DEAN’S MESSAGE

It has been a momentous year for the Terry College of Business in ways that both inspire us and remind us of the impact of those who have generously supported our efforts. Our undergraduate and graduate programs continue to garner top rankings nationally, reflecting a standard of academic excellence that is embraced by students, faculty and staff alike.

In October, we grieved the loss of Mary Virginia Terry. Together with her late husband, Herman, Mary Virginia was responsible for setting the college on a path of growth and transformation that continues to this day. We remember the Terrys for their outstanding support of the college that bears their name.

The Terrys’ impact went far beyond their financial gifts. Their tireless support cleared the way for countless others to make their own mark by furthering the college’s educational mission. Together, our alumni and friends continue to ensure Terry College students are among the most well prepared anywhere to lead and serve in their careers and their communities.

Thanks to these partnerships, we are making strides toward realizing the goals outlined in our recent strategic plan, hiring new faculty and launching programs and opportunities in key areas such as innovation, leadership, sustainability and data analytics.

As we celebrate recent successes we also look to our future — a future that is brighter than ever, thanks to our Terry College community. Thank you for your continued support.

Sincerely,

Benjamin C. Ayers, Dean
Earl Davis Chair in Taxation
busdean@uga.edu

DEPARTMENT OF FINANCE

U.S. News & World Report
Undergraduate Program Ranking

EXECUTIVE MBA

Fortune

#15

DEPARTMENT OF MANAGEMENT

U.S. News & World Report
Undergraduate Program Ranking

#17

DEPARTMENT OF MARKETING

U.S. News & World Report
Undergraduate Program Ranking

#16

DEPARTMENT OF INFORMATION SYSTEMS

U.S. News & World Report
Undergraduate Program Ranking

#19

PROFESSIONAL MBA

U.S. News & World Report
Undergraduate Program Ranking

#13

TERRY COLLEGE OF BUSINESS

U.S. News & World Report
Undergraduate Program Ranking

Academic Programs

The Terry College boasts 13 academic programs ranked among the 20 best public programs in the country, including six in the top 10.
A Singular Impact

In 1990, Herman and Mary Virginia Terry made a record-setting gift to the University of Georgia in support of the university’s College of Business Administration. Thanks to the momentum sparked by their efforts, over the past three decades the C. Herman and Mary Virginia Terry College of Business has become a top-15 public business school recognized for the strength of its brand, excellent academic programs, leading faculty research, public service initiatives and influential alumni network.

ABOUT THE TERRYS
Herman Terry was an emeritus trustee of the UGA Foundation and a 1986 recipient of the Terry College’s Distinguished Alumni Award. A charter inductee of the college’s Pinnacle Society and emeritus trustee of the UGA Arch Foundation, Mary Virginia Terry was a major supporter of education, children’s charities and the arts. In 2008 she received the Dean’s Distinguished Service Award, and in 2009 she was awarded an Honorary Doctorate of Humane Letters — the highest recognition UGA can bestow. In September 2022, Mary Virginia received the Regents’ Hall of Fame Alumni and Distinguished Friends Award from the University System of Georgia Foundation.

“Where Herman and I saw a great need, we tried to do what we could to make things better.” — MARY VIRGINIA TERRY
1991
UGA’s College of Business Administration is renamed in honor of alumnus C. Herman Terry (BSC ‘39) and his wife, Mary Virginia Terry.

1997
Sanford Hall opens its doors. Named in honor of Charles S. Sanford, the $7 million building is funded exclusively by private gifts.

2000
Terry expands to Atlanta with the creation of Terry Third Thursday, a monthly executive speaker series and networking event for the city’s professionals.

1986
John Neter, a professor in the college’s Department of Management Sciences and Information Technology, is appointed to the first C. Herman and Mary Virginia Terry Chair in Business Administration.

1998
Herman Terry dies after a brief illness while on a family vacation in Europe. He is survived by Mary Virginia, his brother and two sisters and other relatives.

1991
Business Students Enrolled at UGA
In 1991: 4,641
In 2022: 9,541
Source: UGA Office of Institutional Research

1997
U.S. Gross Domestic Product
In 1991: $6 trillion
In 2022: $23 trillion
Source: Bureau of Economic Analysis

2000
Top Grossing Movie in the U.S.
In 1991: Terminator 2: Judgment Day
In 2022: Top Gun: Maverick
Source: U.S. Census Bureau
The college launches the Executive MBA program, as well as a Master of Internet Technology (later renamed Master of Business and Technology) to meet the demand for specialized knowledge brought about by the boom in business use of new technology.

Terry begins offering undergraduate business courses at the UGA Gwinnett Campus in Lawrenceville.

The Terry Executive Education Center, a 38,000-square-foot satellite campus home to the Executive and Professional MBA programs and UGA Executive Education, opens in Atlanta’s Buckhead neighborhood. Mary Virginia Terry cuts the ribbon at the grand opening celebration.

Doug Ivester, former chairman and CEO of The Coca-Cola Co., hosts the inaugural class of Deer Run Fellows at his property in South Georgia.

The Terry College launches the annual Professional Women’s Conference in Atlanta focusing on personal and professional development, leadership and career growth.


The college establishes the Mary Virginia Terry Student Support Fund in honor of its surviving namesake, supporting annual financial awards for undergraduate business majors.

Made possible by the Building Terry campaign — a $140 million project funded equally by the state of Georgia and an impressive group of the college’s most generous donors, including Mary Virginia Terry — construction begins on the Business Learning Community, the Terry College’s state-of-the-art, six-building home in the heart of UGA’s campus.

A small group of outstanding students become the first cohort of Sea Island Scholars, a personal and professional development program born out of the donor-funded Terry Women’s Initiative.

UGA opens Studio 225, a student entrepreneurship hub, in downtown Athens. The center is home to the Terry-housed Entrepreneurship Program, which prepares students to create and lead startup ventures in private, public and nonprofit sectors.

Chick-fil-A pledges $10 million to Terry’s Institute for Leadership Advancement, the largest single commitment dedicated to an academic program in the college’s history.

Mary Virginia Terry passes away peacefully at her home in Jacksonville, Florida.

In 1991: Miami Hurricanes, Washington Huskies (split) In 2022: Georgia Bulldogs

Athens-Clarke County Population

In 1991: 86,742 In 2022: 127,358

Source: U.S. Census Bureau
All Terry programs and initiatives connect to at least one of four key drivers of contemporary business, giving students the ability to compete and succeed in an ever-changing global market.

- Area of Emphasis in Business Analytics
- Institute for Leadership Advancement
- Studio 225
- UGA Entrepreneurship Program
- Business in Germany
- Leadership Dawgs
- Online MBA
- UGA Sustainability Certificate
- Executive Education
- Terry Leadership Speaker Series
- Innovation Speaker Series
- Tel Aviv Study Abroad
- UGA Discover Abroad
- Dawg Camp Innovate
- UGA Electric Mobility Initiative
- Professional Women’s Conference
- Deer Run Fellows
- Sea Island Scholars
- Student Managed Investment Fund
- Women in Technology
- FinTech Certificate
- Sustainable Business Society
- MBA Social Innovation Focus
- Master of Science in Business Analytics
TERRY 2022
Year in Review

From top program rankings to inspiring guests, amazing students to impactful giving, and faculty excellence to festive celebrations, 2022 was a truly memorable year for the Terry College of Business.

**FEBRUARY**
The Home Depot co-founder and Terry College alumnus Arthur Blank served as keynote speaker for the Georgia MBA Alumni Symposium. The second-longest tenured CEO of a company in the Fortune 500, Blank told an audience of students, alumni and faculty about his history, company’s history and the importance of diversity and taking risks as keeping a business viable and thriving.

**APRIL**
Carnley founder and Forbes billionaire Tpope Awotona (BBA ’02) told an audience gathered for Terry Leadership Speaker Series to persevere and learn from their failures. He told students to stretch themselves but to not take unformed risks. “Whatever it is that you do, make sure you go into it with your eyes wide open,” he said.

**MAY**
After a two-year hiatus, Terry’s annual Convocation ceremonies returned to Stegeman Coliseum. Retired Frazier & Deeter partner Mary Virginia Terry, the Terry College’s surviving namesake, passed away at the age of 103. “Her longstanding support enabled us to make tremendous strides educating students and faculty about his history, and faculty about his history, and the power of their Terry education. More than 1,900 undergraduates and nearly 600 graduate students earned business degrees during the 2021-2022 academic year.”

**JUNE**
Arthur Blank (BBA ’73) served as keynote speaker for the Georgia MBA Alumni Symposium. The second-longest tenured CEO in the Fortune 500, Blank told an audience of students, alumni and faculty about his history, company’s history and the importance of diversity and taking risks as keeping a business viable and thriving.

**JULY**
Terry College and Technology degree was ranked No. 2 by U.S. News & World Report among online specialized master’s programs in business, the third straight year the program ranked in the top five nationally, and the second consecutive year it ranked No. 2 among public programs.

**AUGUST**
The University of Georgia dedicated its newest residence hall, Black-Dialo-Miller Hall, named in honor of Terrell Black, Alonza Black (BBA ’63), Mary Blackwell Diallo (BBA ’63), and Terry Rushin Miller (BS ’66), the first African American students to enroll at UGA as freshmen and complete their undergraduate degrees at UGA.

**SEPTEMBER**
U.S. News & World Report ranked seven academic majors at Terry among the top 20 public business schools in the respective fields, tying a record set last year. Risk Management and Insurance led the way with its No. 1 overall ranking. Terry’s undergraduate program was ranked No. 21 overall and 13th among public business schools in the U.S.

**OCTOBER**
Mary Virginia Terry, the Terry College alumnus and entrepreneur, passed away at the age of 103. “Her longstanding support enabled us to make tremendous strides educating students and faculty about his history, and faculty about his history, and the power of their Terry education. More than 1,900 undergraduates and nearly 600 graduate students earned business degrees during the 2021-2022 academic year.”

**NOVEMBER**
The University of Georgia announced the launch of the new Online MBA, a fully online, fully accredited version of the Terry College’s highly regarded Professional MBA. The inaugural Online MBA cohort is slated to begin virtual classes in fall 2023.

**DECEMBER**
Georgia Economic Outlook returned to the Georgia Aquarium in Atlanta to kick off the 2022-2023 series, which will feature research-driven insights from the Goizueta Center for Economic Growth to cities across the state. The annual forecast, Terry’s flagship public service initiative, celebrated its 40th anniversary.
Students of the Year

Five graduating seniors were nominated as the Terry College Student of the Year in April. The winner was Emma Biancheri, of Brentwood, Tenn., who earned degrees in international business, finance and management information systems. Emma served as vice president of the Corsair Society, co-president of the Kennedy Society, co-president of Women in Finance and as part of the Student Managed Investment Fund and the Terry’s Women’s Initiative.

Skyler Aledia, from Suwanee, earned a degree in management information systems, a minor in sport management and was a Leonard Leadership Scholar. She served as a teaching assistant for a Computer Programming in Business course, on the MIS Advisory Board and as team captain of the USA Club Softball team. Sabina Ashurova, of Tashkent, Uzbekistan, earned a master’s degree in business analytics, a bachelor’s degree in economics, a minor in Russian and a certificate in personal and organizational development. She was a Dean’s Fellow and a member of the Blue Key Honor Society.

Owen Condon, from Oklahoma City, Okla., earned degrees in finance and real estate and was a Dean’s Fellow. A member of the 2021 National Championship football team, he co-founded the Deer Run Fellow. A member of the 2021 National Championship football team, he co-founded the DGD Fund to support nonprofit organizations and participated in the UGA Athletic Association Leadership Academy.

Lauren Ford, from Brookhaven, earned a degree in economics, a minor in Russian and a certificate in personal and organizational development. She was also selected as a Schwarzman Scholar under graduate award of its type for mathematics, engineering and computer science. Lauren Barton and Attie Ridley — presented a plan to market Kwikset Halo smart door locks to brand representatives. The competition, organized by senior marketing lecturer Jen Osbin, has served as a capstone experience for students pursuing Terry’s Digital Marketing Case Competition. Since 2014, about a dozen teams started the process of developing a campaign for Kwikset in February. By the final pitches, only six teams remained. The winners traveled to California in April to meet digital marketing leaders from Kwikset and other brands.

Emma Biancheri

The finalists included:

Ashurova

Aledia

Biancheri

Ford

Condron

The winner was

Lauren Ford

Terry College Student of the Year

Full-Time MBA student Kristen Dunning won several awards to expand her clean skin care line, Gently Slope. In February, Dunning’s business took home first prize and $15,000 at UGA’s Venture Prize Competition. In March a team of judges, veterans of the consumer products industry, awarded her the top prize of $25,000 in the Collegiate Great Brands Competition. It was the first time a UGA student won the nationwide competition, held at Studio 225.

Terry student Elise Karinshak was among 477 undergraduates across the nation recognized as 2022 Barry Goldwater Scholars, the highest undergraduate award of its type for mathematics, engineering and the natural sciences. She was also selected as a Schwarzman Scholar and will pursue a one-year master’s in global affairs in Beijing this fall.

Karinshak, from Lawrenceville, is a Foundation Fellow majoring in marketing and data science and pursuing a minor in studio art. She also served as a teaching assistant for a Computer Programming in Business course, on the MIS Advisory Board and as team captain of the USA Club Softball team. Sabina Ashurova, of Tashkent, Uzbekistan, earned a master’s degree in business analytics, a bachelor’s degree in economics, a minor in Russian and a certificate in personal and organizational development. She was a Dean’s Fellow and a member of the Blue Key Honor Society.

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Emma Biancheri
THE TRUE COSTS OF FRIENDLY SERVICE

Managers know that happy employees provide better customer service, but what is the cost of that service with a smile? Terry professors Fadel Matta and Jessica Rodell found that becoming a happy, helpful employee takes effort, and that effort can erode the energy needed to do one’s job. “We want people to be in a good place, but we want them to come to work in a good place,” said Matta, an associate professor of management. “If something bad just happened to you at work, the work that’s required to get you to a better place may not be worth it.”

TAKING ADVICE FROM YOUR DEVICE

With autocorrect and auto-generated email responses, algorithms offer plenty of ways to help people express themselves. But assistant professor in management information systems Aaron Schecter found that people who rely on algorithms for assistance with communication-related tasks didn’t improve their performance and were more likely to trust low-quality advice. “Often when we’re talking about whether we can allow algorithms to make decisions, having a person in the loop is given as the solution to preventing bad outcomes,” Schecter said. “But that can be the solution if people are more likely than not to defer to what the algorithm advises.”

TERRY FACULTY
Select Awards

SUSAN COHAN
Chair of Marketing

LAURA ZIMMERMANN
Professor in Marketing, with the 2022 Excellence in Research Award. Lam’s research focuses on the impact of mergers on companies and on the role of CEO leadership in both large and smaller companies. Lam’s research has been published in leading journals such as the Journal of Finance, Journal of Financial and Quantitative Analysis, and Strategic Management Journal.

TERRY FACULTY
New Faculty

JIM BERRY
Chair of Industrial Engineering

SUNNY CANNON
Assistant Professor, Department of Marketing

SANNA JAMIL
Assistant Professor, Department of Business

DINNAR KUCHIBHOTLA
Assistant Professor, Department of Management

LAURA ZIMMERMANN
Assistant Professor, Department of Marketing

BETHANY CHAPMAN
Assistant Professor, Department of Management

MITCH MILLER
Assistant Professor, Department of Management

SUSAN COHEN
Assistant Professor, Department of Accounting

MICHELE MINETOLA
Assistant Professor, Department of Information Systems

LAURA ZIMMERMANN
Assistant Professor, Department of Marketing

AKHIL VOHRA
Assistant Professor, Department of Economics

TERRY FACULTY
Research News

Through continued excellence in teaching and research, Terry faculty earn national awards and publish in top journals while training future leaders.

MERGERS CAUSE CUSTOMER DISSATISFACTION

When two companies merge, they benefit, but consumer dissatisfaction often erodes the new company’s value. A group of researchers including Coca-Cola Chair of Marketing Sundar Bharadwaj analyzed more than 2,000 mergers. They found that companies lost market value in the long run, overshadowing the cost savings initially gained from the merger. “Whatever you gain in efficiency, you often lose through the loss of goodwill,” Bharadwaj said. “But we found a possible solution to this. If you focused on customers’ sentiment, and of directors, presumably you stay more satisfied, you often lose through the loss of goodwill.” Bharadwaj said. “But we found a possible solution to this. If you focused on customers’ sentiment, you can mitigate this effect.”

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EXISTING PROGRAMS

INTERNATIONAL BUSINESS CO-MAJOR
International Business is a popular co-major offered to Terry undergraduates. More than 280 students were enrolled in the IB co-major in 2021-22. In 2022, 102 students graduated from Terry with the IB co-major.

STUDY ABROAD AND STUDENT EXCHANGE
Terry students account for almost one-third of all UGA study abroad. The college offers a variety of study abroad programs throughout the year to maximize students’ ability to participate in international education. Faculty-led programs allow students to take an international business course taught by a Terry faculty member abroad. Foreign exchange programs allow students to live and study abroad independently.

INTERNATIONAL VISITING SCHOLAR PROGRAM
The program offers opportunities for prominent scholars from non-U.S. institutions to collaborate and engage with Terry faculty and students. The program is intended to enhance academic research and allows scholars to share their expertise through teaching and speaking opportunities. Appointments span up to two weeks, and the program supports one or more visiting scholars each academic year.

INTERNATIONAL GRADUATE STUDY
Students in the Full-Time MBA, Executive MBA, Professional MBA and Online MBA can participate in an immersive international residency, gaining vital exposure to global business. Students in the Master of Accountancy, Master of Science in Business Analytics and Master of Marketing Research will soon have similar opportunities.

INTERNATIONAL INTERNSHIPS
International internships allow students to gain valuable work experience abroad. Students can work abroad through a Terry faculty–led program or through placements they find via an external provider, recruiter or their personal network.

GLOBAL GEORGIA
This faculty–led program travels to multiple cities in Georgia to visit companies, network with corporate executives and discover the international business expertise in our own state.

COLLABORATIVE ONLINE INTERNATIONAL LEARNING (COIL)
These virtual global programs engage faculty and students with peers from a UGA-sponsored foreign exchange institution in projects that promote business and cultural education. COILs are co-led by faculty from both institutions and may be offered either as hybrid or online programs.

STUDENT EXCHANGE
Semester-long programs give students greater immersive experiences to fortify the global competencies that employers want. Terry supports more than 10 student exchange partnerships with top academic institutions on five continents.

PASSPORT TERRY SCHOLARSHIPS
Terry awards need- and merit-based scholarships for business majors to participate in approved international business programs. Scholarship awards range from $500 to $5,000.

PLANS TO GROW OUR REACH

RESEARCH AND FACULTY SUPPORT
To grow Terry’s footprint globally, we seek to increase our faculty’s exposure internationally at leading conferences and global academic institutions. Funding for these efforts will allow us to establish collaborative research, programmatic and student initiatives with global institutions to ensure Terry students are prepared to excel in a globally competitive business environment.

ALUMNI ENGAGEMENT
Terry benefits from a robust global alumni network. As part of our increased international efforts, we are launching an extensive campaign to re-engage key alumni abroad and create an International Alumni Advisory Board to assist with mentoring current students, hosting students for site visits and networking events and strengthening the Terry brand worldwide.

CAREER SERVICES
UGA provides all students with valuable career services, including networking events, career coaching, interview preparation and more. With financial support for Terry’s International Business Program, we aim to internationalize this experience for Terry students, giving them the contacts and connections necessary to kickstart a global career.

ACADEMIC PROGRAMS
To ensure that our students are prepared to serve, excel, and lead in businesses with a global footprint, we plan to continue to expand our international business programs. We plan to expand study abroad programs into additional high-growth international markets, collaborations with leading international institutions, international internships and consulting projects, in addition to other academic initiatives.

To make a gift to support these or other funding priorities, please contact Kathy Ortstadt:
ortstadt@uga.edu or 706-247-2627.
ALUMNI BOARD OF DIRECTORS

The Terry College of Business Alumni Board serves in an advisory role to the Dean and faculty of the Terry College. Board members serve three years and are appointed by the President, in consultation with particular alumni, members of the Dean, other faculty members, and businesses in the community. Alumni Board members participate in or lead activities for the good of the college.

OFFICERS

Joshua B. Brown
Baseball

Margaret Chambers
BBA ’81
Manager, Amazon Web Services

Jennifer Chambers
BBA ’80, MBA ’82
Managing Director, DWS Real Estate Capital

Steven Chambers
BBA ’80
President, Pru Financial

Lisa L. Chambers
BBA ’79, MBA ’80
Senior Director, Customer Experience, Intuit

Young Alumni Board

OFFICERS

Terry Dean’s Advisory Council

Alumni Board of Directors

Young Alumni Board