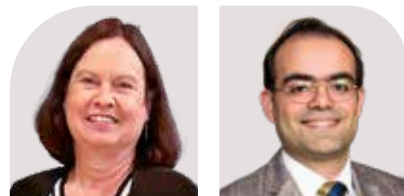
Na (Amy) Wen, associate professor of marketing, is the current recipient of the Stelmar Faculty Fellowship, created by Lisa '79 and Wayne '76 Stelmar. The award helps Wen, whose fellowship was renewed through 2027, continue her work on consumer behavior—studying how consumers respond to seemingly subtle factors when making buying choices in their daily lives.



Assistant professor Farshad Ghodoosi

## GEORGIO FAMILY FACULTY FELLOWSHIP

Farshad Ghodoosi, assistant professor of business law, received the three-year fellowship in 2023. This award helps Ghodoosi continue his research in multiple areas, including contracts, corporate law, arbitration, law and technology, and international economic law. Jon '83 and Mardilan '85 Georgio established the Georgio Family Faculty Fellowship in 2023.



Left to right: Associate professors Nanci Carr and Amir Gharehgozli

## CARANDE FAMILY FACULTY FELLOWSHIP

Nanci Carr, associate professor in business law, and Amir Gharehgozli, associate professor in systems and operations management, will continue their work as Carande Family Faculty Fellows through 2026. Carr's academic research interests focus on the intersection of law and technology. Much of Gharehgozli's research focuses on logistics, supply chain and operations analytics. The Carande Family Faculty Fellowship is supported by Carl '87 and Irene '84 Carande.

# FACULTY PUBLICATION HIGHLIGHTS

Below is a selection of published research from professors during the 2023-2024 academic year.

**Daniel Choi**, Assistant Professor of Systems and Operations Management

- "Balancing the commitment to the common good and the protection of personal privacy: Consumer adoption of sustainable, smart connected cars," *Information & Management*

**Michael Doron**, Associate Professor of Accountancy

- "Reputation and Commercialism: Did Accounting Have a Golden Age? The US Audit Profession 1929-1990," *Journal of Accounting and Public Policy*
- "Could Accounting Have Saved Itself from the Antitrust Laws? Revisiting the Antitrust Investigations into the US Accounting Profession 1966-1990," *Abacus: A Journal of Accounting, Finance and Business Studies*

**Pouyan Eslami**, Assistant Professor of Systems and Operations Management

- "Organizational Traits and Social Badging: Text Mining Application," *Journal of Computer Information Systems*

**Leily Farrokhtar**, Assistant Professor of Systems and Operations Management

- "Integrating ride-hailing services with transit: An exploratory planning framework," *Journal of Public Transportation*

**Valerie Flugge**, Associate Professor of Business Law

- "Cheaters Never Prosper: The Legal Liability and Ethical Responsibility of 'Homework Help' Sites," *Notre Dame Journal of Law, Ethics and Public Policy*

**Amir Gharehgozli** and **Kunpeng Li**, Associate Professors of Systems and Operations Management

- "Optimal Return and Refund Policies for Perishable Food Items with Online Grocery Shopping," *International Journal of Production Research*

**Amir Gharehgozli**, Associate Professor, **Jun-Yeon Lee**, Professor, and **Kunpeng Li**, Associate Professor—Systems and Operations Management

- "Smart Technologies and Port Operations: Optimal Adoption Strategy with Network Externality Consideration," *Computers & Industrial Engineering*

**Farshad Ghodoosi**, Assistant Professor of Business Law

- "Big Data on Contract Interpretation," *UC Davis Law Review*

**Tao "Eric" Hu**, Associate Professor of Information Systems, and **David Liu**, Professor of Information Systems

- "The role of the espoused tight culture in value assessment of social media use," *European Journal of Information Systems*

**Sanjay Jain**, Associate Professor of Management

- "Collective Entrepreneurship Makes Strange Bedfellows: Examining Framing Activity in Construction of the Equity Crowdfunding Market," *Journal of Small Business Management*

**Dong Liu**, Assistant Professor of Marketing

- "Thirty Years of Service Failure and Recovery Research: Thematic Development and Future Research Opportunities from a Social Network Perspective," *Journal of Service Research*

**Dong Liu** and **Ning Fu**, Assistant Professors of Marketing

- "Past, Present, and Future of International Joint Ventures," *Journal of Business Research*

**Nora Moran**, Associate Professor of Marketing

- "Losing privacy versus losing choice: How consumers react to different costs of personalization," *Journal of Consumer Affairs*
- "Responsibilization During Uncontrollable Events: Understanding How Consumers Assign and Accept Responsibility for Service Employee Welfare," *Journal of Services Marketings*

**Loren Naidoo**, Associate Professor of Management

- "The Development and Validation of an Ideal Point Measure of Work Engagement," *Journal of Business and Psychology*

**Qin Sun**, Professor of Marketing

- "Motivation intricacies behind volunteerism," *Journal of Marketing Theory and Practice*

**Kristen Walker**, Professor of Marketing

- "Brand Management of Natural Spaces: The Impact of Natural Space Authenticity on Consumer Outcomes," *Journal of Public Policy & Marketing*
- "Helping Youth Navigate Privacy Protection: Developing and Testing the Children's Online Privacy Scale," *Journal of Public Policy & Marketing*

**Siqi Wei**, Assistant Professor of Finance

- "Who Loses Most When Big Banks Suddenly Fail? Evidence from Silicon Valley Bank Collapse," *Finance Research Letters*

**Na "Amy" Wen**, Associate Professor of Marketing, and **Tao "Eric" Hu**, Associate Professor of Information Systems

- "License is 'suspended': the impact of social sharing on curbing moral licensing," *Journal of Consumer Marketing*

**Sung Wook Yoon**, Professor of Accounting

- "Customer Concentration and Income Smoothing Activities," *Journal of Accounting, Auditing and Finance*

**Jun Zhan**, Associate Professor of Accounting

- "The Effects of Industry Specialist Engagement Signing Auditors and Review Signing Auditors on Audit Fees and Audit Quality: Evidence from China," *Journal of International Accounting Research*



# PREPARING STUDENTS FOR AN AI-DRIVEN FUTURE

**Nazarian College's experienced faculty and advanced technologies anticipate the needs of the new workplace.**

At the David Nazarian College of Business and Economics, the administration and faculty are fully embracing the potential of artificial intelligence and preparing students on how to leverage AI—even as the technology continues to evolve and remains largely undefined by many businesses.

The college already provides a wide range of AI tools to assist with academics, professional development and research. “We continuously assess what AI can do now and attempt to forecast what it will do in the future,” says Chandra Subramaniam, the dean of Nazarian College. “We must teach our students how to use AI so they can apply it when they graduate. This includes how to program AI to automate processes and analyze data.”

Subramaniam points out that AI is one of many emerging technologies that Nazarian College and other business colleges should train students on to prepare for future jobs that will emerge as the digital economy changes. “In addition to projecting how AI will be used in the coming years, we also need to train students how to think critically—so they can effectively act on and improve the outputs that AI produces,” Subramaniam says.

Nazarian College alumni also recognize the need for students to learn AI. “Today’s students need to learn about AI large-language models and database vectors just as they learn to use the Microsoft Office suite, Google Docs and other productivity tools,” says Sachin Nayyar, a 1999 graduate and the founder, CEO and chairman of the board for Saviynt, a leader in cloud identity and governance solutions.

## APPLYING AI LEARNINGS TO COURSE CURRICULUMS

Nazarian College faculty are involved in many research projects focusing on AI. They will apply those learnings to their courses to help students understand how they can use AI.

As an example, faculty are exploring **blockchain**, an emerging technology that uses elements of AI. This includes Associate Professor Amir Gharehgozli, Professor Jun-Yeon Lee and Associate Professor Kunpeng Li. The three analyzed the impact of blockchain technology on the maritime industry and the food supply chain.

Blockchain enables secure transactions across a peer-to-peer network by recording, storing and verifying data. The technology is helpful for the maritime industry where transactions are characterized by complexity and deficiencies in transparency and operational efficiency. The research by Gharehgozli, Lee and Li found that blockchain offers a solution to these challenges by enhancing logistics security and transparency, reducing transaction costs and time, improving sustainability, and building trust among participants.

For the food supply chain, the globalization of the industry has also increased the complexity and the difficulty of enhancing efficiency. A separate article, also authored by Gharehgozli, Lee and Li, introduces the major blockchain platforms used in food supply chains and explores the benefits and challenges. They demonstrate how blockchain enables unprecedented visibility at each step of the food supply chain by increasing transaction transparency, food safety and quality. Blockchain also reduces food fraud and waste while reducing operational costs and improving efficiency.

## A TOOL FOR CREATING INDIVIDUALIZED LEARNING

**Deone Zell**, a professor of management at Nazarian College, says AI offers the faculty the ability to create individualized learning programs for each student—rather than applying a single program to all the students in a class. “Mass personalization is the holy grail because it can scale,” says Zell. AI tools enable multimodal learning experiences so faculty can provide materials for various learning styles, at the pace at which individuals learn. AI also enables personalized feedback based on an instructor’s grading rubric.”

“AI will allow faculty to more quickly design courses, create tests and grade papers,” says Zell. “This will give professors more time to focus on motivating their students and guiding them on how to interact with AI resources. Through chatbots and other AI tools, we can transform our classrooms to help students refine the many great ideas they have that can flourish in many industries.”

Zell adds that AI allows students to scale Bloom’s Taxonomy pyramid faster to achieve higher levels of learning. Students can come into the classroom better prepared as they use AI to brainstorm and generate new ideas. AI also helps them improve their writing skills and increase their level of professionalism.

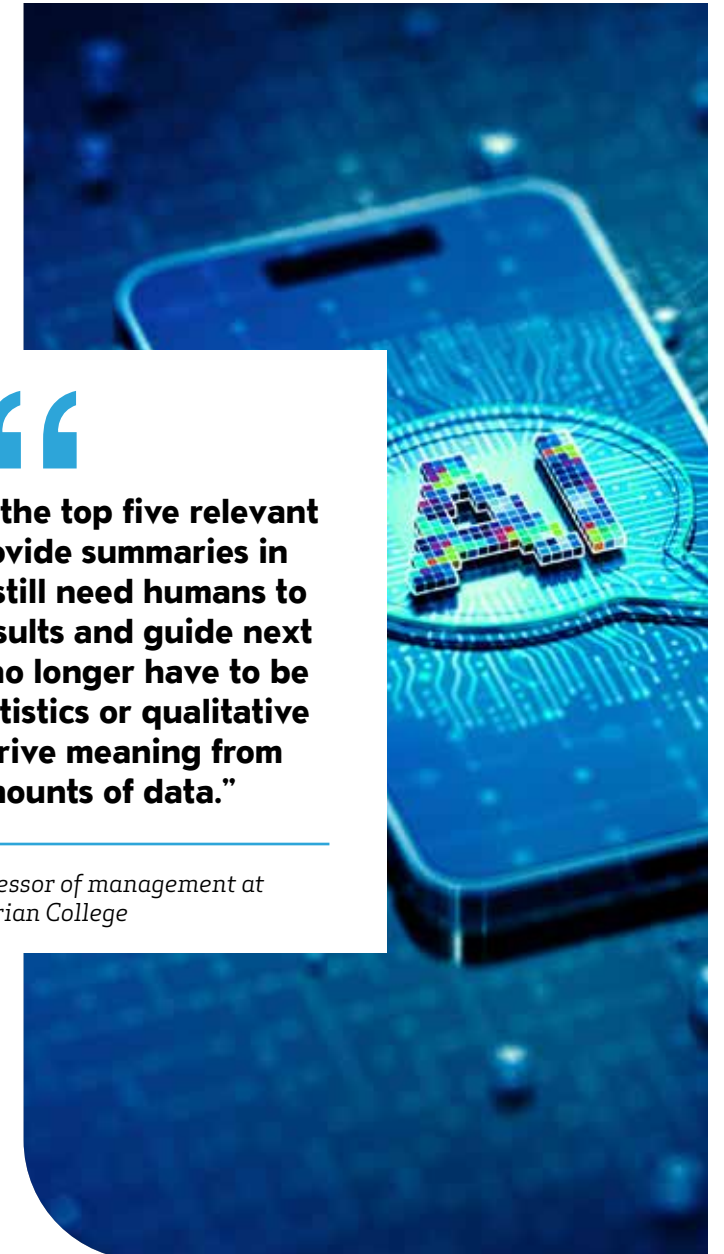
## SHOWING STUDENTS HOW TO ACCELERATE THE RESEARCH PROCESS

In the realm of research, AI is assisting Nazarian College faculty and students in automating the process of reviewing literature, collecting data and generating content. “AI can scan thousands of research papers and find patterns and relationships within minutes that might take months or even years to analyze manually,” says Zell.

“AI can identify the top five relevant pieces and provide summaries in an instant,” says Zell. “We still need humans to interpret the results and guide next steps, but you no longer have to be an expert in statistics or qualitative analysis to derive meaning from massive amounts of data.”

## ENHANCING CROSS-CULTURAL DIALOGUE

As another example of the AI prowess offered by Nazarian College, the business college participates in a multi-university, interdisciplinary project—funded by \$5 million from the U.S. Department of Defense. The project involves the development of an AI-assisted solution to help with real-time language interpretations.



**“AI can identify the top five relevant pieces and provide summaries in an instant. We still need humans to interpret the results and guide next steps, but you no longer have to be an expert in statistics or qualitative analysis to derive meaning from massive amounts of data.”**

*—Deone Zell, professor of management at Nazarian College*

The smartphone-based app, when paired with smart glasses, helps ease cultural tensions and enhances cross-cultural dialogue to facilitate diplomatic talks, international business and tourism. The app also has the potential to assist Nazarian College students as they collaborate with students from other countries.

“This project also has applications in the business world,” says Zhaleh Semnani-Azad, an assistant professor of management at Nazarian College and the primary behavioral scientist on the project. “Business is truly international, and dealing with people with different values, norms and beliefs is complex. This tool can alleviate some of the uncertainty we all have when we are interacting with people we don’t know, particularly in those situations where tensions are high. You can think of it as a smart mediator.”

## HELPING STUDENTS INCREASE THEIR LEVEL OF PROFESSIONALISM

Career development programs managed by the Center for Career Education and Professional Development provide services driven by AI. These programs help students improve their resumes, interview skills, profiles, elevator pitches, and enunciation to assist with finding and winning job positions.

“Against all the uncertainty and disruption AI presents to colleges, we need to work together in academia to embrace the real challenge AI presents for our mission—preparing students for a workforce of the future that will be dominated by AI,” says Bob Sheridan, executive director of CEPD.

Sheridan notes that Nazarian College also used AI to assist in developing a strategic plan for the college. The project team sent a survey to thousands of alumni, faculty, students and donors to gather their opinions on what’s working well, what’s not, and their top concerns.

“We intentionally created a lengthy questionnaire with open-ended questions, which provides rich information but also creates a ton of data to analyze,” says Sheridan. “AI is helping us analyze and organize the themes, prevalent answers, counter points of view, and provocative quotations. We will use the output with our focus groups in developing the strategic plan.”

## GETTING STUDENTS READY FOR THE WORKFORCE OF THE FUTURE

The AI expertise the Nazarian College community offers was recognized by the Los Angeles Business Journal. Sheridan and Zell co-authored an article for the journal that references the skills-based boot camps (featuring AI) that CSUN Nazarian launched last year as part of an initiative funded by the JPMorgan Chase Foundation.

“Our graduates will be ready and valuable, with current skills, on Day 1 for that first job,” wrote Zell and Sheridan. “We intend to impart the three most important skills students will need in the workforce of the future.”

Those student skills, the article notes, include “confidence, competence, and intentionality in their own use of generative AI and of all cognitive technologies.”

The article also shows the balance Nazarian College intends to establish by helping students “refine their capacity and deep commitment to life-long learning and the ability to discern the truth in the brave new world in which they will thrive.”

## PREPARING STUDENTS FOR THE FUTURE

Looking ahead to how Nazarian College will continue to adapt in relation to AI, Subramaniam refers to the Future of Work study by the Institute of the Future. As noted by the study, “Emerging tech today is not only creating new possibilities for how people and jobs find each other more seamlessly, they are also enabling new ways of working together. These advancements in technologies will require new skills and capabilities for workers to excel in the 2030 work environment.”

“AI is one form of emerging technology that allows us to do things we were not able to do before,” says Subramaniam. “By 2030, most of the jobs our graduating students will apply for do not exist today. The way businesses work will be very different. We need to understand where the marketplace is going and determine how to make sure our students will be ready for this new marketplace when they graduate so they can be successful in their careers.”

To set students up for success, Nazarian College is teaching the human skills that students need to remain relevant and create genuine intelligence as AI plays a bigger role in helping businesses run.

“We want our students to be able to leverage AI in their field of endeavor and close the gap between what businesses need and the skills our graduates possess,” says Subramaniam. “With all the AI expertise of our faculty and the programs we offer powered by AI, we are well-positioned to accomplish this objective.”



**“Against all the uncertainty and disruption AI presents to colleges, we need to work together in academia to embrace the real challenge AI presents for our mission—preparing students for a workforce of the future that will be dominated by AI.”**

**— Bob Sheridan, executive director of CEPD**



# NAZARIAN COLLEGE FACULTY BREAKING NEW GROUND IN AI RESEARCH



**From research on privacy issues in social media and AI to the impact of AI on accounting, the law and other fields, Nazarian College faculty are pivotal contributors to the rapidly evolving field of AI and are driving innovative research in the still-unfolding technology. Many have published articles and collaborated on projects involving AI and other smart technologies. In fact, Nazarian College faculty members have built an impressive portfolio of AI research.**

**“The expertise of our faculty members plays a crucial role in the success of critical research and will ultimately affect the impact of AI at the national and international levels,” says Dean Chandra Subramaniam. “We are proud of their accomplishments and look forward to sharing more about their discoveries.”**

**Here’s a high-level rundown of some of these projects and how their findings are having an impact locally as well as across the U.S. and the world.**

## PROTECTING PRIVACY WHEN LEVERAGING AI

**Kristen Walker**, professor of marketing, co-authored an article with George Milne from the University of Massachusetts at Amherst on artificial intelligence and privacy titled [“AI-driven technology and privacy: the value of social media responsibility.”](#) Walker and Milne argue that privacy is integral to the well-being of consumers and an essential component in corporate social media responsibility.

As part of their research, the authors reviewed academic and practitioner literature on privacy issues in social media and AI. They then proposed a conceptual social media responsibility framework that delineates the privacy issues companies should pay attention to when provisioning AI-fueled social media environments.

Based on the research, Walker and Milne identified proposed guidelines for the responsible use of consumer data that is attentive to consumer privacy concerns. The implications from the framework present a path forward for social media companies to treat consumer data more fairly.

The framework also provides guidance for companies to reduce the potential harm to consumers and ways to address their power and responsibility when managing social media. With AI tools becoming integral to social media company activities, the research conducted by Walker and Milne addresses the changing responsibilities social media companies have in securing consumer data and enabling consumers to protect their privacy.

## COMPARING CHATGPT VS. STUDENT PERFORMANCE

**Joon Seok Moon**, an assistant professor of accounting, collaborated with professors from 186 higher-ed institutions to compare answers generated by ChatGPT to answers generated by college students. Using data from 14 countries, the authors compared ChatGPT and student performance for more than 28,000 questions from accounting assessments and textbook test banks.

The [article](#) provides evidence of how ChatGPT performs on different question types, accounting topics, class levels, and open/closed assessments. Moon and the other authors also discuss implications for accounting education and research.

As the article abstract presents, the researchers discovered ChatGPT provides correct answers for 56.5 percent of questions and partially correct answers for an additional 9.4 percent. When considering point values for the questions, researchers also found students significantly outperform ChatGPT—with a 76.7 percent average on assessments compared to 47.5 percent for ChatGPT if no partial credit is awarded, and 56.5 percent if partial credit is awarded.

Still, the authors surmise, ChatGPT performs better than the student average for 15.8 percent of assessments when including partial credit.

## IMPROVING COMMUNICATIONS AROUND THE WORLD

As noted in an earlier article, **Zhaleh Semnani-Azad**, assistant professor of management, is the lead on a [\\$5 million multi-university AI project](#) that offers significant advances in real-time language interpretation. The smartphone-based app, paired with smart glasses, facilitates cross-cultural dialogue and helps reduce tensions in high-stakes environments like diplomatic talks and international business. Semnani-Azad says the app can alleviate some of the uncertainty people have when interacting with those they don’t know. She adds that users interact with an assistive dialogue system and smart glasses that apply machine learning, speech recognition, and vision technology to provide real-time, cross-cultural communication assistance.

The AI incorporates cultural norms and communication styles, along with advanced speech technology and multimedia analysis, to generate an assessment of communication patterns. This will help users avoid using the wrong word or gesture when talking to someone from another culture.

## THE IMPACT OF AI ON THE LAW

Based on his expertise in AI, **Farshad Ghodoosi**, an assistant professor of business law, received a National Science Foundation grant through the Future of Work at the Human Technology Project. He will study autonomy in law and has

been invited to many presentations at conferences and lawyer meetings.

The attention Ghodoosi has garnered includes an invitation to join the California Lawyers Association Task Force on Artificial Intelligence. He also received an invitation from the Muslim Bar Association of Houston to co-present, “AI & the Law: Risks vs. Rewards,” which took place in June.

## STUDENTS POSITIONED TO LEARN ABOUT AI

Faculty research in the various areas of AI present great opportunities for Nazarian College students. Already faculty are involving students in their research with the goal of helping them fully leverage AI capabilities to drive their careers. In the classroom, faculty also help students understand the many ways they can use AI to provide greater value to their future employers.

No one has a crystal ball to predict the many new ways AI will be used in the future. But with all this activity among the faculty, Nazarian College students are well-positioned to learn from AI experts so they can stay nimble and continuously explore how AI can help them forge their careers. Students can also learn from the faculty how to leverage AI to increase their productivity in their future jobs and find new ways to help their companies run more efficiently.





**Additional Faculty Research, Papers and Presentations on AI and Smart Technologies, 2023-2024**

**CONFERENCE PRESENTATIONS**

- "Personal Viability in the Age of AI: Lessons from Philosophy, Psychology and Systems"  
– Wade Chumney, associate professor of business law

**RESEARCH**

- ["Smart technologies and port operations: Optimal adoption strategy with network externality consideration."](#) Association for Computing Machinery  
– Kunpeng Li, associate professor of logistics and supply chain management
- ["Can Chatbot Customer Service Match Human Service Agents on Customer Satisfaction? An Investigation in the Role of Trust,"](#) Journal of Retailing and Consumer Services  
– Dong Huang, professor of marketing
- ["Consumer reactions to chatbot versus human service: An investigation in the role of outcome valence and perceived empathy,"](#) Journal of Retailing and Consumer Services  
– Dong Huang, professor of marketing

**BOOKS/PUBLICATIONS**

- International Perspectives on Artificial Intelligence, Cambridge University Press  
[Chapter 5: "Artificial Intelligence in Germany: Strategy and Policy—the Impact of AI on Germany Economy"](#)  
– Mehrdad S. Sharbaf, adjunct professor, systems and operations management

**STUDENT PROJECTS**

- "AI and its Application in Legal Practice," a white paper  
– Farshad Ghodoosi, assistant professor of business law, and Ryan Azimi, student author
- "Workers and Technology Together and AI in Law and Sustainability"  
– Farshad Ghodoosi, assistant professor of business law, and Keiana Samoy, student author

**BOOTCAMP CERTIFICATES**

- Generative AI and Ethics  
– IBM: Python for Data Science, AI and Development

# NAZARIAN BY THE NUMBERS

The David Nazarian College for Business and Economics is consistently renowned for its academic excellence and societal contributions. The college is part of California State University, the largest system of four-year education in the country.

56%

of Students are Pell Grant Recipients

71%

of Undergraduates are First-Generation Students

27%

of Managing Partners at LA's Top 100 Public Accounting Firms are Nazarian College Alumni

One of the Largest Business Schools in the Country with Approximately 6,700 Students

One of Only 26 Business Schools Worldwide to Receive 2024 AACSB's "Innovations that Inspire" Recognition

NO. 1

VITA Clinic Site for the Second Consecutive Year 2024 - IRS

Most Diverse College in the Western U.S. and No. 3 in the Nation - 2024 Best Colleges in the U.S., The Wall Street Journal/College Pulse (CSUN)

NO. 1

NO. 2

Best Public University in California - 2024 Best Colleges in the U.S., The Wall Street Journal/College Pulse (CSUN)

Highest Number of Hispanic Marketing Graduates in the Country - 2023 Diverse: Issues in Higher Education

NO. 2

NO. 4

Highest Number of Hispanic Finance Graduates in the Country - 2023 Diverse: Issues in Higher Education

NO. 5

MBA Program among CSUs - 2024 U.S. News & World Report

NO. 6

Best Master's in Taxation Program 2024 - Master's Programs Guide

Best Public University Nationally - 2024 Best Colleges in the U.S., Wall Street Journal/College Pulse (CSUN)

NO. 12



# CUTTING THROUGH THE NOISE: STUDENTS LEARN THE BENEFITS OF AI IN CAREER DEVELOPMENT

**Nazarian College students are matching skills to job opportunities and fine-tuning resumes, cover letters, interviews and elevator pitches.**

As Nazarian College students look forward to graduation, they face many challenges in developing their careers. First, they need to find job opportunities that match their interests and their skills. They also need to hone their resumes to get attention and secure interviews. Then they need to make sure they're ready for their interviews.

Fortunately, students can turn to the [Center for Career Education and Professional Development](#) for help. CEPD enables Nazarian College students to leverage artificial intelligence to find jobs and enhance their resumes and interview skills. In addition to helping with career development, learning how to use AI will allow students to pick up practical skills that they can apply in their future jobs.

## HELPING STUDENTS IDENTIFY STRENGTHS AND AREAS THAT NEED IMPROVEMENT

As an example of how Nazarian College students use AI, the technology powers VMock Smart Resume, an online service offered by CEPD that scores resumes and provides detailed feedback. Smart Resume analyzes resumes to identify strengths and areas of improvement.

"Like any AI engine, we trained the resume analysis model based on data we previously collected," says Bob Sheridan, executive director of CEPD. "When we launched VMock about seven years ago, we used five years of previously approved resumes. Since then, the nearly 55,000 resumes that have gone through the system have continued to train the model so the outputs improve over time."

Smart Resume is part of the VMock suite, a 24/7 virtual career assistant that uses AI and other technologies to provide students with instant and personalized feedback—not only for resumes but also for LinkedIn profiles, elevator pitches and cover letters. Students can also use Career Fit to tailor their resumes to match skills and content to specific job roles.

"We show students how employers use AI in the recruiting process, primarily through applicant tracking systems and prerecorded interviews," says Danielle Rodriguez, CEPD programs manager. "The AI in VMock helps students tailor their resumes to maximize the likelihood of getting interviews and allows them to practice their interviews to mimic what employers do."

## ACCESS TO REAL-TIME CAREER INFORMATION AND PRACTICE INTERVIEWS

Another CEPD service powered by AI that Nazarian College students appreciate is StandOut, which contains practice video interviews for a variety of roles and industries. Students can practice a job interview that mimics in-person and virtual sessions.

StandOut also provides a running caption of what is said to allow students to improve content and delivery in real time. This aligns closely with the VMock Elevator Pitch service. Students can analyze their body language, enunciation and content to assess their non-verbal cues and speech delivery.

"Our mantra is self-service," says Sheridan. "Students can access these services wherever they are and when they want to around the clock. With the AI engine checking the databases for updates, new information is posted in real time."

## THE STUDENT PERSPECTIVE ON AI

The CEPD staff regularly receives thanks from students who realize how much AI helps them, says Craig Oka, director of CEPD. This includes assistance in developing soft skills and insights to improve hard skills. The students also appreciate being able to tailor job-role searches according to their skills and their personal preferences. They can see where they fit in the job spectrum and what employers are looking for.

The ability to practice interviews and elevator speeches and then receive feedback is particularly beneficial. "Students can practice as often as they want to prepare for that single opportunity to make a positive first impression," says Oka.

Thanks to AI and the input of the CEPD staff, Nazarian College students can now be more at ease and understand what to bring to each interview. They feel more confident and comfortable in professional settings and have a better understanding of their strengths and weaknesses.

## ADDING THE HUMAN TOUCH

Backing up AI and all these services are the CEPD advisors, who students can turn to for additional help. "It's important to complement AI output with human expertise," says Sheridan. "Our staff can go deeper on resume analysis, and students can share interview recordings to get additional feedback."

Providing students with AI tools to help them develop their careers complements one of the key objectives for Nazarian College—showing the many ways students can use AI so they can apply it effectively in their careers when they graduate.

"Whether it's accounting, business law, economics or any other career, we can't be sure how AI will impact the job market," says Chandra Subramaniam, dean of Nazarian College. "But as technologies like AI move forward, and we learn more about them, we will continue to infuse it into career development so students will be ready—no matter what happens."



**CEPD staff offer insights into how employers use AI in their recruiting process.**

## NAZARIAN COLLEGE OF BUSINESS AND ECONOMICS NAMESAKE RECEIVES HONORARY DOCTORATE



In addition to his business achievements, Nazarian is very involved in the greater Los Angeles community through his support of numerous charitable organizations, including his role as chair of the Investment Committee and a member of the Board of Directors of the UCLA Foundation, his involvement with the Board of Governors and Investment Committee for the Cedars-Sinai Medical Center and his membership on the USC Marshall School of Business Board of Leaders.

Nazarian’s business accomplishments and philanthropic work are impressive, but it’s his unwavering commitment to CSUN that stands out. Nazarian credits CSUN for his career successes, noting that “CSUN gave me the platform for my success in this country, so it will always have a place in my heart. It was the school that gave me a passion for business. Professors made economics so interesting for me that I wanted to get into it.” He felt strongly about giving back to the institution that made such an impression on him as a student.

In March 2014, Nazarian pledged to help lead a \$25 million fundraising drive, launching that effort with a \$10 million cash gift. In recognition of his gift and pledge of continued support, CSUN named its college of business the David Nazarian College of Business and Economics. The gift enhances entrepreneurship and international programming, provides professional development and career assistance to students, and elevates the success of women in business.

To recognize his efforts, CSUN conferred an [honorary Doctor of Humane Letters to Nazarian](#) at the May 2024 commencement ceremony. During graduation, Nazarian shared some words of wisdom. “Don’t be afraid to fail and take calculated risk. I have a mantra that I keep repeating at work and with family, that is: ‘Yes, I can,’” Nazarian said. “So, whenever you think things are challenging, remember today and say, ‘Yes, I can!’”

Despite the challenges Nazarian encountered as a young person, he kept this positive outlook throughout his career and life that he continues to share with our students and community. Congratulations on this well-deserved honor!

David Nazarian is a familiar name to our alumni as the College of Business and Economics is named in honor of him (the David Nazarian College of Business and Economics). His strong connection to CSUN dates back more than 40 years.

After the Iranian Revolution in 1979, he and his family fled the country and immigrated to California. Shortly after his arrival, Nazarian enrolled at CSUN to study business. Graduating with a bachelor’s degree in business administration with the Class of 1982, he later earned his MBA from the University of Southern California. Over the next 30 years, Nazarian went on to become a visionary investor and successful businessman, currently serving as chief executive officer and founder of Nimes Capital.

## AACSB RECOGNITION

Nazarian College received top honors for its innovative “Professional Education Beyond a Degree” initiative during a prestigious conference in Barcelona, Spain.

AACSB, an accreditation organization, recognizes institutions worldwide that are innovating to create relevant, equitable and impactful business education through its annual [“Innovations that Inspire”](#) awards.

Nazarian College was one of only 26 business schools worldwide to receive AACSB’s Innovations that Inspire recognition. AACSB President and CEO Lily Bi said the college “exemplifies the unique ways that business schools create value and impact” through its Professional Education Beyond a Degree, an initiative that combines college degrees with professional skills certifications to help graduates enter the workforce and secure better jobs.

“Through bold leadership and innovation, Nazarian College is contributing to a better world, demonstrating the important role business schools play in our society,” Bi said.

Nazarian College Dean Chandra Subramaniam accepted the award during the annual Deans Conference.

“We are honored to be recognized by AACSB for our commitment to deliver more value to college students and employers,” Subramaniam said. “The value of a degree combined with professional certificates and micro-credentials—which we offer at no additional cost to our students—is clear. Students are ready to hit the ground running, and employers have access to a college-educated workforce with the skills to immediately enter the job market.”



## CSUN VITA FIRST IN LA AREA TO OFFER IN-PERSON, ASL SERVICE

The CSUN Vita Clinic expanded its services to clients who are deaf or hard of hearing for the 2024 tax season, becoming the first VITA Clinic in LA to offer in-person service in American Sign Language.

Cynthia Montes, a CSUN VITA Clinic coordinator, and Derek Scalercio, operations supervisor for the clinic, helped establish a new partnership with the Greater Los Angeles Agency on Deafness Inc. to offer in-person tax preparation at the agency’s LA location. GLAD previously offered tax preparation only by videophone and Zoom.

Rafael Efrat, director, said CSUN VITA Clinic is proud of its new partnership with GLAD, which is the largest deaf-serving organization in LA.

Thanks to the new partnership with GLAD, CSUN VITA Clinic increased the number of deaf or hard-of-hearing clients it served in 2024 to 101 compared to about 25 in 2023.

Scalercio, a 2023 graduate of Nazarian College, says working at VITA has inspired him to pursue CPA licensure.

“VITA helped me grow in my career journey by giving me the opportunities to operate sites and learn how to manage employees who work under me,” he says. “I never got this opportunity in the past due to my deafness. I truly appreciate VITA for giving me the opportunity to show my skills and capabilities.”



# NAZARIAN PROFESSORS NAMED MVPS

Eleven Nazarian College professors received recognition as “Most Valuable Professors” from student-athletes at special MVP Day ceremonies during the 2023-2024 fall, winter and spring seasons.

Started in the 2023 spring season by athletic director Shawn Chin-Farrell, the MVP events highlight the important relationships between student-athletes and faculty members.

Participating student-athletes from CSUN teams—baseball, softball, soccer, volleyball and basketball—nominate one professor who has significantly impacted their academic journey. More than 100 professors were honored from eight colleges in the 2023-2024 season.

“The initiative of MVP Day is a testament to the profound relationships and mutual respect fostered between student-athletes and faculty members,” says Chin-Farrell.

On game day, the athletics department treat the nominees like the MVPs that they are with special parking tickets for their friends and family, food vouchers and an “MVP” shirt.

## CONGRATULATIONS TO OUR 11 MVP PROFESSORS:

### BASEBALL AND SOFTBALL

- Accounting Professor **Jennifer Lu**, invited by student-athletes Jady Nielsen and Mikayla Carman
- Business Law Professor **Wade Chumney**, invited by student-athlete Mason Le
- Management Professor **Jeff Foster**, invited by student-athlete Shunsuke Sakaino
- Management Professor **Sandor Samuels**, invited by student-athlete Roberto Gonzalez
- Management Lecturer **Wayne Smith**, invited by student-athlete Jon Mocherman

### SOCCER

- Business Law Professor **Christopher Ng**, invited by student-athlete Paige Califf
- Accounting Professor **Jennifer Lu**, invited by student-athlete Ashly Torres

### WOMEN'S VOLLEYBALL

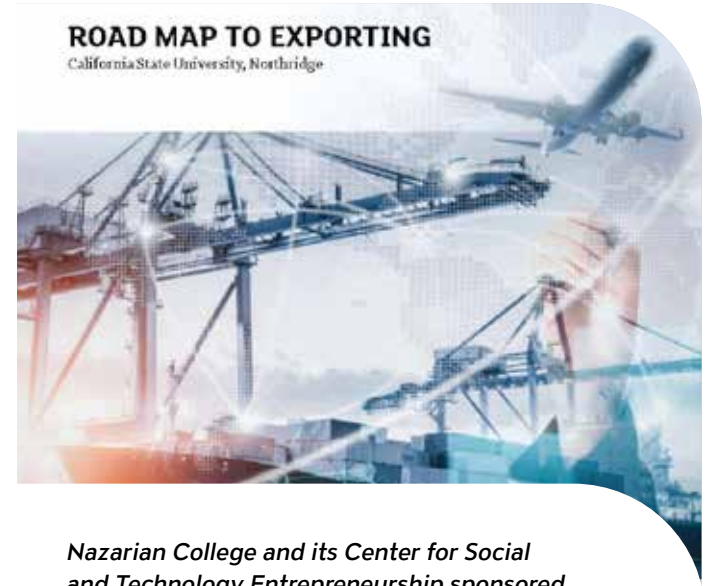
- Accounting Professor **Jennifer Lu**, invited by student-athlete Iye Okolo
- Economics Professor **Jennifer Marshall**, invited by student-athlete Kaia Kanan
- Economics Professor **Leah Marcal**, invited by student-athlete Kelsey Knudsen

### MEN'S VOLLEYBALL

- Business Law Professor **Valerie Flugge**, invited by student-athlete Donovan Constable
- Business Law Lecturer **Lucy Mendoza**, invited by student-athlete Emmanuel Wandji

### MEN'S BASKETBALL

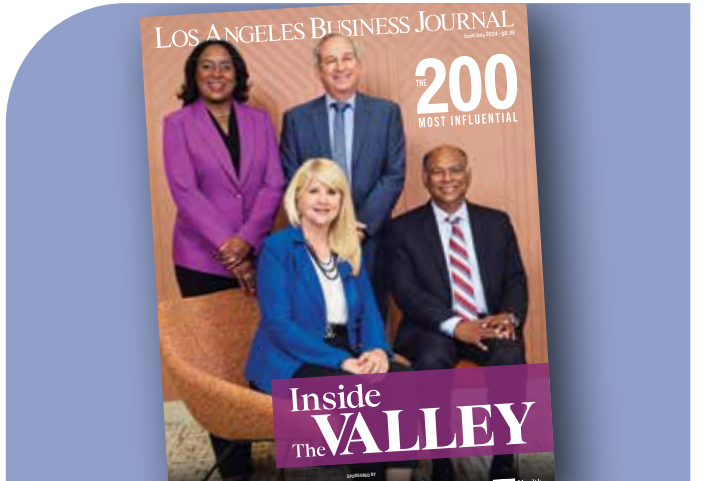
- Accounting Professor **David Primes**, invited by student-athlete Lamine Niang



Nazarian College and its Center for Social and Technology Entrepreneurship sponsored an impressive program on exporting for undergraduate and graduate students. The Road Map to Exporting program included four interactive workshops facilitated by industry experts and is the first international certification program at CSUN.



Nazarian College's Center for Real Estate is now the **Bookstein Real Estate Center** named in honor of Harriet and Harvey Bookstein and their generous support of Nazarian College. CSUN President Erika Beck and Nazarian College Dean Chandra Subramaniam celebrated with the Booksteins during an event at the Orchard Conference Center.



A special issue of a prominent business magazine recognized Nazarian College Dean Chandra Subramaniam as one of the most impactful and powerful leaders in the Greater Valley Region. Subramaniam has been named to the **Valley 200** list multiple times. Wendy Greuel, executive-in-residence at CSUN's Nazarian College, and CSUN President Erika Beck were also recognized in the issue. Inside the Valley is published by the Los Angeles Business Journal, which also recognized Beck and Subramaniam in its LA 500 issue.



During the 2024 tax season, the **CSUN VITA Clinic** served 9,722 taxpayers at 15 locations in the Los Angeles area. An impressive 282 students volunteered more than 31,000 hours at the clinic under the supervision of expert Nazarian College faculty. Perhaps most importantly, these students helped local taxpayers claim more than \$10.9 million in federal and state tax refunds and more than \$3.6 million in federal and state earned income tax credits while saving the taxpayers more than \$2 million in preparation fees.

## SACHIN NAYYAR: A LEADER IN LEVERAGING ARTIFICIAL INTELLIGENCE



### What's the best way to meet your future wife? Ask her to tutor you!

That's exactly what Sachin Nayyar did. The 1999 graduate of the David Nazarian College of Business and Economics is the founder, CEO and chairman of the board for Saviynt, a leader in cloud identity and governance solutions. While at Nazarian College, Nayyar met his future wife, Rishma Shariff.

"She had excellent writing skills and a strong grasp of U.S. - English grammar," says Nayyar. "I knew she could help me improve my writing, so I asked her to tutor me. I then offered to teach her how to design websites, which I think sealed the deal. Every day since then with Rishma has been a magical moment!"

Nayyar also has a sister (Saryu) who attended CSUN and has strong ties to Nazarian College. He participates on the Nazarian College Advisory Board, providing advice and counsel for the college's academic and professional programs, and was the keynote speaker this past April at the CSUN Jeff Marine Bull Ring New Venture Competition, which is part of CSUN's Center for Social and Technology Entrepreneurship.

### A RECOGNIZED VISIONARY

At Saviynt, Nayyar leads a company that provides cybersecurity services to Fortune 500 companies and other large enterprises. He is a recognized visionary in the user identity and cybersecurity space where he remains one of the few individuals to have founded several successful companies in this niche market.

Saviynt relies on AI to power solutions that help customers manage online user access to digital assets, protect their AI large-language models, increase user productivity and ensure data accuracy.

"AI plays a big role because of the complexity of enterprise application infrastructures," says Nayyar. "Our customers have tens of thousands of users and manage thousands of applications. We use AI within our software solutions to make sure only the right people can access the right applications—while keeping unauthorized users out. We also streamline the compliance process by enabling our customers to demonstrate the security posture of their infrastructures."

### AN ADVANTAGE FOR CSUN STUDENTS

Nayyar says that today's students need to learn about AI large-language models and database vectors just as they learn to use the Microsoft Office suite, Google Docs and other productivity tools.

"AI skills are a must-have on your resume," Nayyar advises. "Employers in every industry are looking for that skill because AI needs to be incorporated into so many business workflows."

Nayyar also feels strongly that the students at Nazarian College have an advantage over students at other business colleges.

"The students at Nazarian College are very lucky and in good hands because Dean Subramaniam and the faculty are forward-thinking," says Nayyar. "They provide hands-on, practical AI skills to students that have a lot of value in the job world."

### THE CHANCE TO BUILD A UNIQUE RESUME

As a member of the Nazarian College Advisory Board, Nayyar also provides guidance and insight to the dean on emerging technologies and how to prepare Nazarian College students for success in the business world.

Nayyar advises Nazarian College students to take advantage of the professional skills certifications and micro-credentials the business school offers on AI and other industry-related skills that complement their degrees.

"Also tap into the strength of the CSUN community and alumni networks," Nayyar adds. "A lot of them work with AI every day and provide additional training resources. With the market looking for mature, professional students who have AI skills, you can build a unique resume that will garner attention."

"Continue down the AI path and you'll do great!"



Keith Hamasaki (left) with fellow board members and scholarship recipient.

Keith Hamasaki is a distinguished leader in the accounting profession, bringing nearly two decades of expertise to his role as principal of assurance and advisory at KROST. A graduate of Nazarian College, Hamasaki leverages his industry knowledge in technology, distribution and other industries to simplify complex financial challenges for his clients. He specializes in identifying key performance indicators through business intelligence and technical audit services to emerging and middle-market companies. His dedication extends beyond client services. He is also deeply committed to education and community involvement. In addition to serving on numerous boards, Hamasaki is president of the Nazarian College Alumni Chapter. Under his leadership, the chapter has grown its membership and enhanced its presence among alumni.

### Q: WHY SHOULD A GRADUATE OF NAZARIAN COLLEGE JOIN THE NAZARIAN ALUMNI CHAPTER?

I never anticipated joining the Nazarian Alumni Chapter, but now I can't imagine life without it. This chapter has become a haven for those eager to innovate, connect with graduates committed to community betterment, and gain access to unique events while growing professionally.

Additionally, our chapter is dedicated to helping each other succeed. Entering the professional world and balancing work with life's demands can be overwhelming. Being part of this chapter provides graduates with a community of like-minded peers who empower each other to grow both personally and professionally. It's essential for graduates to be involved because it offers a space to ask questions, seek advice and find the support needed to succeed in their careers.

### Q: DO YOU BELIEVE AI WILL PLAY A ROLE IN SHAPING THE WAY ALUMNI CHAPTERS ENGAGE WITH AND SUPPORT THEIR MEMBERS IN THE COMING YEARS?

AI will undoubtedly play a role in community engagement, but I'm particularly excited about how alumni chapters can leverage virtual environments to stay connected and create compelling in-person events. It's crucial to design events that bring our entire community together. While AI may be part of the solution, I believe the true strength of community engagement lies in effortlessly blending virtual and in-person interactions. This ensures that our members stay engaged and connected in meaningful ways.

## Q&A WITH KEITH HAMASAKI

### Q: WHAT ARE A FEW UPCOMING INITIATIVES OR PROJECTS THAT YOU'RE EXCITED ABOUT?

Narrowing down the initiatives I'm excited about is tough, but here are some highlights:

- Raising Awareness: We're working hard to put our chapter on the map.
- Community Growth: Expanding our reach through dynamic social media and captivating in-person events.
- Boosting Engagement: Encouraging more members to get involved and create events.
- Financial Empowerment: Organizing events that help members boost their income through networking and professional development.
- Student Support: Providing resources and guidance to college students.
- Leaving a Legacy: Building a lasting impact for future generations.

### Q: HOW DO YOU ENVISION THE CHAPTER EVOLVING IN THE NEXT 5 TO 10 YEARS?

I envision the chapter transforming into a vibrant hub of innovation and collaboration. It will be a dynamic community where passionate individuals come together to support one another in their professional journeys, whether they're launching a new venture or climbing the corporate ladder. As we nurture this ecosystem, we'll foster deep connections, sparking friendships and alliances that last a lifetime. Our chapter will not just be a network, but rather a thriving space where dreams are shared, challenges are overcome, and successes are celebrated together.

### Q: WHAT INSPIRES YOU TO STAY INVOLVED?

I'm inspired to stay involved by a desire to give back to the communities that have played a crucial role in my success. My education at CSUN was a pivotal experience that helped shape my professional journey. But I see learning as a continuous process. As the world constantly changes, being part of a community that evolves with you is essential. It's about having a supportive network that not only acknowledges past achievements but also guides you through new challenges and opportunities. This ever-growing chapter keeps me motivated and eager to contribute and learn together.

Check out the Nazarian Alumni Chapter's [LinkedIn](#) and [Instagram](#) accounts for more information.



# NEVER TOO YOUNG TO MAKE A DIFFERENCE

**There's a saying that one can give their time, talents or treasure to an organization they care about. While many younger Nazarian College alumni are just starting their careers and may not yet have the "treasure" or means to contribute financially, some are finding ways to share their valuable time and talent with students.**

**Eric Jauregui**, Class of 2019, earned his degree in financial analysis and is now a senior marketing data analyst at TelevisaUnivision, a Spanish-language media company. Jauregui says he is grateful for the support he received as a student.

"I remember all of the questions I had as I was trying to determine what I wanted to do after college," he says.

Today, Jauregui provides similar guidance and support as a mentor. He volunteers to help current students navigate their future paths with confidence. Since the field of data and analytics is still relatively new, Jauregui finds that current Nazarian College students have even more questions, and he is happy to shed light on this growing area. In addition to mentoring, he has also volunteered as a guest speaker for CSUN clubs.

"It's important to me to give back to both students and the college since I'm now in a position to help," he says. "If I can have any kind of impact on anyone's career or help clarify their questions, I will," Jauregui says.

**Danny Cho**, Class of 2018, also earned his financial analysis degree at Nazarian College and is working as a senior consultant at Deloitte. Like Jauregui, Cho feels compelled to give back and stay engaged with Nazarian College.

"I would not be where I am today without the professors, the CEPD staff and my Nazarian College friends and colleagues," he says.

Cho believes Nazarian College students are just as competitive as those who attend higher-profile colleges, which may attract more attention from recruiters.



**"A university's reputation and quality rely on, in part, the successes of its alumni and the opportunities that they may provide ..."**

**—Danny Cho, '18 Graduate, Senior Consultant at Deloitte**

"A university's reputation and quality rely on, in part, the successes of its alumni and the opportunities that they may provide," Cho says. "There are talented and hard-working students at Nazarian College who may be overlooked, so I feel it is important to stay connected to help those students."

Both Jauregui and Cho plan to remain involved as alumni and say they regularly encourage their peers to engage as well. Jauregui says coming back to campus and sharing his experience has been particularly rewarding.

"It's been amazing to continue interacting with students and being able to help only a few years out from my graduation," he says.

Both say a great first step to learning how best to support current students is to connect with the college's CEPD staff.



# Empowering Students

At Nazarian College, our expert faculty prepare students to be career-ready after graduation with comprehensive degree programs and professional skills certificates. Outside the classroom, students get valuable workplace experience as consultants for small businesses; student clinicians for the IRS; and entrepreneurs in competitive arenas. Empowering students for success is at the heart of what we do.



[nazarian.csun.edu](http://nazarian.csun.edu)

## A SALUTE TO OUR SUPPORTERS

**The David Nazarian College of Business and Economics thanks our many supporters for their financial gifts, which enable us to continue our work to provide the best education and support for our students. Below is a list of our supporters who made philanthropic commitments of \$5,000 and above between July 1, 2023, and June 30, 2024. We also wish to thank those who have given before and after these dates.**




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- Paul S. ('85, Hon.D. '22) and Adrienne Jennings
- Cathy T. ('71, MS '75) and Michael R. ('73, MS '84) Jeppson
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- Afshin and Pauline Moghavem
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- Nancy L. Ngou ('83)
- Fred A. ('74) and Sharon Nigro
- Howard P. Press ('81) and Ellen J. ('84) Mercer Press
- Jeffrey A. Rosen ('83, MS '84)
- Richard H. ('87) and Julie L. Schweitzer
- Emily Serebryany ('94)
- Wayne J. ('76) and Lisa K. ('79) Stelmar
- Arlene Stone
- Norman J. ('87) and Amy L. Tamkin
- Milton G. ('68, Hon.D. '23) and Debbie M. Valera
- Scott J. ('78) and Debra E. ('79) Weiss
- Julie M. ('97) and Dylan S. ('99, MA '21) Winfield
- Marc J. Wolf ('79)
- Andrea R. Zoekler ('83)



**Graduates celebrate May 20, 2024, at the Nazarian College commencement ceremony on the University Library lawn.**

*Photo by Ringo Chiu*





## INVEST IN NAZARIAN COLLEGE'S FUTURE WITH A GIFT THROUGH YOUR ESTATE PLAN

Did you know that you can name Nazarian College as a beneficiary in your will, trust, retirement account, charitable fund or life insurance policy? These investments play a pivotal role in fostering innovation and empowering our future business leaders to reach their fullest potential.

**You can make Nazarian College a full or partial beneficiary of:**

- **Your estate (percentage or sum)**
- **A policy/account (life insurance or retirement)**
- **Specific assets (stock, real estate, etc.)**

Estate gifts can be used to support the college's greatest needs or be directed to a cause you care about the most. And if life happens, you can always adjust your plans.

Contact us today for more information on how to create an estate gift.

Erika Bayless, Director of Planned Giving  
[erika.bayless@csun.edu](mailto:erika.bayless@csun.edu) | (818) 677-2136 | [csun.giftlegacy.com](http://csun.giftlegacy.com)