Freeman welcomes new faculty members

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The A. B. Freeman School of Business at Tulane University is pleased to announce the appointment of five new faculty members for the 2024-25 academic year. The appointments, which were effective July 1, include two tenure-system faculty and three professors of practice.

Yongseok Kim, Assistant Professor of Finance



Yongseok Kim comes to the Freeman School from Indiana University, where he recently earned a PhD in finance. His research is in the field of empirical corporate finance with a focus on how limits on contract enforcement can shape financial contracts and capital structure. Kim holds a master’s degree in finance and a bachelor’s degree in economics from Seoul National University.

Landon Ross, Assistant Professor of Finance



Landon Ross joins the Freeman School after working as a financial economist at the U.S. Securities and Exchange Commission. Previously, he completed his PhD in finance at Washington University in St. Louis and worked at the Federal Reserve Board of Governors. His research interests include applications of machine learning, large-scale optimization, robust optimization and natural language processing in finance. His most recent research develops small-scale analogs of large language models specifically for estimating public companies' future stock returns and other financial information. At the Freeman School, he will teach Advanced Financial Modeling. Ross earned a master's degree from Washington University in St. Louis and a BA at Creighton University.

Diego Bufquin, Professor of Practice in Management



Diego Bufquin comes to the Freeman School from the University of Central Florida, where he served as an associate professor of hospitality management and director of international development. At the Freeman School, Bufquin will teach hospitality and management courses and will also take on the role of faculty director of the undergraduate hospitality certificate program. Bufquin's research focuses on understanding the impacts of leaders and coworkers on employees' attitudes and behaviors as well as on hospitality employees' mental health. His research has appeared in premier hospitality journals including *International Journal of Hospitality Management* and *International Journal of Contemporary Hospitality Management*. Bufquin holds an AS of international hospitality management from EHL Hospitality Business School, a BA in hospitality and finance from the Glion Institute of Higher Education, an MS in International Business from Skema Business School and a PhD in hospitality management from the University of South Carolina.

Jocelyn Carlin, Professor of Practice in Accounting



Jocelyn Carlin comes to the Freeman School from the University of Pittsburgh where she spent 25 years as a faculty member, earning numerous teaching awards and leaving as an associate professor in accounting. Before her academic career, she worked for Pricewaterhouse Coopers specializing in Mergers and Acquisitions and Valuation consulting. Leveraging her practical experience, Carlin developed a Financial Statement Analysis capstone course for accounting and finance students. Additionally, Carlin developed income tax assistance clinics that serve two southwestern Pennsylvania-run sites as well as foreign student income tax clinics for international students at the University of Pittsburgh and Carnegie Mellon University. Carlin earned a Bachelor of Science in accounting from the State University of New York at Buffalo, a Master of Taxation from Duquesne University, and she will complete the Executive Doctor of Business Administration program at the University of Pittsburgh in May 2025.

Christopher Monos, Professor of Practice in Marketing



Christopher Monos joins the Freeman School from Temple University's Fox School of Business, where he served as an assistant professor of practice in marketing. While at Temple University he taught required classes at the undergraduate level and graduate classes for the Masters of Market Research program, the Masters of Business Analytics program and the OMBA program. He also was a guest lecturer for the Executive DBA program. He developed and exclusively delivered the online courses Customer Data Analytics and Quantitative Methods of Marketing and developed and delivered the in-person Masters in Business Analytics course Experimental Design for Business. He also served as the first academic director of Consumer Insights and Marketing Analytics. Prior to joining Temple, Monos was a principal consultant in the Corporate and Operations strategy practice for PricewaterhouseCoopers in New York. He also served as a senior consultant with Vivaldi Partners, a brand strategy consulting firm in New York, and as a vice president with Copernicus Marketing Consulting in Connecticut. In addition, he has served as Global Director of the Marketing Science Group for GfK Martin Hamblin and Vice President of Account Management in the Brand and Communications practice for GfK Custom Research North America. Monos holds a PhD in Applied

Statistics from Columbia University.

In addition to the tenure system and professor of practice appointments, the Freeman School also named eight instructors to one-year visiting appointments.

- Chang Suk Bae - Visiting Assistant Professor of Finance
- Alana Bell - Visiting Lecturer in Management
- Christopher Campagna - Visiting Lecturer in Marketing
- Carissa Malone - Visiting Lecturer in Accounting
- Mark McNabb - Visiting Professor of Practice in Finance
- Raja Velu - Visiting Professor of Practice in Finance
- Hamid Vahidina - Visiting Professor of Practice in Management
- Hyunbok Wee - Visiting Assistant Professor of Finance
- Xinxin Zhang - Visiting Assistant Professors of Finance

“Exceptional teaching and research is the backbone of every top business school, so it gives me great pleasure to welcome these outstanding scholars and educations to the Freeman School of Business,” said Paulo Goes, Freeman School dean. “I look forward to working with them as we continue to build a world-class business school."