

## Sy Syms: From the Dean's Desk - Welcome to Five New Star Faculty

Wed, Aug 28, 2024 at 8:30 AM



### From the Dean's Desk

#### *Welcome to Five New Star Faculty*

This Fall at Sy Syms, we have **five stellar new full-time faculty** joining our existing star professors.

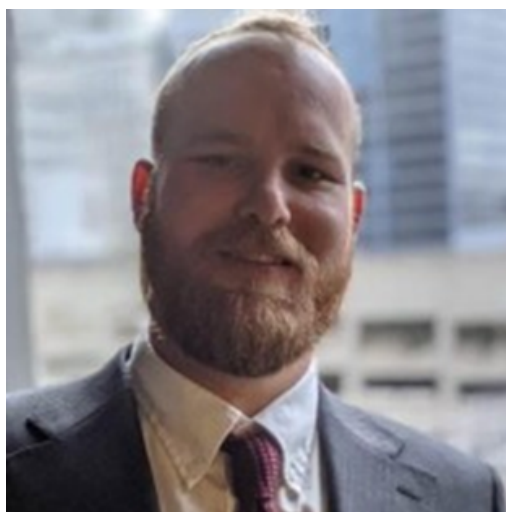
They include three tenure-track (or tenured) professors and two practitioners with deep expertise in their fields. The three researchers come from Harvard Law School, a Chinese business school, and the University of Illinois in Urbana-Champaign (UIUC), and have PhDs from Maryland, UIUC, and UC-Berkeley.

The five professors will be contributing to **five different areas** within the school: Accounting, Finance, Information and Decision Sciences, Marketing, and Business Communications.

Welcome to all of our new faculty!



Noam Wasserman  
Dean



**Dr. Ariel Rava**

#### **Accounting Department**

Dr. Ariel Rava joins us from **Harvard Law School's** Program on Corporate Governance, where he has been a postdoctoral research fellow. He has a Ph.D. in Accounting and Information Assurance from the University of Maryland, and holds an M.A. in Financial Economics and a B.A. in Economics and Business Administration from the Hebrew University of Jerusalem. Dr. Rava's research focuses on corporate governance and healthcare economics. His professional experience includes roles at the Central Bank of Israel, Israel's Securities Authority, and the investment banking division of Giza Singer Even.



**Dr. Olivia Gu**

**Finance Department**

Dr. Olivia Gu joins us from China's Southern University of Science and Technology, where she was a tenured professor in Finance. She holds a **Ph.D. in Finance** from the University of Illinois at Urbana-Champaign and conducts research on asset pricing, return predictability, innovation, corporate finance, corporate sustainability, and gender discrimination. She has published in top academic journals, including the Journal of Financial Economics and the Review of Financial Studies. Her paper, "Product Market Competition, R&D Investment, and Stock Returns," won several awards, including the Trefftz Award and the SAC Capital PhD Candidate Award. Dr. Gu also serves on the editorial board of the Review of Financial Economics.



**Dr. Sridhar Seshadri**

**Information and Decision Sciences Department**

Dr. Sridhar Seshadri joins us from the University of Illinois at Urbana-Champaign, where he is the Alan J. and Joyce D. Baltz Endowed Professor. For the last four years, he was the Area Chair of Information, Operations, Supply Chain, and Analytics (IOSA) there. He is a **noted expert in stochastic modeling** with applications in manufacturing, supply chain management, and revenue management. His current interests include Healthcare Operations and Innovation. Dr. Seshadri earned his PhD in management science in 1993 from the University of California at Berkeley and earned his Post Graduate Diploma in Management from the Indian Institute of Management at Ahmedabad, in 1980 and Bachelor of Technology in mechanical engineering, with distinction, at the Indian Institute of Technology at Madras in 1978.



**Prof. Bipasha Ghosh**

**Marketing and Digital Technologies**

Professor Bipasha Ghosh teaches students to reimagine businesses by leveraging AI and other emerging technologies such as blockchain, VR, AR, IoT, and 5G/6G. Trained at MIT's Sloan School of Management, Professor Ghosh specializes in emerging technologies, advanced analytics, data strategy, and predictive marketing. With over 20 years of experience as an **international marketer and digital strategist** at media brands like CNN, BBC World News, SYFY and Reuters, she helps enterprises and startups navigate their AI adoption journey, from education and use-case identification to policy development and implementation.



**Prof. Sasha Salama**

**Business Communications curriculum**

Sasha Salama is an **award-winning broadcast journalist and documentary producer** with over 25 years of on-camera experience at CNN, CNBC, and Reuters TV. She helped launch CNBC in the U.S. and in Asia and has a proven track record in creating and launching groundbreaking business news programs and managing large newsrooms. Additionally, Ms. Salama coaches CEOs and senior executives for media engagements. She holds a Bachelor of Arts degree in History from Brown University and a Master of Science degree in Journalism from Columbia University.