

## 2015 Faculty Fellows

**Claudia Green, PhD, Professor, Management & Management Science, Lubin School of Business**

*Case Studies regarding Social Entrepreneurship in Rio de Janeiro, Brazil.*

Professor Claudia Green will collaborate with her colleague Dr. Cohen, at Pontifical Catholic University of Rio de Janeiro, and their students to develop a series of Rio-based social entrepreneurship case studies. By developing a database of resources, articles, and websites, conducting one-on-one interviews with various social entrepreneurs and drafting case studies, Professor Green, Dr. Cohen and their students will submit their cases for publication and presentations at professional meetings and conferences.

**Eric Kessler, PhD, Henry George Professor, Management & Management Science, Lubin School of Business**

*Critical Success Factors for Service Leadership and Service Learning.*

Professor Kessler's project will engage students to design and implement a coordinated series of projects related to local community service and nonprofit organizations. In doing so he will analyze and study the critical success factors that may motivate students to fully engage in service leadership/learning activities both within their educational and professional contexts. Additionally, he will research the critical success factors that might increase the effectiveness of these service leadership/learning activities from the perspectives of the individuals and organizations involved. Professor Kessler aims to enhance the ways that we prepare and enable service learning in our future leaders so in turn they may actually execute and implement service leadership.

**Mark Weinstock, Lecturer, Economics, Dyson College of Arts and Sciences**

*Marketing Challenges for Museums: The Case of the National Museum of the American Indian.*

Professor Weinstock's case study will investigate why the National Museum of the American Indian has encountered a 64% decline in visitations over the past several years. Data gathered by a Wilson Center funded intern, to determine changes in advertising and social media patterns of outreach, will be used as a resource in his research. The case study will also employ interviews, survey methodology encompassing other local museums, and trend analysis to determine the strategic effectiveness of various media. Relationships between marketing, public relations, and advertising will be examined with the goal of determining their impact on museum visitations.

**P.V. Viswanath, PhD, Professor, Finance and Economics, Lubin School of Business**

*Microfinance and Microenterprise in Kenya.*

Dr. P.V. Viswanath's study of Microfinance and Microenterprise in Kenya will explore the extent to which microfinance in Kenya has helped in poverty alleviation through the provision of microcredit. In particular, the study examines the role of market access in the impact of micro-lending on the success of microenterprises using microfinance institution (MFI) funds. His goal is to ascertain the impact of microfinance in alleviating poverty in Kenya by targeting the use of funds by borrowers and factors surrounding access to these funds.