

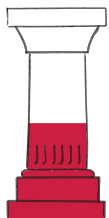
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FACULTY NOT ONLY CREATE rich academic and mentoring experiences for students, they also shape a school's reputation and identity through research. The work of our faculty in marketing earned us a top ranking in consumer behavior and marketing strategy research citations [see page 11]. Our excellent reputation in tax is thanks to the work of our accounting faculty. Our MIS faculty is known for big data analytics; our management faculty for judgment and decision making; our economics faculty for experimental economics; our finance faculty for work in corporate finance and governance.



THOMAS VENEKLASEN PHOTO

Our students' success is tied to those influential professors who help them prepare for their careers. Donor support of faculty and research ensures that Eller can attract the best and brightest—individuals who inspire students and put forward new knowledge.

UA Regents' Professor of MIS **Hsinchun Chen**, the Thomas R. Brown Chair in Management and Technology, is best known for his work in the Artificial Intelligence (AI) Lab, where he developed the Dark Web project to track terrorism online and a crime-fighting product,

COPLINK®, that was acquired by IBM Corporation.

But he's also a mentor.

Haily De La Cruz (Computer Science and Eller MIS '14) interned with the AI Lab during his junior and senior years. He opted to work on the lab's new health care focus, since there was a project related to diabetes care, a disease his grandmother lives with. "Two months after I joined, Dr. Chen asked in a meeting if anyone was interested in taking the time to develop an iPad application for DiabeticLink," he said. "I raised my hand and volunteered. I was clear that I didn't know how to develop for the iPad, but I always wanted to learn. Dr. Chen not only entrusted the project to me (and my team's product manager), but he also gave me the tools necessary for developing on an iPad."

"Haily's DiabeticLink tracking tool is highly innovative for patient support," Chen said. "An earlier version has been in test use by 200+ diabetes patients in Taiwan, in collaboration with the National Taiwan University Hospital."



HAILY DE LA CRUZ PHOTO

"My work with Dr. Chen helped me to refine my interests in both software development and product design," said De La Cruz. "He continuously challenged me by not only asking 'how can I build this?' but also asking 'why am I building this?' and 'for what am I building this?' Dr. Chen didn't only want someone who could write code. He wants his developers to also have a mind for business-level thinking about what they are building. There is no doubt that my upcoming opportunity with Microsoft as a program manager is in part a result of Dr. Chen's mentorship during the last two years."

Chen's work is supported by the Thomas R. Brown Foundations, which fund his professorship. "His innovations will surely benefit mankind in important ways, and there is no doubt in my mind that were my father alive today, he would be honored to be associated with this creative work," said Sarah Smallhouse, president of the Brown Foundations.