

SUMMARY
New Appointments to Endowed Chairs, Professorships, or Fellowships (4)

June 2, 2020

College of Engineering (1)

Michael Hsiao

W.S. "Pete" White Chair for Innovation in
Engineering Education

College of Veterinary Medicine (1)

Mohamed Seleem

Tyler J. and Frances F. Young Chair in
Bacteriology

Pamplin College of Business (2)

Rajesh Bagchi

R.B. Pamplin Professor of Marketing

Lara Khansa

Sonny Merryman Inc. Professorship in
Business

ENDOWED PROFESSORSHIP
W. S. "Pete" White Chair for Innovation in Engineering Education

The W.S. "Pete" White Chair for Innovation in Engineering Education was established by the generous gift of \$500,000 by American Electric Power. The creation of this chair, in honor of Pete White (EE '48), enables Virginia Tech to generate new interest in the teaching of engineering and in improving the learning process. It is unique in its flexibility—the chair is rotated biennially to a new recipient. Dean Julia Ross has nominated Dr. Michael Hsiao as the W.S. "Pete" White Chair, based on the recommendations of the Department of Electrical and Computer Engineering and the College of Engineering's Honorifics Committee.

Dr. Hsiao came to Virginia Tech as an associate professor in 2001, and became a full professor in 2006. He is the creator of Game Changineer, a one-of-a-kind platform that allows learners to quickly create video games using English. The technology behind the Game Changineer platform makes innovative use of recent advances achieved in artificial intelligence, natural language processing and understanding, compiler design, video game design, and user-centered interface design. The result is a system for engaging students of any age. Because today's students have grown up with the Internet and are familiar with computer games, learning to build games is a natural hook to the active-learning paradigm offered by the platform. In fact, it has been reported that nearly 50% of those who play games are female, and thus video games may be a mechanism to introduce girls to learn to code.

Using this platform, the English sentences are written in such a way that express computational thinking concepts. Thus, the students can practice the logic behind game creation, as well as discovering the critical thinking in popular video games. The use of English helps the learner to grasp the material much more effectively. Unlike reading code written in conventional programming languages, which can be tedious and difficult to follow and understand, this platform enables the student to read in a language that they are familiar with, much more aligned and natural to what they are used to. The system offers three salient features that encourage student-oriented learning outcomes: (1) it is learner-focused, with user-friendly and real-time response to errors and bugs, (2) it is fun and engaging, forming a positive feedback to the learning process, and (3) a complete set of easy-to-follow tutorials and modules allows the learner to discover critical lessons from games that they had enjoyed in the past.

Dr. Hsiao has performed outreach to many student groups with this platform, both at VT and K-12 schools in Virginia. Rural communities such as Floyd County have used the platform, he has partnered with Virginia 4-H in Mecklenburg County, and high-school students (4-H volunteers in the county) served as tutors and evaluators for a video-game competition. This outreach work was recognized through the Virginia Cooperative Extension 2018 Program Excellence Award in 2019.

Over the years, he has been supported by more than \$14M in research grants, including 13 National Science Foundation grants. He has served as the primary advisor for 19 Ph.D. students and 59 M.S. students, with whom he has published more than 270 refereed scholarly publications.

RECOMMENDATION:

That Dr. Michael Hsiao be appointed to the W.S. "Pete" White Chair for Innovation in Engineering Education effective for a period of two years beginning August 10, 2020, with a salary supplement and annual operating budget as provided by the endowment and the eminent scholar match, if available.

June 2, 2020

ENDOWED PROFESSORSHIP
Tyler J. and Frances F. Young Chair in Bacteriology

The Tyler J. and Frances F. Young endowment was established in 1994 through a gift to the Virginia Tech Foundation from Dr. and Mrs. Tyler J. Young. The Young's were dedicated to advancement of veterinary medicine and were very generous to the college. The professorship was established to recognize and reward an outstanding professor within the Department of Biomedical Sciences and Pathobiology. Dr. Thomas J. Inzana was named as the first Tyler J. and Frances F. Young Chair in Bacteriology from 2003 and held the role until his retirement from the university in August 2018.

Dr. Mohamed Seleem will join the Virginia Maryland Regional College of Veterinary Medicine as a full professor with tenure effective June 1, 2020. Dr. Seleem spent five years in the college as a visiting scholar and teaching and research assistant, and earned his Ph.D. from Virginia Tech. His research has been dedicated to bacteriology, bacterial pathogenesis, and drug discovery, and his drug discovery research program will contribute to the long-term research goals for the university and he will lead the college's efforts in building infectious disease research capacity.

Dr. Seleem has a longstanding commitment to teaching, training, and mentorship at all levels, including graduate and DVM students, postdoctoral fellows, and junior faculty, many of whom have gone on to highly successful academic careers in related areas. He is an exceptional researcher, teacher, mentor, and bacteriologist, and his expertise has been recognized within the profession with teaching awards (Zoetis Distinguished Veterinary Teaching Award), research awards (Purdue Veterinary Medicine Excellence in Research Award, Seed for Success Award, and Zoetis Excellence in Research Award); and a very successful recorded of research funding.

RECOMMENDATION:

That Dr. Mohamed Seleem be appointed the Tyler J. and Frances F. Young Chair in Bacteriology effective for a period not to exceed five years beginning June 1, 2020, with a salary supplement as provided by the endowment and, if available, with funds from the eminent scholars match program.

June 2, 2020

ENDOWED PROFESSORSHIP
R.B. Pamplin Professorship in Marketing

Established in 1988, the R. B. Pamplin Professorship in Marketing is one of several endowed professorships established with a \$10 million endowment presented to the Pamplin College by R. B. Pamplin, Sr. and Dr. R. B. Pamplin, Jr. This professorship is established in support of excellence in education in marketing. The Department of Marketing has recommended that the professorship be awarded to Dr. Rajesh Bagchi. The departmental Honorifics Committee and the College Honorifics and Awards Committee endorsed this nomination as did Dean Robert Sumichrast.

Professor Bagchi received his Ph.D. in 2008 from the University of Colorado. He joined the Virginia Tech faculty that same year and received promotion to the rank of Professor in 2016. Since 2019, he has served as head of the Department of Marketing.

Dr. Bagchi is a highly prolific researcher. His research encompasses examines the psychological underpinnings of important consumer behavior phenomena with significant implications for marketing action and public policy. Since joining Virginia Tech he has published 23 articles, 17 of which were in Pamplin elite journals. His research efforts include collaborations with doctoral students, department colleagues, as well as with colleagues at other prestigious universities. This level of research productivity is extraordinary by any standards. He is highly visible and respected in the field, a fact reflected in his editorial appointments which include serving as associate editor at the *Journal of Consumer Research*, and serving on the editorial review board member at the *Journal of Marketing* and the *Journal of Marketing Research*, among others. He co-chaired the 2019 Association for Consumer Research national conference and also co-chaired the 2018 Society for Consumer Psychology conference. He has also given numerous invited presentations at prestigious universities in the US and abroad including Dartmouth, Johns Hopkins University, University of Illinois, Pennsylvania State University, University of Chicago and the Instituto de Empresa Business School in Madrid, Spain.

Beyond his research accomplishment, Dr. Bagchi has made impressive contributions in teaching and service. He has taught at both the undergraduate and doctoral levels, receiving very high evaluations from his students. He has served on 11 completed doctoral dissertation committees, and is currently serving on eight others, including four as chair or co-chair. He has also mentored over 50 undergraduate honors students, providing them with hands-on research experience and an understanding of the process of knowledge creation in the marketing field. In short, Dr. Bagchi is a highly accomplished scholar and mentor fully deserving of this professorship.

RECOMMENDATION:

That Dr. Rajesh Bagchi be appointed to the R.B. Pamplin Professor of Marketing effective August 10, 2020, with a salary supplement as provided by the endowment and, if available, with funds from the eminent scholars match program.

June 2, 2020

ENDOWED PROFESSORSHIP
Sonny Merryman Inc. Professorship in Business

The Sonny Merryman Inc., Professorship in Business was established in 1998 to support the Pamplin College of Business in its efforts to attract and retain eminent scholars. The Department of Business Information Technology has recommended that the professorship be awarded to Dr. Lara Khansa. The departmental Honorifics Committee and the College Honorifics and Awards Committee endorsed this nomination as did Dean Robert Sumichrast.

Dr. Lara Khansa joined the Department of Business Information Technology in 2008 after obtaining her Ph.D. in Information Systems from the University of Wisconsin. She was promoted to associate professor in 2013 and to full professor in 2019. She currently serves as associate dean for undergraduate programs for the Pamplin College of Business. In addition, she has remained an active researcher, having published over 40 research articles, five book chapters and numerous conference proceedings. Her research pipeline is extensive, with eight articles under review or in various stages of preparation, three of which are at Pamplin elite journals. Dr. Khansa's research productivity ranks her among the top 50 researchers worldwide in the information systems field, and she is the ninth most productive researcher in the *Journal of Information Systems*, a Pamplin elite journal.

In addition to her academic research, Dr. Khansa serves on graduate committees, teaches graduate level courses for the department and is actively engaged with research seminars and graduate student support. She has served as an editorial board member and as associate editor for several publications in her discipline, and has been an invited speaker at numerous international conferences and universities. In addition, she appears frequently in media outlets discussing her research in human-computer interactions (HCI) and healthcare operations. In short, Professor Khansa is a highly accomplished scholar and mentor fully deserving of this professorship.

RECOMMENDATION:

That Dr. Lara Khansa be appointed to the Sonny Merryman Inc. Professorship in Business effective August 10, 2020, with a salary supplement as provided by the endowment and, if available, with funds from the eminent scholars match program.

June 2, 2020