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Sy Syms Graduate Programs Newsletter

Issue 3: Fall 2025
SPECIAL EDITION

Message from Sy Syms School of Business



Dear Sy Syms Graduate Students and Alumni,

As we wrap up an energizing fall semester, I'm delighted to share a few highlights from across our growing graduate programs. This fall marked the approval of our new [M.S. in Finance \(MSF\)](#), and we are thrilled to welcome [Professor Assa Cohen as the program's inaugural director](#). Our faculty continued to distinguish themselves on the global stage: Professor Pablo Hernández-Lagos [hosted an engaging AI fireside chat](#) with Dr. David Magerman, was featured in [The Boston Globe](#), and Professor Patryk Perkowski's work appeared in [Harvard Business Review](#). These stories, along with numerous other research contributions and media appearances from our faculty, reflect the momentum and impact of the Sy Syms community.

Looking ahead, we are excited for what's to come in the spring and the year beyond. We are preparing to welcome our first MSF cohort, introduce our new On-Campus STEM MBA, and continue the success of our Online MBA. With each new initiative, we continue to expand our offerings and strengthen the educational experience for our students and alumni.

As we move into the new year, we invite you to stay connected with us. Follow Sy Syms Graduate Programs on our social media platforms [@SySymsGrad](#) and join our [community WhatsApp group](#) to keep up with the latest updates, achievements, and events. We look forward to growing this network together.

Wishing you a joyful holiday season and a wonderful start to the new year.

Warm regards,

Tamar Avnet PhD
Professor of Marketing
Associate Dean of Sy Syms School of Business
Director of Sy Syms Graduate Programs
Yeshiva University, New York, NY
Tel: 646.483.9101

SPECIAL EDITION EDITOR'S NOTE

Dear reader,

With so much progress over the past semester and upcoming year regarding our Sy Syms graduate programs, we decided to convert the third issue of our newsletter — originally scheduled for November—into a more comprehensive Fall 2025 issue summarizing the entire fall semester, including new content since our last issue (Issue 2, September 2025).

We can't wait for you to read all the great things happening with Sy Syms graduate programs and what's to come in 2026!

Happy reading!

Sincerely,

SJ Tannenbaum '22SB, '24K
Social Media & Digital Marketing Manager
Sy Syms School of Business
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Graduate Programs News



Sy Syms Launches STEM-OPT M.S. in Finance for Spring 2026

Yeshiva University's Sy Syms School of Business has launched its new STEM-designated M.S. in Finance, a 15-month program designed to prepare students for high-impact careers in the world's financial capital. Located just minutes away from Wall Street, the program offers unparalleled access to leading financial institutions, top-tier internships, and a Bloomberg Finance Lab, supported by the Shevet Glaubach Center for Career Strategy & Professional Development. Taught by distinguished faculty with deep industry and research expertise, the program blends rigorous technical training with a values-driven approach to business, equipping graduates with both the skills and integrity needed to thrive in today's fast-moving financial landscape.

Questions?

Contact [Linda Driver](#), Executive Director of Sy Syms Graduate Programs, at linda.driver@yu.edu

Learn more and apply at www.yu.edu/finance-ms

Professor Assa Cohen Named Program Director of M.S. in Finance

[Dr. Assa Cohen](#), a visiting assistant professor of finance at Yeshiva University's Sy Syms School of Business, has been named program director of the new STEM-OPT Master of Science in Finance. In this role, he will provide academic and strategic leadership for the program, overseeing curriculum development, academic standards, and student mentorship while supporting admissions and program growth. Launching this upcoming Spring 2026 semester, the M.S. in Finance combines rigorous quantitative training with ethical, values-driven leadership and is located steps from Wall Street at Sy Syms' Midtown campus. A market microstructure expert, Dr. Cohen brings a strong background in research and policy, with prior experience at the Federal Reserve Bank of Philadelphia and Israel's National Economic Council, positioning the program to prepare students for competitive careers in finance.



[Read more](#)



Sy Syms to Launch STEM On-Campus MBA for Fall 2026

We are proud to introduce our newly designated STEM MBA, designed to help students secure highly coveted jobs in NYC and beyond. To thrive in a world driven by data, technology, and high-stakes strategic decisions, Sy Syms built a rigorous core that spans Data Science for Leaders, Corporate Finance, Marketing, and a capstone in Management Science. The program integrates analytical depth with practical managerial results.

Students can tailor their path through STEM-intensive concentrations encompassing the fundamental organizational functions. Each concentration focuses on developing technical capabilities while students think strategically. This program is built for leaders who want to get and grow into the best jobs in NYC and around the world.

Questions about the On-Campus MBA?

Contact [Linda Driver](#), Executive Director of Sy Syms Graduate Programs, at linda.driver@yu.edu.

Events



Dr. Pablo Hernández-Lagos, Sy Syms MBA Director, Strategy & Entrepreneurship professor and department chair, with Dr. David Magerman at the YU Museum

Dr. Pablo Hernández-Lagos and Dr. David Magerman discuss AI and its implications on jobs, growth and the economy

Tuesday, November 18, 2025 | YU Museum

Alumni, students and community members flocked to the Yeshiva University Museum to hear about AI and how it could transform jobs, careers and everyday life.

Officially called "Separating Science from Fiction: What AI Means for Jobs, Growth and the Economy," the speakers were [Dr. David Magerman](#), a world-renowned AI expert, and Sy Syms MBA Director [Dr. Pablo Hernández-Lagos](#), whose research on AI's effects on hiring and job searches was recently featured in [The Boston Globe](#).

The event was a collaborative effort between Sy Syms School of Business, Katz School of Science and Health and the Office of Alumni Affairs.

[Watch event recording](#)

MBA Spotlight



Chaya Kohn, LMHC-D, '26SB (MBA)

Meet [Chaya Kohn](#), an MBA candidate at the Sy Syms School of Business, whose background in mental-health counseling and professional ambition converge in a pursuit of ethical, impactful leadership. Balancing her LMHC-D credential with graduate studies, Chaya's journey reflects our mission to shape thoughtful business professionals grounded in values. Her story underscores how Sy Syms graduate programs empower

students to blend purpose, compassion, and business savvy.

[Read more](#)

Faculty News



Dr. Tamar Avnet had research on "clock timers" and "event timers" featured in *Psychology Today*

In her latest article — [selected as an Essential Read by Psychology Today](#) — [Dr. Tamar Avnet](#), Associate Dean, Director of the Graduate Programs and Professor of Marketing at the Sy Syms School of Business, explores how our relationship to time shapes not only how we live, but how we buy.

Her research, conducted in collaboration with [Dr. Jannine Lasaleta](#), Associate Professor of Marketing, Chair of the Marketing Department at Sy Syms, identifies two distinct consumer orientations: clock timers, who structure their days around deadlines, schedules, and efficiency, and event timers, who move more fluidly from task to task based on context and rhythm.

Professor Tamar Avnet is a professor of marketing as well as the associate dean and director of the graduate programs at Sy Syms School of Business.

Professor Jannine Lasaleta is an associate professor of marketing and the marketing department chair at Sy Syms School of Business.

[Read in Psychology Today](#)



Professor Bipasha Ghosh had multiple speaking appearances: Fireside chat at MatchPlay Startup Summit and OpenAI's Faculty Roundtable in NYC

MatchPlay Summit Fireside Chat

Per Bipasha: "A few weeks ago, I joined a fireside chat at the **MatchPlay Startup Summit**, which brought together founders and VCs around this year's theme, "Trust: The Future Is Closer Than You Think." My session was titled **Trust Is the New Moat: Building Credibility in the AI**



Dr. Assa Cohen presented research at the Southern Financial Conference

A new working paper by [Dr. Assa Cohen](#), Program Director of the M.S. in Finance at Yeshiva University's Sy Syms School of Business, shows that OTC markets freeze not just because dealers are strained, but because they use their temporary power over stressed customers to pull back.

Presented at the [Southern Finance Association Conference](#), Cohen's paper reframes crisis-era slowdowns in OTC trading as oligopolistic inefficiency — moments when dealers strategically choose not to intermediate, worsening liquidity exactly when markets need it most.

Professor Assa Cohen is a visiting assistant professor of finance as well as the program director of the M.S. in Finance at Sy Syms School of Business.

[Read more on YU News](#)



Dr. Pablo Hernández-Lagos had multiple speaking appearances at Wharton and at The Jewish Center, as well as a feature in *The Boston Globe*

Wharton

His presentation was entitled, "The Transparency of AI and the Profits of the Firm."

[Read Professor Hernández-Lagos's LinkedIn recap here.](#)

The Jewish Center

Economy."

[Read Professor Ghosh's LinkedIn recap here.](#)

OpenAI's Faculty Roundtable in NYC

Professor Ghosh joined a select group of 15 educators from across disciplines to discuss how AI is transforming teaching, research, and academic life. The session, led by the OpenAI Education Team, highlighted emerging best practices from universities nationwide and featured candid discussions about real-world uses of ChatGPT—its successes, challenges, and surprising moments. Engaging with peers sparked new ideas and thoughtful conversations on topics ranging from classroom strategy to academic integrity and the future of learning. Professor Ghosh expressed gratitude to the organizers for fostering such a collaborative and inspiring environment.

[Read Professor Ghosh's LinkedIn recap here.](#)

Professor Bipasha Ghosh is a clinical assistant professor of marketing at Sy Syms School of Business.

A guest for Shabbat in August, he delivered his presentation entitled, "Hope and Hype: Truth, Hate, and AI" during *seudah shlishit*.

The Boston Globe

The article, "Job seekers and hiring managers are using AI, and nobody's happy," discusses how amid a tight labor market, employers are using AI to find talent and even conduct interviews, while applicants use the technology to write cover letters and prep for interviews.

Professor Pablo Hernández-Lagos is the MBA director, strategy & entrepreneurship department chair and associate professor of strategy & entrepreneurship at Sy Syms School of Business.



Drs. S. Abraham (Avri) Ravid and Gabriela Coiculescu published research in *Journal of Financial and Quantitative Analysis (JFQA)*

The paper, "[Innovation Under Ambiguity and Risk](#)," shows that ambiguity (Knightian uncertainty) reduces R&D, patents, and citations, while risk boosts R&D but lowers innovation output—effects that are especially pronounced in high-tech firms.

Professor S. Abraham (Avri) Ravid is the Sy Syms Professor of Finance at Sy Syms School of Business.

Professor Gabriela Coiculescu is a clinical associate professor of finance at Sy Syms School of Business.

[Read more on YU News](#)



Dr. Ariel Rava's research was published in NBER (National Bureau of Economic Research)

The paper, "[Economic Incentives and Organ Procurement: Evidence from a U.S. Reform](#)," examines how new federal regulations for Organ Procurement Organizations have boosted kidney donations—raising procurement by over seven organs per OPO each month—while also increasing system costs, especially among lower-performing organizations.

Professor Ariel Rava is an assistant professor of accounting at Sy Syms School of Business.

[Read more on YU News](#)



Dr. Patryk Perkowski was featured in *Harvard Business Review*, spoke at Columbia's conference on AI, Machine Learning, and Business Analytics, and presented at Wharton's AI and the Future of Work conference



Dr. S. Abraham (Avri) Ravid's research was published in *Journal of Cultural Economics*; He was interviewed in *WalletHub* discussing car insurance companies; Interviewed on *NPR* discussing the future

Harvard Business Review

Professor Perkowski's talk examined the impacts of generative AI on workplace productivity using a field experiment in central banking. The study was also heavily discussed by the Governing Body of the ECB at their recent General Council meeting, with calls for the study to be replicated across other central banks to assess the broader implications of generative AI for the Eurosystem.

[Read the article in HBR.](#)

Columbia conference on AI, Machine Learning, and Business Analytics

[Read the paper that Dr. Perkowski presented here.](#)

Wharton's AI and the Future of Work conference

Professor Perkowski's talk examined the impacts of generative AI on workplace productivity using a field experiment in central banking. The study was also heavily discussed by the Governing Body of the ECB at their recent General Council meeting, with calls for the study to be replicated across other central banks to assess the broader implications of generative AI for the Eurosystem.

[Read more here via The Centre for Economic Policy Research \(CEPR\).](#)

Professor Patryk Perkowski is an assistant professor of strategy & entrepreneurship at Sy Syms School of Business.

**of the movie industry;
Discussed paper at ASSA conference****Journal of Cultural Economics**

The paper, "Talent and technology in creative industries: introduction to the special issue," explores how AI and streaming are reshaping creative industries, highlighting future opportunities, challenges, and ethical concerns such as copyright and job displacement.

WalletHub

Dr. Avri Ravid explained in the interview that neither low rates nor customer reviews reliably indicated a good car insurance company: low premiums could mask weak service, while reviews were often skewed, unreliable, or based on atypical experiences. Instead, Dr. Ravid pointed to Better Business Bureau ratings and regulatory complaint data as more meaningful measures of company behavior. He noted that 24/7 live customer service was valuable since accidents happened at all hours and automated bots still struggled with complex situations. Ultimately, he advised consumers to weigh both cost and service quality, recognizing that unusually low rates might reflect cuts that harmed policyholders.

[Read the WalletHub interview here.](#)

NPR

Dr. Ravid explained that movie theaters continued to face a long-term decline in attendance, as audiences increasingly preferred the convenience and affordability of at-home viewing, aided by inexpensive large screens and projectors. He noted that despite Hollywood's hopes for a 2025 rebound, the data showed no sign of a mass return to theaters, a pessimism reflected in theater-chain stock performance. Ravid also discussed evolving streaming economics, arguing that pay-per-view models would better measure a film's value and support fair residuals, while subscription models remained appropriate for constantly refreshed content like news and sports.

[Listen to the NPR Marketplace interview here.](#)

ASSA Conference

Sy Syms Professor of Finance Dr. S. Abraham (Avri) Ravid discussed a paper entitled, "Global R&D-Local Knowledge Evidence from Patent text Dissimilarity" on Sunday, January 4 during a session on AI, Labor, and Finance at the Association of Finance Economists meeting, held as part of the Allied Social Science Associations (ASSA) Conference—the largest annual gathering of economists worldwide. The session, organized by NYU's Kose John, included presentations by leading researchers at the University of Maryland, MIT, the University of Pennsylvania, and the University of Memphis as well as a distinguished group of discussants, including Nobel Laureate Phil Dybvig, Miao Ben Zhang (USC) and Leland Bybee (University of Chicago) in addition to Prof. Ravid.

Professor S. Abraham (Avri) Ravid is the Sy Syms Professor of Finance at Sy Syms School of Business.



Dr. Yehuda Davis's research was published in *Journal of Corporate Finance*

The paper, "[The demand for tax-favored risky assets with capital gains tax exclusions, tax policy uncertainty, and its implications for pricing.](#)" shows that capital gains tax exclusions can have mixed effects on risky asset investment—sometimes boosting demand, sometimes having no impact, and in some cases even reducing it—using evidence from U.S. housing and U.K. stock markets.

Professor Yehuda Davis is an assistant professor of accounting at Sy Syms School of Business.



Dr. Jannine Lasaleta hosts salon-style dinner with Codeword discussing the power of nostalgia as a marketing tool

The discussion, led by [Dr. Jannine Lasaleta](#), explored how memory and emotion drive behavior. From making people more generous and brand-loyal, to nudging healthier choices, nostalgia isn't just a creative tool. It's a scientifically-backed driver of consumer decision-making.

See Codeword's LinkedIn recap post [here](#).

See Professor Lasaleta's LinkedIn recap report from [Michael Kaye here](#).

Professor Jannine Lasaleta is an associate professor of marketing and the marketing department chair at Sy Syms School of Business.

[Read more via Codewordagency.com](#)



Dr. Ariella Kristal's research was published in *Management Science*

The paper, "[Eliciting Advice Instead of Feedback Improves Developmental Input.](#)" finds that asking for "advice" instead of "feedback" leads to more concrete, actionable, and useful input in the workplace. By shifting the focus toward the future, organizations can improve the quality of developmental guidance employees receive.

Professor Ariella Kristal is a visiting assistant professor of strategy & entrepreneurship at Sy Syms School of Business.



Dr. Archishman Chakraborty's research was published in *Journal of Political Economy*

The paper, "[Subversive Conversations.](#)" shows how two parties can use back-and-forth "subversive" conversations to reach optimal joint decisions while preserving deniability—shielding sensitive choices from outside scrutiny, leaks, or hacks.

Professor Archishman Chakraborty is a professor of finance, the Mel Harris Chair in Insurance and Risk and the finance department chair at Sy Syms School of Business.



Dr. Aliza Rotenstein's research was published in CPA Journal

The article, "[LIFO or FIFO During Inflationary Times? The Trade-Offs of Valuation Methods.](#)" weighs the pros and cons of FIFO vs. LIFO, showing how LIFO can better reflect current economic conditions and shield stakeholders from inflation's impact.

Professor Aliza Rotenstein is a clinical associate professor of accounting at Sy Syms School of Business.



Professor Jeffrey Trey awarded grant from the Shevet Glaubach Center for Career Strategy & Professional Development's Faculty Career Readiness Initiative for the 2025-2026 academic year

The grant of \$4,500 from the SGC Faculty Career Readiness Initiative (2025–2026) will provide all undergraduate students with one-year access to the Bloomberg Tax Research service.

Professor Jeffrey Trey is a clinical assistant professor of tax at Sy Syms School of Business.



Drs. Tamar Avnet and Travis Oh to serve as special issue editors for Behavioral Sciences on the topic: "Affective Shifts: Emotion, Identity, and Consumer Behavior in a Changing Digital World"

The issue will explore how emerging technologies such as AI, social robots, immersive virtual environments, and global digital platforms, are reshaping the emotional fabric of consumer experiences.

The professors welcome submissions that investigate the role of emotion in this evolving digital landscape.

Learn more, and those interested can submit their work [here](#).

Professor Tamar Avnet is a professor of marketing as well as the associate dean and director of graduate programs at Sy Syms School of Business.

Professor Travis Oh is an assistant professor of marketing at Sy Syms School of Business.

Dr. Travis Oh presented research and led a workshop on responsible generative AI use at the ACR Conference

At the Association for Consumer Research Conference in Washington, D.C., Dr. Travis Oh, Assistant Professor of Marketing at the Sy Syms School of Business, led one of only two selected workshops, offering behavioral researchers a clear roadmap for responsible generative AI use. Drawing on his new Journal of Marketing paper, "[New Tools, New Rules.](#)" co-authored with colleagues from Columbia Business School and beyond, Dr. Oh outlined practical, ethical, and transparent methods for integrating GenAI into surveys, experiments, and data analysis. He cautioned researchers about the ease and temptation of over-iterating AI outputs to fit hypotheses and emphasized rigorous documentation to maintain reproducibility. To support the field, he and his co-authors also introduced [questionableresearch.ai](#) and [lucidresearch.io](#), which provide free templates, code, and workflows.

Professor Travis Oh is an assistant professor of marketing at Sy Syms School of Business.

[Read more via YU News](#)

Social Media



Thanksgiving Volunteer Spotlight: Laura Camargo '26SB (MBA)

[Laura Camargo](#), Sy Syms MBA '26, is using her marketing expertise to give back and uplift her community through her volunteer work with Women of ALPFA New York, part of the Association of Latino Professionals for America. Born in Bogotá, Colombia and now based in Brooklyn, Laura serves on ALPFA's Marketing and Communications team, where she supports content creation and campaign execution to amplify the organization's mission of empowering Latino professionals through leadership development, career opportunities, and community-building. Motivated by a desire to open doors for others, Laura's work

reflects the spirit of gratitude and service celebrated during Thanksgiving and exemplifies Sy Syms values in action.

[Click here to see the Instagram post](#)

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Sy Syms Graduate Programs Community WhatsApp Chat

Join the Sy Syms Graduate Programs Community [WhatsApp chat](#) to stay updated on events, programming, announcements, news and information exclusively for students and alumni of Sy Syms graduate programs.

[Join here](#)



Private Sy Syms LinkedIn Community Group

Join the private [Sy Syms LinkedIn Community Group](#) for school announcements, job listings, alumni announcements and other engaging content for Sy Syms students, alumni, faculty, board members, parents, etc.

[Join the group here](#)

Have an announcement to share with the Sy Syms Graduate Programs community?

If you have an announcement that you would like included in a future Sy Syms Graduate Programs Newsletter, such as a promotion, job offer, accolade, spotlight submission or other public announcement you would like shared with our alumni, [please submit here](#).

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LinkedIn Note: Future issues of the Sy Syms Graduate Programs newsletter will be published to the [Sy Syms Graduate Programs LinkedIn page](#) as opposed to the main [Sy Syms School of Business LinkedIn page](#) so make sure to follow us there!

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Editor's Note: This newsletter was previously titled, "Sy Syms MBA Newsletter" but has been renamed "Sy Syms Graduate Programs Newsletter" to include content from all Sy Syms graduate programs.

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