



Rama Yelkur

DEAN OF THE SCHOOL OF BUSINESS

President Gerard J. Rooney is pleased to announce the appointment of Dr. Rama Yelkur as the new dean of the School of Business at St. John Fisher College.

Yelkur comes to Fisher from Saginaw Valley State University (SVSU) in Michigan where she served as dean of the College of Business and Management since 2013 and as the director of the University's Stevens Center of Family Business, an endowed Center that supports family businesses through education, networking, and collaboration.

Prior to her time as dean at SVSU, Yelkur held several positions at the University of Wisconsin-Eau Claire, including director of international business programs; faculty fellow for global learning; director, global opportunities for business and education with a focus on China and India; director, partnerships in international education; and founding director, Northern Wisconsin International Trade Association. Her teaching experience also includes Texas A&M International University.

Yelkur has extensive knowledge of and experience with the Association to Advance Collegiate Schools of Business (AACSB) process, having led both of her previous institutions' business programs through AACSB reaffirmations and serving as an AACSB accreditation volunteer as well as a peer review team member.

Outside of higher education, she brings nearly three decades of consulting experience to the role. She has held a variety of volunteer positions with national and regional business organizations, and served on the editorial boards of several journals including *European Journal of Innovation Management*, *International Journal of Hospitality Management*, and *Journal of Marketing Communications*.

Yelkur has experience on public and private boards, and has extensive consulting experience in sports marketing, advertising, and sponsorships with organizations such as Kimberly Clark, NBC Universal, and the NFL.

Her research on Super Bowl advertising effectiveness and likability of commercials was cited in national media including the *Wall Street Journal*, *Kiplinger*, and *USA Today*. This work was published in the *New York Times* and *Forbes Magazine*, and cited in *Fortune Magazine* in addition to academic journals such as the *Journal of Advertising Research* and *Journal of Marketing Communications*. She is frequently contacted by CNBC, CNN, FOX TV, and producers of shows and media buyers regarding Super Bowl advertising.

Yelkur earned her Doctor of Business Administration from Mississippi State University, an MBA from the PSG College of Technology in India, and a Bachelor of Science in Mathematics from Ethiraj College, Madras University in India. In addition, she received a certificate for Management and Leadership in Education from the Harvard Graduate School of Education.

“ Dr. Yelkur brings an impressive record of professional and academic experiences that will certainly enhance the student experience at the School of Business. I am pleased to welcome her to this role as we continue to advance the reputation and impact of the School of Business in the Rochester community and beyond. ”

-President Rooney

ANNOUNCING

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DEAN *of the* SCHOOL OF BUSINESS



School of Business at St. John Fisher College

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ABOUT THE SCHOOL OF BUSINESS AT ST. JOHN FISHER COLLEGE

The School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB) International. The programs offered are known—and respected—for preparing job-ready, career-focused students who possess an understanding of current business theories; the talent to maximize the practical applications of those theories; the ready-and-able spirit to adapt to a rapidly changing global economy; and the personal drive to succeed as ethically responsible managers and professionals.

