Student Awards

In May, three students were awarded with the Ray Keyes award for distinguished service to the Carroll School and the community. The late Raymond Keyes was a member of CSOM’s marketing department for 35 years.

Brianne Beyers ’15
2012 Ray Keyes Ethics Award Recipient
For her commitment to volunteer service, including numerous mentoring and tutoring roles.

LuAnn Silva ’12
2012 Ray Keyes Service Award Recipient
For her active involvement in campus programming including peer advising, orientation, and service trips.

Erin S. Burke ’06, M.B.A. ’12
2012 Ray Keyse Endurance Award Recipient
For her dedication to her M.B.A. studies which she completed part-time while working and traveling for Reebok International.

Leading Research

Associate Professor of Marketing Gergana Nenkov shares findings regarding selection of retirement fund in JMR

Employers may think that offering lots of retirement fund options is helpful, but new research shows that ordinary investors are overwhelmed by too much choice. In response, they opt for simplified diversification strategies and get portfolios that aren’t as diversified as they appear. A team of researchers, including Gergana Nenkov from the CSOM marketing department (at right) found that when given lots of choices, people tend to spread their money evenly across funds because they are mentally drained and this approach seems like an easy way to meet the conventional wisdom of a diversified portfolio. The analysis appears in the August edition of the American Marketing Association's Journal of Marketing Research.


Gorton’s Seafood, EMC², and Epsilon among hiring companies

Other recent hiring companies:
Affinova
Applegate Farms
Avon Products Inc.
BMW of North America
Boston Consulting Group
Boston Scientific
CB Richard Ellis
Chevron
ColCafe
Crest
Computer Associates
Credit Suisse
CVS Caremark
Deutsche Bank-DB Advisors
EBI Consulting
Elysium
Evergreen Solar
Ferrari
First Wind
Forseide Financial Services
Fortune Bank
GE Capital
GE Healthcare
Gemvara
General Mills
Globant
Green Mountain Coffee Roasters
Guidepoint Capital
Hasbro
Hepragen
Ironshore
Johnson & Johnson
Lexis Nexis
Liberty Mutual
Megarrybowen
MedeAnalytics
Microbia
Microsoft
Millennial Net
New Balance Athletic Shoe, Inc.
New England Coffee
Nintendo
Ocean Spray
Oplink Communications
Parametric Technology Corp.
Pepperidge Farm
Premier Properties
PrimeraDx
Proctor & Gamble
Prudential Financial
Recommind
Riot Games
Rue-La-La
Sovereign Santander
St. John’s High School
TD Bank
The Roseview Group
The Talbot’s
Timberland
UMass Medical Center
Untours
Urban Companies
Vecominter
Wistia Inc.
Meet Recent Graduates: Monica Orellana MBA ‘12
Sr. Market Research Analyst, Boston Scientific

Where do you work now?
I work in the Endoscopy division at Boston Scientific, a global leader in the medical device industry. I was hired part-time in February, and transitioned to full-time upon graduation.

What is a typical day for you at work?

What has been your most exciting project? What was your role?
I led a project that was about understanding the practice of treating esophageal diseases. I conducted 30 in-depth interviews with physicians in the US, Canada, and Europe. I partnered closely with the Product Manager and the R&D lead to brainstorm key insights/findings. I created an extensive report that compiled the key findings of 43 interviews, including interviews from China, India and Brazil that were conducted in local language by our research partner. Finally, I summarized the key findings and leveraged secondary sources and literature to capture a comprehensive picture of the practice for treating esophageal diseases.

What do you like most about your job?
No day is the same. My team helps drive desired business results, partnering closely with cross-functional teams including colleagues from R&D, product management and compliance. Our analytical and strategy work helps define product improvements and new product development, and explore new market opportunities.

How has BC helped you in your current job?
My MBA prepared me to take my analytical background to a strategic level where I’m more capable of delivering valuable and easy-to-understand results to Senior Management.

Do you have any tips for soon to be graduates in regards to getting a job in marketing?
I cannot emphasize enough the importance of networking with former colleagues who are involved in the industry of your interest, and leveraging the strong community feeling that exists at BC by building relationships with faculty, career advisors and classmates.

Visiting Scholar
Dr. John Roberts presented, "What leads to the impact of marketing science?"

John Roberts, professor of marketing in the Research School of Management at the ANU, is a recipient of the American Marketing Association's John A. Howard Award, its William O'Dell Award and its Advanced Research Techniques Best Paper Award. He has been a finalist in the John D. C. Little Award three times and the Marketing Science Practice Prize Award twice. He was the Inaugural Distinguished Researcher of the Year of the Australia/New Zealand Marketing Academy and is the only academic to have won the Australian Marketing Institute's Sir Charles McGrath Award.

New Faculty
Ed Gonsalves, full time lecturer

Edward Gonsalves joins the Marketing Department, teaching "Marketing Principles" and "Marketing Research" at the undergraduate level and "Marketing Management" at the graduate level. He previously taught at Worcester Polytechnic Institute and Providence College.

His interests are in the marketing and development of high technology products for which he retains an active consultancy practice. He has held positions in design, applications, sales, marketing and management. In his 15 years at Philips he focused on the market development of specialized semiconductor products in the areas of hard disk drive industry and the implementation of RFID in the retail sector. He was most recently Vice President of Product Development for Wavetrend Technologies. He holds 8 patents and has presented at a variety of industry conferences in the area of RFID.

Clubs: Join the Marketing Academy!
One of BC’s most active organizations, the Marketing Academy is open to all BC students. The goal is to educate students about career opportunities, assist them in training for a professional career, and introduce them to professional contacts in business. Programming including peer advising, the finishing school, and guest speakers are intended to expand the knowledge and skill of its members in not only marketing but in business as a whole. Club members are encouraged to find new and innovative ways to follow the Jesuit model and enrich their own lives and the lives of others.

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Graduate Advisor Spring: Professor Linda Salisbury (linda.salisbury.1@bc.edu)