



NOVEMBER

2025

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THE SCHOOL OF BUSINESS

INSIDER

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As president of the Philadelphia Society of Free Letts, Janis Chakars, spoke at the 75th anniversary celebration of the New Jersey Latvian Society. Chakars is pictured with the President of the Republic of Latvia, Edgars Rinkevics, who was in the US to speak at the United Nations. Chakars produced the hour-long program "Drugs, Art, and a Museum" for Germantown Community Radio in Philadelphia which aired on October 3 and 9.



Message from the Dean

I want to take a moment to share my gratitude for our entire School of Business community: our dedicated faculty and staff, our bright and motivated students, our proud alumni, and our valued business partners and friends. Each of you plays a special role in making our school a place where learning, collaboration, and innovation thrive. The November issue reflects just that, the incredible accomplishments of our students, the inspiring work of our faculty, and the collective impact of our community. I encourage you to take a moment to read through and celebrate these stories of growth, creativity, and success. To our alumni and business partners, I invite you to stay connected with us; whether by mentoring students, attending events, or following our journey on social media. Your continued engagement and support make all the difference in enriching the learning experiences of our students and shaping the future of business education. As we pause to give thanks, I hope you find time to rest, reflect, and enjoy moments of warmth with loved ones. I am truly grateful for each of you and for the sense of purpose and belonging you bring to our community. Wishing you and your families a joyful and peaceful Thanksgiving!



With gratitude,
Najiba Benabess, PhD



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Abessinio Speaker Series Welcomes Ward Fitzgerald to Campus

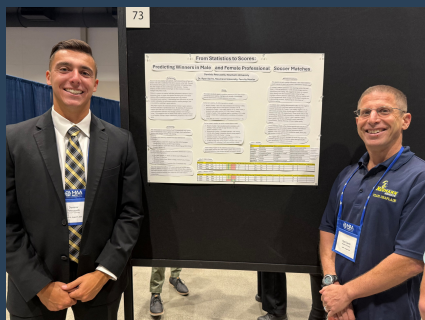
The CEO of ExCorde Capital, Ward Fitzgerald delivered the 10th annual Abessinio Lecture on Management and Entrepreneurship, urging the hundreds of students in the audience to find their calling.

He defined an entrepreneur as someone who is willing to take risks, be innovative, and develop useful skills. To illustrate his points, the Northeast Philadelphia native reached back to his days as a youngster, working summer jobs in Wildwood at the Jersey shore.

Through a generous donation by Mr. Rocco & Mrs. Mary Abessinio, the School of Business at Neumann University hosts an annual speaker series, and supports the Abessinio Chair in Management and Entrepreneurship, currently held by Assistant Professor, Aaron Talasnik.



Dr. Savitz presents at Mathfest with students Caley Gee & Dominic Petruzzelli



In August, two students were accepted to present their research at Mathfest in Sacramento, CA.

Dominic Petruzzelli, a senior student athlete on the men's soccer team, majoring in Secondary Education and Mathematics, presented his research, "From Statistics to Scores".

Caley Gee, a pre-engineering student athlete on the field hockey team was unable to attend, but Dr. Savitz presented the results from her study, "Predicting the success of division I field hockey athletes".

Faculty Research Spotlight

Dr. AOs Mulahuwaish, a new faculty member teaching Computer Information Systems, Computer Programming, and Cybersecurity, recently submitted his research titled "AI vs. Human Annotators: Evaluating Large Language Models in Topic Labeling Tasks" to the IEEE Transactions on Knowledge and Data Engineering journal for publication.

This work investigates how advanced AI models can support—and sometimes outperform—human annotators in labeling topics within large text datasets. By comparing GPT-4o and two Llama models to human evaluators, the study found that AI-generated labels were preferred 68.2% of the time and were more specific and relevant in 75% of cases. Overall, AI labels matched or exceeded human quality in 81% of evaluations, demonstrating how Large Language Models can significantly improve accuracy and efficiency in topic modeling.



STUDENT SPOTLIGHT: KHAMANI JACKSON



I chose Business Administration as my major because I find it interesting and want to own and run my own business one day. A highlight from Neumann so far was winning a raffle I put in before class one day. I'm doing an internship next semester hopefully focusing on finance. As of right now outside of school I work two jobs. I don't have a favorite professor; I like all the ones I have. They are very helpful and caring. My favorite class right now is between Organizational Behavior or The Challenges of Leadership from my master's program. So far, I'm enjoying my time here at Neumann and have felt welcome.

Neumann Jazz Band Performs December 4



7:00 pm
Meagher Theatre
"Sounds Like Fun"

Jazz, rock, seasonal favorites – all part of the Neumann Jazz Band's recipe for an end-of-semester musical celebration.

ADMISSION: General \$10, Seniors/students \$8; FREE for Neumann students with ID and children under 12. Tickets sold at the door.



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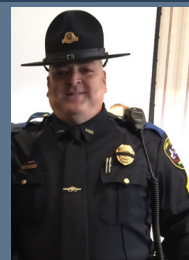
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GUEST SPEAKERS

Sgt. Lawrence Moore

Sgt. Lawrence Moore of the Lower Chichester Township Police Department embodies honor, integrity, courage, leadership, dedication, service, and the principles of community policing. He started his career in 1991 with the Eddystone Police Department. It was during this time that he introduced the first bike patrol for Eddystone in 1992. In 1999, he joined the Lower Chichester Police Department and has served there ever since. Additionally, Sgt. Moore was a founding member of the bike patrol for several years and a member of the Tactical SWAT team for an extended period.



Albert L. Pernsley, III

Albert shared his journey from incarceration to entrepreneurship, describing how he transformed his life during 10.5 years in prison—losing over 100 pounds, discovering a passion for fitness, and developing the vision for Crown Me Fit. Since his release in 2019, he has built his own brand and, in 2021, became the sole owner of Crown Me Fit, LLC, inspiring others to push beyond perceived limits.

Marc Farzetta

Marc Farzetta visited Professor Talanik's Sport Management 420 class to share insights from his career in sports talk radio (WIP and 97.5 The Fanatic) and his decision to "bet on himself" by launching his own show and contributing to the Seth Joyner Show. He discussed strategies for building and retaining an audience, adapting to industry trends, and effectively partnering with sponsors.



Courtney Curcio '18

Sport Management alum Courtney Curcio is the current Executive Director of PGA REACH Philadelphia. She visited Professor Ragusa's Intro to Sport Management class, where she discussed program design and partnerships, concluding with a class activity focused on community engagement for the 2026 PGA Championship.

Beth Manley

Beth Manley from the Franklin Mint presented to Kelly Betchyk's ECN101 course. The students took part in a budgeting workshop, which included a hands-on activity called "On Your Own." In it, students were given an income and asked to make real-life lifestyle choices within a set budget. To keep things interesting—and realistic—a "chance card" element was added, where students might get a bonus or experience an unexpected expense like a flat tire. It's a fun and engaging way to drive home the importance of financial flexibility and budgeting.



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STUDENT SPOTLIGHT: JENNA CALCHI



I am currently a junior Business Administration major with an Accounting minor. When I came to Neumann, I was worried about whether I would pick the right career field. However, I found that I loved management and working alongside others to create progress in the workplace.

When I am not in the classroom, you can find me at the rink or on the field! I play on the women's ice hockey team and softball team. I am also a part of the Honors Program, where I currently serve as the creative director and previously served as treasurer. Some highlights from my time at Neumann include team trips! Many of my favorite memories come from opportunity to travel alongside my teammates. Being able to play the sports I love and be with my closest friends has created an amazing

experience for me. The most noteworthy would be heading down to Florida with softball for our annual spring training trip and my bus trips with ice hockey!

Professor Rina Keller is my favorite. Not only is her business communications class insightful, but it provokes knowledge and ideas that can be carried into the workplace after I graduate from Neumann. Professor Keller is not only a great professor, but she also became my academic advisor and influenced me to begin the 4+1 masters program for Business and Organizational Leadership. As I am actively taking my first masters course this fall, I can confidently say that beginning my masters program early was the right decision, and Professor Keller tremendously helped with that!

My favorite class from my time here would be my one accounting course with Dr. Massey. Her classes challenged me, but it pushed me to fully understand the key concepts of accounting. This strong foundation of accounting now assists me while I take my higher-level finance and intermediate accounting courses.

I also had the privilege of working with the USA Hockey district camps the past 2 summers. The camps have given me the opportunity to coach and mentor young female athletes, which I really enjoy and find very rewarding.



NEUMANN SCHOOL OF BUSINESS ON LINKEDIN

The School of Business at Neumann University has launched a LinkedIn group. Please search for "Neumann University School of Business" and request to join. We are using that digital space to highlight partners, faculty, board members, job and internship opportunities, and of course the great work our students are doing, in and outside of the classroom.



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STUDENT SPOTLIGHT: STUDENTS TAKE HOME AWARDS



Eric Wall, Jaeden Keyes, Collin Sheridan, Danica Pedone, and Kaileigh Dougherty at the 2025 National Student Production Awards ceremony with Neumann Media Executive Director, Sean McDonald, and CBI President Anabella Poland

Neumann students won 11 media awards this fall in national competitions sponsored by the College Media Association and College Broadcasters, Inc.

Recognition included four first-place awards, a second-place and third-place prize, and five honorable mentions.

First Place

- Best Column: Megan Foody, NeuPress
- Best Long Documentary: Anthony Lonetti, capstone project on Dr. Joe Glass
- Best Video Entertainment Program (CMA): Authenticator Problems (Anthony Lonetti, Sean Carroll, Joe Clark, Andrew Marshall and staff), Neumann Media
- Best Comedy (CBI): Authenticator Problems (Anthony Lonetti, Sean Carroll, Joe Clark, Andrew Marshall and staff), Neumann Media

Second Place

- Best Video Interview: The Courettes (Andrew Marshall, Anthony Lonetti), Neumann Media

Third Place

- Best Vertical Short Video: Brendan Boschi, Neumann Media

Honorable Mention

- Best Sports Column: Cole Betham, NeuPress
- Best Investigative Sports Story: Cole Betham, NeuPress
- Best Coverage of Faith: Megan Foody, NeuPress
- Best Creative Audio Performance: Andrew Marshall, WNUW
- Best Breaking News Story: Danica Pedone, NeuPress

“Neumann students are some of the most creative and driven people I’m lucky to work with every day,” says Sean McDonald, executive director of Neumann Media, who attended both award ceremonies. “To see their ideas come together into the final piece is always thrilling; the recognition on the national level is the icing on the cake. Our students continue to show that Neumann is a special place for all, and I’m proud of the way they represent us daily.”

Janis Chakars, faculty advisor to NeuPress, agrees. “NeuPress came back to life three years ago and is now the winningest student media operation we have ever had. I am so proud of these students and all the Neumann Media winners. It was so special that Anothy Lonetti won for his film about the impact of one of our professors too.”

The College Media Association is the nation’s leading organization dedicated to serving college media advisers and the students they support. CMA presented its awards at MediaFest25, October 15-18, in Washington, D.C.



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PARTNERSHIP SPOTLIGHT: DELAWARE BLUE COATS

This year, the Neumann School of Business has partnered with the Delaware Blue Coats, the G-League affiliate of the Philadelphia 76ers.

Through this new relationship, Neumann students will have unprecedented access to numerous opportunities with the organization.



For the 2025-2026, G-League season, ten Neumann students were selected to intern with the team, across various departments, including Sales, Operations, Social Media / Marketing, Fan Engagement, and Game Presentation.

Freshman John Soeffing said “What has most impressed me about the Blue Coats during my time with them is the community inside their organization. Everyone is there to help each other succeed, and it truly creates an atmosphere that makes me feel as a valued part of their team.”

Earlier this semester, members of the Blue Coats front office held a sport sales combine on campus for interested students. The full-day event provided students with exclusive training and insight into the skills needed to enter the sports industry as sales reps. Students were given detailed insight into what it takes to be successful in sport sales and coached through mock sales calls, presentation and delivery training.

Junior Michael Neumann said “Working with the Delaware Blue Coats has given me a tremendous opportunity to gain real world experience in the sports industry while I pursue my degree in sport management



To kick off the G-League season, six Neumann students were invited to the Blue Coats’ Media Day at the Chase Fieldhouse, where they had exclusive access to interact with and interview several players and staff.

In the Spring 2026 semester, students in the SM 227 Sport Sales Class will have the opportunity to work directly with the Blue Coats front office to hone their skills in sales by working with the team directly to prospect and sell tickets.



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