

**Publication: Poets & Quants For Undergraduate Online**  
**Date: 12 December 2022**

**Headline: Poets&Quants' Top 50 Undergraduate Professors of 2022**

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Ask almost any dean, business school professor, or admissions director, and they're quick to profess their school's commitment to DEI: diversity, equity, and inclusion. Besides expounding on the fairness of having B-school classrooms reflect the diversity of the communities they serve, nearly all will explain how diversity of thought — of learning from and listening to people with viewpoints and backgrounds that are different from your own — better prepares students for increasingly globalized workplaces.

As it turns out, B-schools don't always practice what they preach. Esther Uduehi, 33, of University of Washington's Foster School of Business, says only 150 scholars currently employed in pre-tenure faculty positions at U.S. business schools are Black, Latinx, or Indigenous. That's one of the reasons the assistant professor of marketing and international business co-founded The Tenure Project, a national initiative to increase the number of tenured underrepresented minority faculty at business schools. Washington Foster hosted the project's inaugural national conference this August with more than 100 junior faculty from schools across the country.

"We all have work to do in this area," Uduehi, who studies diversity, identity, race, and stigmatization, told Foster Business Magazine this summer. "By increasing the chances that assistant professors of color go up for and receive tenure, we help to diversify our student populations, further academic research by scholars of color, and further support companies' goals."

Uduehi joined Foster in 2021. She has a Ph.D. in marketing from The Wharton School; an MSc from Oxford University (where she was a Rhodes Scholar) in nature, science, and environmental policy; and a bachelor's in mathematics and chemistry from Indiana University.

She is also one of Poets&Quants' 50 Best Undergraduate Professors of 2022.

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## PRESENTING P&Q's BEST UNDERGRADUATE PROFESSORS

Today, we proudly present our fifth edition of P&Q's 50 Best Undergraduate Business School Professors.

We received more than 500 nominations from students, alumni, colleagues, and school deans taking the time to put into words what these outstanding professors meant to their students, their departments, and the business community at large.

Nominations came from more than 50 of the best undergraduate business programs, including a dozen international schools.

The editorial team at Poets&Quants individually evaluated every nomination. Each professor was assigned a 1-to-10 score based on their research and teaching accolades. Research was given a 30% weight and teaching a 70% weight, with the average making up the final score.

For research, we considered the volume of a professor's Google Scholar citations, how much major media attention they received along with research and writing awards. For teaching, we considered all nominations, teaching awards, and impacts on their schools and departments.

### PROFESSORS FROM 39 SCHOOLS MADE THE LIST

This year's list features 30 women – the most we've ever honored and up from 23 women on our 2021 list. The winners hail from 39 different schools including 11 schools that had more than one professor on the list. The Wharton School at the University of Pennsylvania had the most winners with three.

Eight schools had two professors on the list including Binghamton University, Indiana University's Kelley School of Business, Purdue School of Management, Singapore

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Management University's Lee Kong Chian School of Business, Texas Christian University Neeley School of Business, University of Illinois Gies College of Business, University of Minnesota Carlson School of Management, University of North Carolina Kenan-Flagler Business School, and University of Washington Foster School of Business.



#### DIVERSITY IN EXPERTISE, DISCIPLINES, AND BACKGROUNDS

2022's list of stellar professors come from a wide range of expertise, disciplines, and backgrounds. Our youngest winner, David F. Arena Jr. of the University of Texas at Arlington, is just 29 years old. He studies contemporary diversity and inclusion issues in the workplace, particularly those surrounding stigmatized identity characteristics of employees (such as sexual orientation) or those that may change over time (such as pregnancy status.) He won UTA's best undergraduate teaching award this spring.

"I think that one of the things that makes me stand out is my empathy for students. A pillar of my teaching philosophy is understanding and acknowledging that students have a variety of things going on with them that extends outside of my classroom," the assistant professor of management tells P&Q.

"As a general point of practice, I want my students to succeed – something I tell them at every natural chance I get. I make an effort to follow through to enact on this espoused value at every turn, and want to be seen as a resource (not a barrier) for my student's success."

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Our oldest honoree, Rosa Oppenheim, 73, has taught at Rutgers Business School for half a century. While the vice chair of the Department of Supply Chain Management and self-described Jeopardy junkie is not grateful for the horrors the pandemic has wrought the last three years, she's relishing the attention it has brought to her field of expertise.

"After decades of being asked, 'What's supply chain management?', it's nice to now be viewed as part of a 'cool' discipline," she tells Poets&Quants.

When it comes to grading, she thinks her students would describe her as "cruel but fair." She wears a sweatshirt with the credo to her final exams in homage to Monty Python, and some of her EMBA students created an "Ode to Rosa Oppenheim" song with the lyrics front and center. You can watch it

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#### IMPACTS IN BUSINESS EDUCATION AND SOCIETY

Many of the professors on this year's list are making big impacts, either on their prospective business schools, fields of study, or society at large.

Nitya Chawla, 31, would have been a physician if it weren't for her current path. She was even admitted to the University of Manchester medical school. But, after taking a psychology course, she knew it was a subject she wanted to explore further.

Today, she researches women's experience in the workplace – from the gender-based harassment they may encounter in their careers to the challenges they face as they begin families. She and her coauthors are seeking to understand ways organization members can serve as allies as women transition back to work after giving birth.

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“In studying why and how these forms of allyship are beneficial, our results highlight the implications these reentry experiences have for working mothers’ careers, families, and their own well-being,” says Chawla, assistant professor of management at Texas A&M University Mays School of Business.

Jawad M. Addoum, 39, associate professor of finance in the SC Johnson College of Business at Cornell University, studies in the emerging field of climate finance. He examines the links between weather patterns and extreme events on financial outcomes and markets.

“Broadly speaking, the most important finding is that climate change isn’t ‘all bad, all the time’ for business outcomes. It’s much more nuanced – some parts of the economy could be damaged while others actually benefit,” he says. “In turn, any policy interventions should carefully account for the distribution of consequences.”

And Ahmed Maged Nofal, 32, assistant professor of entrepreneurship at France’s Emlyon Business School, knew he wanted to be a business professor after watching a loved one suffer as a result of the decisions of his employer. Nofal now studies how entrepreneurship can help people turn adversity into an edge.

“At the core of my most recent work on developmental origins is exposure to hardships and adversity, such as child labor, homelessness, and wars,” he says. “This line of work indicates that hardships and adversities free people to try new things, engage in entrepreneurship, and trigger further entrepreneurial dynamics.”

**VARYING PATHS TO BUSINESS PROFESSORSHIP**

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Our 2022 honorees also walked very different paths to becoming business school professors.

Take Greg Hohn who knew he wanted to be a business school professor when –



Well, when he was offered the job.

After earning his bachelor's in English from the University of North Carolina-Chapel Hill, he worked as an actor and director in film, television, radio and theater. He joined Transactors Improv, the South's oldest improvisational theater, in 1989 and became its company director in 1996.

In the 1990s, he used soft skills learned in improvisation – communication, creativity, collaboration, quick thinking, etc. – to develop an applied improv curriculum. He sent it to a law school, a university theater department, and UNC's Kenan-Flagler Business School. Kenan-Flagler was the one to bite. He's been teaching his Applied Improv and Business course for 22 year, believed to be the first such course offered at a business school.

"Greg creates a playful, open and safe environment through physical games and informal discussion to set up serious discussions and valuable takeaways. He asks students to make connections between play and 'real life' to find serious nuggets within the silliness of his craft," says Sharon Cannon, Clinical Professor of Management and Corporate Communication.

"His approach, one that is profoundly Socratic and lighthearted, involves getting them to question their assumptions about themselves, others, and situations. Students are encouraged to discover what connections are possible through vulnerability."

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Shiri Melumad's path to a business classroom was similarly winding. Her father was a business school professor, and she would sometimes sit in on his classes in awe at the way he interacted with students.

"He was so brilliant and charming, and students were completely engaged with him and the material, even though it was an accounting class," says Melumad, 33, assistant professor of marketing and Wolpov Family Faculty Scholar at University of Pennsylvania's The Wharton School.

But, she majored in psychology and planned to go to law school before her father sat her down. He gently suggested she consider a PhD in marketing because it would combine her love of research with her interest in applied psychology.



"Soon thereafter, I became a research assistant for a marketing professor and became enamored with the field. I knew at that point that I wanted to be a business school professor, so I switched from studying for the LSAT to studying for the GMAT!" she says.

Today, she studies the impacts of new technology and media on consumers' lives.

We hope you enjoy learning about each of the 50 accomplished, innovative, and compassionate professors on this list as much as we did. They, along with past winners of our series, represent the best of what an undergraduate business degree can offer.



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We leave you with the words of Steve Diasio, 42, of the University of South Florida's MUMA College of Business School on what makes a great business professor stand apart from the crowd. Versions of this sentiment are reflected throughout the profiles on the following pages: "I believe that every student is talented and has the agency to create the future that they desire. My classes are designed in a way where students learn/discover this for themselves. This is transformative and changes the trajectory of what they believe is possible."



All 50 winners of this year's Best Undergraduate Professors are listed below. Click on each of their names to read their full profile. You can peruse 2021's full list [here](#).

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Professor Name	School	Subject(s)	Age
Sara Reiter	Binghamton University School of Management	Accounting	72
Subimal Chatterjee	Binghamton University School of Management	Marketing	63
Douglas Hannah	Boston University Questrom School of Business	Entrepreneurship	40
Kate Suslava	Bucknell University Freeman College of Management	Accounting	
Jawad M. Addoum	Cornell University Dyson School of Applied Economics and Management	Finance	39
Ahmed Maged Nofal	Emlyon Business School	Entrepreneurship	32
Allison Kays	Emory University Goizueta Business School	Data Analytics, Accounting	33
Bilgehan Uzunca	Esade Business School	Competitive Strategy	39
Arnaud Cudennec	Hong Kong Polytechnic University (PolyU)	Strategic Management	30
Georgio Georgiades	Hult International Business School	Management	46
Sagar Samtani	Indiana University Kelley School of Business	Business Data Programming	31
Susan Monaco	Indiana University Kelley School of Business	Finance	63
Sarah Otner	Kingston Business School	Organizational Behavior, Leading Organizations	38
Ludovica Cesareo	Lehigh University College of Business	Marketing	34
Ellen Ensher	Loyola Marymount University	Managing People and Organizations	
Felipe G. Massa	Loyola University New Orleans	Entrepreneurship, Consulting	40
Lori Rumreich	Marian University Byrum School of Business	Marketing	59
Kristie Rogers	Marquette University	Negotiations, Organizational Behavior	38
Warut Khern-am-nual	McGill University Desautels Faculty of Management	Data Mining for Business Analytics	39
Jan Taylor	Miami University Farmer School of Business	Marketing	72
Shelby Lun Gal	Michigan State University Broad College of Business	Organizational Design and Strategy Implementation	34
Ashish Bhatia	New York University Stern School of Business	Entrepreneurship, Leadership	41
Roy Dejoie	Purdue School of Management	Management Information Systems, Business Application	59
Kelly Schwind Wilson	Purdue School of Management	Leadership and Organizational Change	42
Minjae Kim	Rice University Jones Graduate School of Business	Organizational Behavior	34
Rosa Oppenheim	Rutgers Business School	Supply Chain Management, Operations Management	73
Esther Sackett	Santa Clara University Leavey School of Business	Management of Organizations	38
Christlene du Plessis	Singapore Management University, Lee Kong Chian School of Business	Marketing Research	36
Abhijeet K. Vadera	Singapore Management University, Lee Kong Chian School of Business	Ethics and Corporate Responsibility	43
Nitya Chawla	Texas A&M University Mays School of Business	Managing People in Organizations	31
Stephen Lusch	Texas Christian University Neeley School of Business	Principles of Taxation	36
Beata M. Jones	Texas Christian University Neeley School of Business	Business Information Systems, Global Business	61
Qi Li	The Chinese University of Hong Kong, Shenzhen	Business Ethics & Corporate Social Responsibility	
Olivia Miljanic	University of Houston C.T. Bauer College of Business	Global Environment of Business	42
Dawn M Kink	University of Illinois Gies College of Business	Accounting	57
Joe Mahoney	University of Illinois Gies College of Business	Strategic Management Capstone	64
Nina (Ni) Huang	University of Miami Herbert Business School	Databases Management Systems	35
Pri Pradhan Shah	University of Minnesota Carlson School of Management	Management, Honors Thesis	54
Kendell Poch	University of Minnesota Carlson School of Management	Accounting	37
Troy A. Smith	University of Nebraska-Lincoln	Managing Behavior in Organizations, Negotiations	39
Greg Hohm	University of North Carolina Kenan-Flagler Business School	Applied Improv and Business	59
Jessica Siegel Christian	University of North Carolina Kenan-Flagler Business School	Organizational Behavior, Negotiations	37
Lori Rosenkopf	University of Pennsylvania, The Wharton School	Culture and Institutions of the Tech Sector	59
Hummy Song	University of Pennsylvania, The Wharton School	Operations Management	35
Shiri Melumad	University of Pennsylvania, The Wharton School	Consumer Behavior	33
Steve Dlasio	University of South Florida MUMA College of Business	Innovation, Design Thinking	42
David F. Arena Jr.	University of Texas at Arlington	Managing Organizational Behavior	29
Leela Nageswaran	University of Washington Foster School of Business	Operations Management	34
Esther Uduehi	University of Washington Foster School of Business	Marketing	33
Beth Vallen	Villanova School of Business	Marketing	45