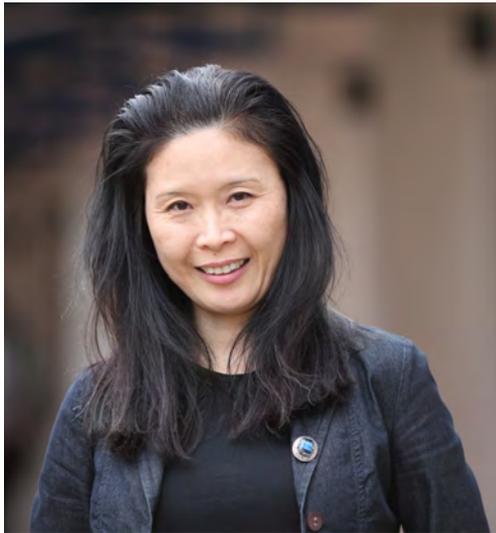


New Assistant Professor—Dr. Jinsook Kim

This semester the School of Business and Digital Media (SBDM) welcomed Jinsook Kim, Ph.D., to our Department of Communication, Graphic Design, and Multimedia as an assistant professor of graphic design and multimedia.



Dr. Kim comes to us from Trinity Christian College in Palos Heights, Illinois, where she taught graphic design courses in their undergraduate B.A. and B.F.A. programs.

She has over 20 years of experience as a communication design specialist with 10 years of experience as a motion design researcher, and has taught design courses at universities since 2008. She received her Ph.D. in Design from the Institute of Design at the Illinois Institute of Technology in Chicago.

Dr. Kim chose Georgian Court University because she likes the “small college ambiance with an emphasis on the Mercy core values as well as the academic values,” and she also enjoys living on the East Coast.

This semester, her classes include Introduction to Graphic Design and Intermediate Graphic Design. She enjoys interacting with her students and discussing contemporary design issues as well as the basics they need to achieve.

As far as research, she is interested in translating and extending two-dimensional visual literacy into “time” for new media, and she developed an applied theory Motion Gestalt based on Gestalt theory. She is currently working on academic research papers in relation to visual dominance regarding user interface interaction. The research follows the viewer’s attention to help establish any predictable and repeatable patterns of visual dominance to suggest problems with understanding of dominance among major groupings or interpretations to show what people see or what people ignore.

Dr. Kim is also serving on the General Education Curriculum Committee.

Read more about Dr. Kim and her work at georgian.edu/jinsook-kim.

The Evolution of Digital Storytelling: The People, Places, and Spaces of Emilia-Romagna in 360°



On Tuesday, November 28, guests from off campus as well as members of the campus community attended the first digital communication show for Gina Marcello, Ph.D., assistant professor of communications and director of the digital communication program. Held in the M. Christina Geis Art Gallery, the exhibit showcased still photography, videography, and a 360-degree, virtual reality experience of Monte Penna, Italy. Dr. Marcello notes that she “created all of the content with the aim of telling the story of Emilia-Romagna—the people, the sacred spaces, and the culture. People know Tuscany (right next door) but not Emilia-Romagna, and they should! It’s breathtaking.”

“I wanted to go to the digital communication show because I went to Bedonia, Italy, in 2016 with Dr. Marcello and other students to work on a marketing campaign,” says senior Marisa DeVito. “The videos, photos, and virtual reality goggles in the show were absolutely amazing. It truly felt like I was back in the town.”

Tonya Cuzzo enjoys the immersive 360° experience of Monte Penna, Italy.



SBDM Career-Oriented Events

Dean Janice Warner, Ph.D., kicked off the academic year with a new event, the Senior Meeting. All SBDM students graduating during the 2017–2018 academic year were encouraged to attend and many did! The goal was to encourage students to make the most of their last year in college. Some takeaways included studying abroad in January or going on the faculty-led trip to Germany, making sure all graduation requirements are met, and taking advantage of campus opportunities for lasting memories. Joyce Goletz Heckman '83 spoke to students about the career search and how not to miss opportunities at companies in which they are interested. Kathleen Brady, executive director of career services, corporate engagement, and continuing education, followed up by going over resources students could use to set their career direction and conduct an effective job search.



In November, it was time for Roundtable Mentoring. Four alumnae sat with students for short group conversations about their career concerns. “Each professional brought different ideas and taught us little tricks and tips to succeed after college,” explains senior Rosa Franze. “I liked how real each one was; they told us about their struggles and obstacles and how to get through it all.” Click [here](#) for photos of the event.

On April 10, the SBDM will host its Fifth Annual Business-to-Student Connector. Alumni working at companies with internships and full-time openings are encouraged to come network with our business, communication, and graphic design students. If you are interested, please send an e-mail to business@georgian.edu.

Get Involved— Join the New Business Club



Left to right: Somiya Ali, Tiffany Monte, Karen Goldstein and Daniel Chochlinski

Building connections, developing interpersonal skills, and career development is the focus of the newly created Business Club. Organized by accounting major Tiffany Monte, the club has met twice this past semester. Board members have been appointed as follows: Tiffany Monte, president; Somiya Ali, vice president; Isabella Messina, second vice president; Daniel Chochlinski, secretary; and Karen Goldstein, treasurer. “This club is an outlet for business students at GCU to come together, be a part of something that relates to their field of study, and utilize their skills and grow,” says Tiffany. Contact Tiffany at tm34862@georgian.edu or any of the other officers to get involved.

Theodora Sergiou '92, lecturer in business, has big hopes for the Business Club. Using her professional network, she has made arrangements for professionals to speak with GCU business students about career development and promote the club's growth.

The group plans to host career fairs, motivational speakers, trips to major business landmarks, and workshops. The club also plans to collaborate with Enactus, an organization suggested by Cathleen McQuillen., D.P.S., associate professor of business. Enactus is a nonprofit organization designed to bring a community of student leaders together using entrepreneurial action to transform lives and create sustainability within the world.

Dr. Bertram Okpokwasili Promotes His Own and Students' Scholarship



Dr. Okpokwasili and Dean Warner

Bertram Okpokwasili, Ph.D., professor of business administration, was among the 2017 winners of the Bright Ideas Research Awards, announced October 20 by the New Jersey Collegiate Business Administration Association (NJCBAA). His article “Institutions and Development: Are Some More Critical Than Others? A Panel Study of 50 Countries from 2002 to 2011,” published in the *International Journal of Business and Social Research*, explains how certain factors contribute to economic growth. “Strong institutions are often viewed as partial answers to Africa’s development dilemma,” says Dr. Okpokwasili. “But given the resource constraints of many African countries, there has to be selectivity as to which governance measures receive funding.”

Caitlin Billow, one of the students whose research Dr. Okpokwasili guided, was selected to present at the ACBSP Region 1 conference at Southern New Hampshire University. Her paper, “African Growth and Opportunity Act—A Scorecard,” received praise from the conference organizers. Dr. Okpokwasili reports that she represented GCU with dignity and poise. Caitlin will be completing her M.B.A. program in May 2018. She currently works as a quality engineer for Nitto, Inc., but hopes to own her own event management business one day.



Caitlin Billow gives her presentation.

Convocation 2017

Students received the following honors at GCU's Convocation Ceremony on August 31, 2017.

Congratulations to All!

Accounting: Robert A. Panten Award

Evan Wesley

Business: Sister Muriel Lynch Award

Natalie Hnath

Business: Delta Mu Delta-Epsilon Zeta Chapter Book Award

Taylor Bauerband

Digital Communication: Leadership Award

Jaclynn Sweeney



**Graphic Design & Multimedia:
Excellence Award**

Alexandra Roman

**Latino Business Studies: Negocios
En Espanol Award**

William Andersen

St. Catherine Medal—Kappa Gamma Pi

Natalie Hnath



Miriam Hunte '16, accounting graduate, spoke about leadership and service at the ceremony.

Jaclynn Sweeney '19, with her mother Leigh Burgess Sweeney '91, shows off her award after the ceremony.

Trip to Germany—Understanding Competitive Business Strategy, May 25–June 3, 2018



Dean Janice Warner, Ph.D., and Neal Steed, J.D., assistant professor and chair of the Department of Business Administration, Accounting, and Economics, are leading a trip to Munich and Berlin, Germany. On this trip, undergraduate and graduate students will examine how the business environment—including politics, legislation, economic climate, social trends, and technology—impacts a company's strategy. Four different companies will be visited in these very different cities. In between, there will be time to explore many historical, cultural, and recreational sites. Dr. Warner lived and worked in Munich in the early 1990s and looks forward to sharing highlights of the country she came to know well as a resident. Interested students should reach out to Dr. Warner.

Contact Us

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