



**College of  
Business**

UNIVERSITY OF CENTRAL FLORIDA

# BUSINESS ANALYTICS

## FACULTY DIRECTORY

2019-2020





## Dean Jens, Ph.D.

**ASSISTANT PROFESSOR  
ECONOMICS**

### CREDENTIALS

- Ph.D., Rutgers University
- MA, Fordham University
- MS, Princeton University
- BS, University of Chicago

### BUSINESS/INDUSTRY EXPERIENCE

- Computer Programmer
- Goldman Sachs, Quant

### TEACHING AREAS

Financial Economics, Game Theory, Econometrics, Introductory Macroeconomics, Data Management

### RESEARCH AREAS

Game Theory, Market Design

### RECENT AWARDS

University and Bevier Dissertation Completion Fellowship, Rutgers University 2014-15

### CONTACT

Dean.Jens@ucf.edu  
407-823-4467

### ABOUT ME

I've been a volunteer for 20 years at the National Science Bowl, a math and science competition for middle and high school students.

*One of my favorite Business Analytics quotes (attributed to George Box) is "All models are wrong, but some are useful." We live in a world with far more data than ever before, but that does us no good if we can't understand it. The tools of business analytics help us to get that understanding.*



## Lealand Morin, Ph.D.

**ASSISTANT PROFESSOR  
ECONOMICS**

### CREDENTIALS

- Ph.D., Queen's University
- MA, Queen's University
- BA, Laurentian University

### BUSINESS/INDUSTRY EXPERIENCE

- CapitalOne Bank, Data Scientist

### TEACHING AREAS

Business Analytics, Financial Economics

### RESEARCH AREAS

Econometrics, Predictive Modelling

### CONTACT

Lealand.Morin@ucf.edu  
407-823-4468

*"If you think that statistics has nothing to say about what you do or how you could do it better, then you are either wrong or in need of a more interesting job." - Stephen Senn*



## Harry J. Paarsch, Ph.D.

**PROFESSOR  
ECONOMICS**

### CREDENTIALS

- Ph.D., Stanford University
- MS, Stanford University

### BUSINESS/INDUSTRY EXPERIENCE

- Amazon, Principal Economist

### TEACHING AREAS

Econometrics, Numerical Methods

### RESEARCH AREA

Auctions

### RECENT AWARDS

Fellow, *Journal of Econometrics*

### CONTACT

Harry.Paarsch@ucf.edu  
407-823-1576

*Business analytics is no more about computer programming than astronomy is about telescopes.*



## Stephen Sivo, Ph.D.

**PROFESSOR  
LEARNING SCIENCES AND  
EDUCATIONAL RESEARCH**

### CREDENTIALS

- Ph.D., Texas A&M University

### BUSINESS/INDUSTRY EXPERIENCE

- Pennsylvania Power & Light, applied psychometric theory to create and improve the accuracy of tests used for promotion and hiring employees

### TEACHING AREAS

Structural Equation Modeling, Psychometric Theory, Hierarchical Linear Modeling (HLM)

### RESEARCH AREAS

Fit indices in Structural Equation Modeling, Time Series processes in Latent Curve Modeling, Technology Acceptance

### RECENT AWARDS

Research Incentive Award; Scholarship of Teaching and Learning

### CONTACT

Stephen.Sivo@ucf.edu  
407-823-4147

### ABOUT ME

I love to read about the Philosophy of Science, innovative statistical procedures, & a broad range of scientific/technological discoveries/inventions.

*Big Data amassed by businesses have no purpose or meaning unless they can be understood - unless patterns, explanations and predictions can be identified and made actionable. The MSM-BA program provides excellent training for people desiring to enter the field of data analytics as applied to business.*



## Aaron Smith, Ph.D.

**ADJUNCT PROFESSOR  
STATISTICS**

### CREDENTIALS

- Ph.D., University of Florida

### BUSINESS/INDUSTRY EXPERIENCE

Four years working in data analytics within the public sector

### TEACHING AREAS

Mathematics, Statistics, Machine Learning, Business Intelligence

### RESEARCH AREAS

Mathematics, Statistics, Machine Learning, Ecology, Education

### RECENT AWARDS

SAS Shootout, 2nd place; Everbank Machine Learning, 1st place

### CONTACT

Aaron.Smith@ucf.edu  
407-235-3901

### ABOUT ME

I'm passionate about running. My favorite race is the half-marathon.

*Being the data person in an organization is a great position to hold. Your voice is heard, and your work life is comfortable. The analytics portion of the MSM-BA program gives students the tools to be the data guru.*



## John Solow, Ph.D.

**PROFESSOR  
ECONOMICS**

### CREDENTIALS

- Ph.D., MA, Stanford University
- BA, Yale University

### BUSINESS/INDUSTRY EXPERIENCE

- Qwest Communications
- U.S. Depart. of Energy, Dept. of Justice
- Iowa Department of Revenue
- State of Washington Attorney General

### TEACHING AREAS

Microeconomics, Managerial Economics, Law and Economics, Economics of Sports, Game Theory and the Law

### RESEARCH AREAS

Economics of Sports, Industrial Organization, Law and Economics

### RECENT AWARDS

Honors Advisor of the Year (Univ. of Iowa); Distinguished Member (National Society of Collegiate Scholars)

### CONTACT

John.Solow@ucf.edu  
407-823-3833

### ABOUT ME

After nearly 38 yrs. at the University of Iowa, I am excited to be joining the UCF team. I enjoy traveling, sailing, & am a fan of all Boston sports teams.

*Business analytics starts with understanding the problem you need to solve. All the data and computing power in the world won't lead to good decisions if you are answering the wrong question.*



## Michael Tseng, Ph.D.

**ASSISTANT PROFESSOR  
ECONOMICS**

### CREDENTIALS

- Ph.D., (Mathematics) Penn State University
- Ph.D., (Economics), Simon Fraser University, Canada

### TEACHING AREAS

Econometrics, Mathematical Economics

### RESEARCH AREAS

Econometrics, Financial Economics

### CONTACT

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407-823-4469

*"Whoever controls oil controls much more than oil."  
- John McCain, 2008, U.S. Senator*

*"Data is the new oil."  
- Mark Carney, 2018, Bank of England governor*



## Morgan Wang, Ph.D.

**PROFESSOR  
STATISTICS AND DATA SCIENCE**

### CREDENTIALS

- Ph.D., Iowa State University

### BUSINESS/INDUSTRY EXPERIENCE

- OCPS
- QFOR
- ICUBE
- Health First
- Kemper Preferred
- Florida Blue
- Republic Bank
- Everbank

### TEACHING AREAS

Data Preparation, Data Mining, Fundamental Data Analytical Methodology with Business Applications, Advance Data Analytical Methodology with Business Applications

### RESEARCH AREAS

Big Data Analytics, Intelligent Modeling, Data Mining

### RECENT AWARDS

Winner - SAS Shoot-Out Data Mining Contest, Analytics Conference 2011 and 2012

### CONTACT

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407-823-2818

### ABOUT ME

I'm an elected member of the International Statistical Institute & currently serve as an advisor to the President of the American Statistical Association.

*This is an excellent program that focuses on using big data analytics to solve business problems. The future of business operations is all about intelligence. Data and analytics is the only way unleash the intelligence hidden in the data.*