

[A series of icons showing positive, neutral, negative emotions on a tablet, with a person touching the negative icon.](#)

## Who customers blame depends on how businesses frame

Forthcoming research from **Christy Zhou Koval**, assistant professor of management, shows how subtle framing can impact customer views of small businesses when something goes wrong.

[Read the findings](#)

## Alumni News

[United Nations flag alongside flags from various countries.](#)

[A picture of the five Global Master Certificate in Business Analytics participants and the faculty and staff involved through the partnership between MSU and the University of Dubai.](#)

### Broad Spartan to intern with United Nations after graduation

Hafsa Abass (B.A. Accounting '19) takes her bold next steps as an intern for the United Nations in Kenya.

[Hafsa's story](#)

### Certificates presented to inaugural business analytics class in Dubai

Five participants from the Dubai Airport Freezone Authority marked the inaugural class of the Global Master Certificate in Business Analytics program.

[Learn More](#)

## Events

**JANUARY 22**

### Innovate State Spring Series

6:00PM – 7:30PM  
 Gaynor Lab

[Register Here](#)

[Jeff Epstein is the first guest to kick off the spring series of Innovate State.](#)

**JANUARY 23**

### Pung Speaker Series

6:00PM – 8:00PM  
 Room M242

[Learn More](#)

[Speakers share advice to current MBA students at the Pung Speaker Series events.](#)

**FEBRUARY 6**

### Free Webinar: Sustaining Operational Excellence

10:00AM – 11:30AM  
 Online

[Register Here](#)

[A woman sits, working at a desk using her laptop.](#)

**FEBRUARY 6**

### Free Webinar: Managing Knowledge as an Asset

1:00PM – 2:30PM  
 Online

[Register Here](#)

[A man sits at desk in the daytime, smiling and wearing headphones while using a laptop.](#)

## The Best of Broad

[A man gives a workshop presentation to a room of people in a room with lots of windows and sun shining.](#)

### Taking education to new heights with simulations

Last semester, the Broad College welcomed professor Vasant Sivaraman from S.P. Jain Institute of Management and Research to lead faculty workshops on teaching with simulations.

[Hear from Vasant](#)

[A man speaking to a classroom of conference attendees at MSU's Accessible Learning Conference.](#)

[The undergraduate team and associate professor Seung Hyun Kim celebrate the team's first-place award.](#)

### MSU and Broad College are investing in inclusion and accessibility

The Broad College has received a grant from MSU to strengthen and extend our inclusion and accessibility efforts.

[Our commitment](#)

### Hospitality Business students dominate at international competition

Closing out the fall semester, a team of undergraduate students brought home first place at the STR Student Market Study Competition in NYC.

[Victory for MSU](#)

## Getting Social

[A student fist-bumping with Sparty at the Minskoff Pavilion ribbon cutting event.](#)

[From left to right: Bill Beekman, Matt Larson and Dean Sanjay Gupta in the MSU Audio Studios.](#)

[A green and white graphic of a woman walking forward and gazing with text.](#)

According to the U.S. News and World Report's 2020 Best Undergraduate Business Programs, the Broad College ranks in the top 25. And that makes us feel pretty special as we close out the decade. 🥰💚  
#msupride  
#newyearsgoals

[View post](#)

Dean Sanjay Gupta tells Bill Beekman and Matt Larson the college is preparing students for digital disruption and Industry 4.0. "We will continue to work to be a top of mind business school." Listen on @WKAR.

[Tune in](#)

We're excited to announce our new Professional Certificate in Supervisory Management, starting February 1! Learn to guide your team with the essentials of management, leadership and analytics, 100% online!  
#MSUOnline

[Follow us](#)

## Around MSU

[A retail warehouse with a worker moving boxes.](#)

### New retail reality transforming the supply chain

For customers, online retail can be convenient and cost-effective. For businesses, it's not always the same story. **Simone Peinkofer**, assistant professor of supply chain, shares her research on this new retail reality.

[Read Simone's perspective](#)

[Lamont Davis \(B.A. Hospitality Business '19\) dressed in cap and gown, speaking to the class of 2019 at the fall commencement ceremony.](#)

[The original](#)

### Broad Spartan encourages graduates to enjoy the journey

Lamont Davis (B.A. Hospitality Business '19) was one of two students selected to speak at December 2019 commencements.

[Lamont's advice](#)

### Entrepreneurship changing career expectations

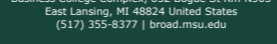
Jackie Smythe, a sophomore in supply chain management, is working to bring sustainable, reversible apparel to all closets through the company she cofounded, INFKNIT.

[More from Jackie](#)

## Have you visited the alumni directory lately?

Stay connected with Spartans around the world in accounting, finance, hospitality business, management, marketing and supply chain management.

[Connect Now](#)



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