



2023
2024

New Faculty Guide





The 2023-2024 New Faculty Guide proudly highlights the 17 full-time faculty joining the Pamplin College of Business at Virginia Tech in fall 2023. Each new member brings a wealth of experience and knowledge that will be invaluable to our students and community. Read on to learn more about their teaching backgrounds and what research interests they bring to the college.

As a new faculty member myself, I'm honored to build upon the successes of Dean Richard E. Sorensen, Dean Robert T. Sumichrast, and Interim Dean Roberta (Robin) Russell. We will continue to invest in the best and brightest faculty and our new faculty members are leading scholars, instructors, and practitioners in their fields. Hiring these faculty is in alignment with University's Beyond Boundaries goal to be a destination for exceptional talent.

I appreciate the warm welcome I have received since joining Pamplin and ask that you please join me in reciprocating that kindness to our new faculty members. I hope you will introduce yourself and engage in future collaborative opportunities.



Lori Anderson

Associate Professor of Practice

Education

- Ph.D., Virginia Tech
- M.Ed., The Citadel
- B.A., Wingate University

Lori Anderson has a dual career of over 20 years of organizational leadership experience and over 15 years university teaching, curriculum design, and leadership experience. She has taught at four universities in two countries, teaching at the undergraduate, graduate, and executive levels. She has enjoyed teaching students face-to-face, online, and in blended learning environments.

Prior to joining Pamplin, she served in a tenured position with the University of Manchester in the U.K. as an Associate Professor with Alliance Manchester Business School. Anderson has taught broadly across management and is passionate about research-led teaching grounded in robust andragogy.

Anderson is also a novelist. Her novel, "Giggleswick: Your Next Station Stop," is a novel about home that explores the experience of xenophobia through the eyes of an immigrant.

Department of Management

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Charity Boyette
Assistant Professor of Practice

Education

- MBA, Mason School of Business, College of William & Mary
- B.S., business administration, Averett University

Charity Boyette has more than two decades of experience in managing teams and programs, with a particular focus in managerial excellence, team engagement, and employee development.

She is currently a doctoral candidate in Public Administration at Virginia Tech, where her research interests include organizational change, public-sector employee engagement, and management tradecraft. From 2009-2018, she was a commissioned Foreign Service Officer with the U.S. Department of State and served overseas tours in Nigeria, Poland, and Belgium, as well as assignments in Washington, D.C., including two years as a special assistant to Secretary of State Kerry and as an instructor at the Foreign Service Institute.

She holds an MBA, with a focus in strategic development, from the Mason School of Business at the College of William & Mary and a B.S. in business administration from Averett University in Virginia. She and her husband, Stephen, live in Dublin, Va., while their two grown daughters live in northern and eastern Virginia.

Department of Management

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Ramona Ionescu
Assistant Professor

Education

- Ph.D., Information Systems and Business Analytics, Baylor University
- M.S., Databases, Bucharest University of Economic Studies
- B.S., Computer Science, University Politehnica of Bucharest in Romania

Ramona Ionescu's research interests include cybersecurity, digital surveillance – with an emphasis on digital employee monitoring, and machine learning algorithms.

Before obtaining her Ph.D. in Information Systems and Business Analytics from Baylor University, she most recently worked in the industry for Oracle as a Principal Applications Engineer.

Department of Business Information Technology

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Jennifer R. Joe
John E. Peterson Professor in ACIS

Education

- Ph.D., University of Pittsburgh
- B.B.A., Accounting, Baruch College, C.U.N.Y.

Jennifer R. Joe, studies the role and impact of auditors and valuation specialists in financial reporting and diversity and inclusion in accounting. Her research, including studies on auditors' use of artificial intelligence, audit regulation, and auditors' evaluation of corporate internal controls, is published in leading journals. She is an editor at The Accounting Review, a member of the Inaugural Board of Trustees of the American Accounting Association Foundation, and President of the Auditing Section of the American Accounting Association.

Her academic awards include the American Accounting Association 2021 Presidential Scholar, Auditing: A Journal of Practice & Theory Best Paper Award 2023, Issues in Accounting Education Best Paper Award 2021, and the McLaughlin Prize for Ethics in Accounting Research 2020.

She often presents at academic and corporate events on accounting and diversity issues and is a dedicated advocate for diversity, equity, and inclusive excellence in higher education and accounting.

Department of Accounting and Information Systems

acis.pamplin.vt.edu



Catherine Kennedy
Professor of Practice

Education

- B.A., Biochemistry, Mount Holyoke College
- M.B.A., Finance, The Wharton School at the University of Pennsylvania
- Post graduate fellowship, Stockholm School of Economics in Sweden

Catherine Kennedy is a high energy, client-oriented, and accomplished financial professional with experience in investments, wealth management, technology, and capital markets. She has helped professionals and small businesses translate their hard work and success into smart financial strategies. Navigated full cycle, bubble, and down markets in equities and fixed income instruments while evaluating new and emerging technologies.

She has generated significant new business through presentations to senior managements and at industry conferences. Traveled extensively to analyze businesses/investment opportunities and solve client financing issues in the U.S., Latin America, Europe, and Asia. A strong communicator with a desire to foster positive dynamics within teams and organizations.

Department of Finance, Insurance, and Business Law

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Tom Mayock
Associate Professor

Education

- Ph.D., Economics, Florida State University
- B.S., Economics, Penn State University

Tom Mayock joined the Blackwood Department of Real Estate in the fall of 2023. Prior to joining Virginia Tech, he served as an Associate Professor of Economics at UNC Charlotte, a Senior Financial Economist at the Office of the Comptroller of the Currency, and an Assistant Professor of Economics at Montclair State University.

His primary research interests are urban economics, public economics, real estate and credit risk. Some of his current research projects investigate the impact of single-family rentals on schools and how transaction costs influence mortgage refinancing behavior.

Blackwood Program in Real Estate

realestate.vt.edu



Jian Ni
Professor

Education

- Ph.D., Business and Machine Learning, Carnegie Mellon University
- M.S., Vanderbilt University

Jian Ni specializes in empirical and theoretical analysis of healthcare, financial service, education, environmental and energy technology, and emerging markets. His recent research interests include data analytics, people analytics, social media, mobile platforms, pricing, (non-)monetary incentive design, and empirical industrial organization. He has taught previously at Johns Hopkins and has been a visiting faculty at University of Sydney, Stanford Graduate School of Business, Hong Kong Polytechnic University, and Shanghai Advanced Institute of Finance.

He was named a 2017 Marketing Science Institute Young Scholar and 2021 Marketing Science Institute Scholar. His research has been funded by National Institute of Health, National Science Foundation, Center for Global Health, National Institute of Child Health and Human Development, among others.

Department of Marketing

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Christopher Porter
Strickler Professor of Management

Education

- Ph.D., Business Administration, Michigan State University
- M.S., Criminal Justice, Michigan State University
- B.A., Psychology, Morehouse College

Christopher Porter's primary research interests concern the challenges employees experience when they pursue multiple goals. He is particularly interested in the simultaneous pursuit of goals in work and nonwork settings.

His research has been published in a number of journals, including the Academy of Management Journal, Academy of Management Review, Journal of Applied Psychology, Journal of Management, and The Leadership Quarterly. He currently serves on the editorial boards of Academy of Management Journal, Journal of Management, and The Leadership Quarterly. He has served as an Associate Editor at Africa Journal of Management and Journal of Management. He is currently an Associate Editor at Journal of Applied Psychology, which is one of the premier journals of the American Psychological Association.

Prior to joining Virginia Tech, Christopher was a OneAmerica Endowed Chair and Professor of Management at the Kelley School of Business, Indiana University.

Department of Management

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Laura Raschke
Assistant Professor of Practice

Education

- MBA, Liberty University
- M.A., Liberty University
- B.S., Oral Roberts University

Laura Raschke brings rich industry experience to Pamplin College of Business, fueled by a deep commitment to higher education and a fervent passion for inclusive teaching. With 14 years of professional expertise across healthcare management, mental health counseling, education, marketing, and technology, she is poised to make a transformative impact within the Pamplin community.

Raschke's resolute dedication to Diversity, Equity, Inclusion, and Belonging (DEIB) is evident through her roles as an ESL Instructor, service to underserved children, and as a community volunteer leader. Her teaching philosophy prioritizes celebrating student individuality while fostering unity, perfectly aligned with Pamplin's values and the Virginia Tech motto, *Ut Prosim* (That I May Serve), reflecting her mission to empower students to serve their communities and the world.

Beyond academics, she is a college football fan, self-care entrepreneur, culinary enthusiast, voracious reader, and international foodie. She is also a devoted wife, mother, and pack leader of two rescue dogs.

Department of Management

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Alexandre Reggi Pecora

Assistant Professor

Education

- Ph.D., University of Minnesota

Alexandre Reggi Pecora's research specializes in Financial Intermediaries, Fintech, and International Finance, with an emphasis on how frictions can be overcome to make financing more inclusive. His research has been published in major scientific journals like the *Journal of Financial Economics*. He teaches an undergraduate course on the theory and practice of making financial decisions for corporations.

Prior to completing his Ph.D. at the University of Minnesota, he worked for six years in banking and agribusiness in his home country of Brazil.

Department of Finance, Insurance, and Business Law

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Philip Romero-Masters

Assistant Collegiate Professor

Education

- Ph.D., Information,
- M.A., Library and Information Studies,
- B.S., Computer Information Systems

Philip Romero-Masters is an Assistant Collegiate Professor of Business Information Technology in the Pamplin College of Business at Virginia Tech.

He completed his Ph.D. in Information in 2023. His research focuses on promoting cybersecurity behavior through intrinsic motivation and supporting the autonomy of information technology users. He has strong interests in manipulation, autonomy, and motivation in cybersecurity compliance and awareness efforts. His interests include how psychology, human-factors, philosophy, and systems design impact people and their wellbeing.

He places an emphasis on wellbeing in his teaching and uses his work on wellbeing to inform his teaching practices.

Department of Business Information Technology

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Koehler Slagel

Assistant Professor of Practice

Education

- MBA, Marketing, Radford University
- B.S., Business Management, Radford University

Koehler Slagel is a versatile professional with a diverse background spanning various business sectors, industries, and departments. Before joining the university, he garnered experience working with the military, small businesses, medical device/equipment companies, and startups.

In addition to an MBA from Radford University and a B.S. in Management/Entrepreneurship, Slagle proudly served in the United States Marine Corps. This experience instilled a strong sense of discipline, leadership, and adaptability.

He excels at creating learning environments that foster growth and accountability, consistently raising the bar and challenging the status quo. Recognizing the unique talents within each student, Slagle firmly believes in empowering students to discover their strengths, unlock their potential, and drive tangible results.

A Blacksburg native, Slagel and his family returned to the area in 2019 for consulting, establishing a firm connection to the local community.

Department of Management

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Santhosh Srinivas

Assistant Professor

Education

- Ph.D., Management Information Systems, The University of Memphis
- M.S., University of Buffalo

Santhosh Srinivas is an assistant professor of Business Information Technology at the Pamplin College of Business. He holds a Ph.D. in Management Information Systems from The University of Memphis, an MS from The University at Buffalo, an MBA, and an Engineering degree from India.

He conducts research in Information Security, exploring the impact of technology adoption on organizational security. His research methodology encompasses large-scale data analysis, Text Analytics via NLP, Machine Learning, and Predictive Analytics. Currently, his research focuses on two interconnected streams.

The first stream quantifies complex technology and firm characteristics, such as System visibility, Digital Transformation, Digital IQ, Organizational complexity, and Technology complexity. The second stream concentrates on determining the impact of these intricate organizational characteristics on the information security posture.

Department of Business Information Technology

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Tarah Warner
Assistant Professor of Practice

Education

- MBA, Accounting, Johnson & Wales University
- B.S., Food Service Management
- A.S., Restaurant Management

Tarah Warner is an Assistant Professor of Practice in Event & Experience Management in the Howard Feiertag Department of Hospitality & Tourism Management. She also serves as the President and Chief Executive Officer for TMW Productions, LLC and Weddings by TMW Productions, LLC.

She has been fortunate to be a part of the following organizations throughout her career: Compass Group North America, Radisson Hotels, and Johnson & Wales University. Her experience has brought her from Pennsylvania to Illinois, Rhode Island, New Jersey, and Virginia. Warner is a Rotarian and was the President of the Pawtuxet Valley Rotary Club. She was selected to receive the prestigious Paul Harris Fellow award due to her service to the local community, club, and Rotary District 7950.

She possesses an A.S. in Restaurant Management, B.S. in Food Service Management with a concentration in Event Sales and Meeting Management, and an MBA in Accounting from Johnson & Wales University in Providence, Rhode Island. She is also a Certified Food Management Professional and Certified Meeting Planner.

Howard Feiertag Department of Hospitality & Tourism Management

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Marla White
Assistant Professor

Education

- Ph.D., Business Administration, University of Texas at Arlington
- M.S., Management/Administrative Sciences, University of Texas at Dallas
- MBA, Finance, Clark Atlanta University
- B.S., Electrical Engineering, University of Arizona

Marla White's research interests include leadership, intersectionality, discrimination, and diversity management. Her research focuses on the workplace experiences of marginalized group members, including barriers to leadership and interventions to mitigate bias in leadership evaluations. Her work has been published in *Human Resource Management Review*, *Journal of Occupational and Organizational Psychology*, and received best paper recognition in the Academy of Management Proceedings and at the Southern Management Association Conference.

White was previously a Visiting Assistant Professor at Texas Women's University and a Research/Teaching Assistant at the University of Texas at Arlington. She is actively involved in several management organizations, including the Academy of Management, and has been a reviewer for various journals and conferences.

Before entering academia, she worked at several Fortune 500 tech companies, including Motorola, IBM, and Texas Instruments. Her industry experiences inform her research questions and teaching interests in Organizational Behavior and HRM.

Department of Management

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David Yanisko
Associate Professor of Practice

Education

- M.Ed. Career and Technical Education, SUNY Oswego
- AAS Culinary Arts, Johnson and Wales University
- B.S. Geological Sciences, University of Rochester

David Yanisko is an Associate Professor of Practice for the Howard Feiertag Department of Hospitality and Tourism Management in the Pamplin College of Business. Prior to his employment at Virginia Tech, he spent the previous ten years as an Associate Professor in the Business, Food Service and Agricultural Management Department at the State University of New York (SUNY) Agriculture and Technical College at Cobleskill. He holds several professional certifications including Certified Executive Chef (CEC) in the American Culinary Federation (ACF) and Certified Hospitality Educator (CHE) from the American Hotel Lodging Educational Institute.

David has 12 years of experience as a chef in a la carte and private event dining in Philadelphia, PA and the resort areas of southern New Jersey.

Howard Feiertag Department of Hospitality & Tourism Management

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Meng Zhu
Professor

Education

- Ph.D., Marketing/Social and Decision Sciences, Carnegie Mellon University

Meng Zhu received her Ph.D. in Marketing /Social and Decision Sciences from Carnegie Mellon University in 2011. Before joining Pamplin, she was Professor of Marketing and Health at Johns Hopkins University where she was the recipient of Faculty Service and Mentorship Award (2023), Alliance for a Healthier World's Impact Grant (2022), President's Frontier Award Semifinalist (2019), Early Career Catalyst Award (2018), and Dean's Award for Faculty Excellence (2016-2019). She is currently co-chairing the 2023 American Marketing Association (AMA) Doctoral Dissertation Award and the Consumer Behavioral Track of the 2024 AMA Winter Conference.

Her research interests include causes and consequences of and solutions to inefficiency and inequality, health and medical decision-making, and contextual influences on preference construction. Her research has been published in premier marketing journals as well as specialized medical journals; funded by National Institute of Health and National Institute of Aging; and featured in the media across the globe, such as Forbes, NPR, New York Times, The Guardian, The Independent, Wall Street Journal, and Washington Post.

Department of Marketing

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Virginia Tech's nationally ranked Pamplin College of Business offers undergraduate and graduate programs in accounting and information systems, business analytics, business information technology, finance, hospitality and tourism management, management, marketing, and real estate. Pamplin's academic programs emphasize data analytics and decision sciences; entrepreneurship that leads to innovation and innovative companies; security, privacy, and trust; and the human condition. It is named in honor of two alumni: the late Robert B. Pamplin, retired chairman of Georgia-Pacific, and businessman, author, and philanthropist Robert B. Pamplin Jr.

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Virginia Tech is an equal opportunity and affirmative action employer. Women, minorities, individuals with disabilities, and protected veterans are strongly encouraged to apply. Anyone having questions concerning discrimination or accessibility should contact the Office for Equity and Accessibility.

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