

A Call From HOME

FROM FORMER FACULTY MEMBER
TO DEAN, DR. JOY BHADURY
RETURNS TO GUIDE THE
BRYAN SCHOOL INTO ITS
NEXT CHAPTER.

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When home calls, it's an
honor and privilege, and
it's your duty to answer
that call."*

DR. JOY BHADURY
Dean and Professor



For Dr. Joy Bhadury, returning to UNC Greensboro as the dean of the Bryan School of Business and Economics felt like coming home. Bhadury stepped into the role officially in April 2025 after serving as interim dean for nearly nine months, but his history with the Bryan School goes back nearly 18 years.

Coming from California's Bay Area, Bhadury began his Bryan School journey as the associate dean for graduate programs and research in 2007. When he applied for the job, he had a competitive offer closer to home, but UNCG changed his mind.

"I'm big on culture and sincerely believe in the adage that culture eats strategy for breakfast," Bhadury says. "It was evident to me right away that a culture of care existed here."

After the visit, Bhadury said he called his wife from the airport to tell her he had "witnessed something special" in the Bryan School.

No Student Left Behind

Bhadury remained at the Bryan School for nine years until moving north to serve as dean of the School of Business and Management at SUNY Brockport for two years, followed by a five-year term as the dean of the Davis College of Business at Radford University.

No matter where his higher education career has taken him, Bhadury has been driven by a "no student left behind" philosophy that's derived from his belief that the primary purpose of a higher education institution is the education of its students.

"However, good education cannot be delivered by faculty who are unprepared in their disciplines. That's why faculty research and professional development matter since they are essential to the delivery of world-class education," Bhadury says.

The Bryan School's culture of care for its students, faculty, and staff drew Bhadury in years ago, and it's what brought him back in 2023 – this time as a professor in the Department of Information Systems and Supply Chain Management. His goal was to spend the "final quarter" of his career in the place he's always called home.

When Dr. McRae C. Banks announced his retirement as the dean of the Bryan School in 2024, then-Provost Storrs asked Bhadury to step in as interim dean while a national search was conducted. The school was in the middle of its lengthy AACSB Accreditation maintenance process and needed a leader who had previously been through the process.

"It was a call from home. When home calls, it's an honor and privilege, and it's your duty to answer that call," he says.

Fulfilling the Duty

Throwing his hat in the ring for the full-time dean position wasn't initially in the cards, but Bhadury's call of duty to the Bryan School grew louder as he navigated his time as interim dean.

While Bhadury noticed that some aspects of the Bryan School had evolved since 2007, the culture of care he fell in love with was stronger than ever. He credits initiatives like the Bryan Blueprint Series, a required four-credit professional development curriculum, and Bryan Gold, an interactive career readiness challenge, for that cultural improvement.

However, Bhadury faced no shortage of challenges that also motivated him to pursue the permanent dean role, the most pressing being a nationwide trend – fewer students are seeking a college degree. This challenge, Bhadury explains, is a result of societal factors like volatility, uncertainty, complexity, and ambiguity, better known in the business world as VUCA.

"There's a sense of quiet pride inside the world of higher education. We don't wave our flag as much as we should. We know what we do is important, but I think we struggle to tell our own story and to share it widely with society to explain why we're worthwhile," he says.

Since earning the official title of dean, he's made it his mission to help the Bryan School thrive in the VUCA world. According to Bhadury, step one in that process is giving faculty and staff the freedom for self-actualization and growth in areas like research and professional development.

Step two, he says, is to build on our current efforts on employer relationships to make the Bryan School more regionally prominent within the business community. From pounding the pavement and meeting with Triad business leaders to supporting faculty-led AI initiatives in the community, Bhadury is working to wave the Bryan School flag.

"Disseminating the word will take time, but we have world-class caliber in our faculty and staff in the Bryan School, and it's my dream to spread that word far and wide in the region," Bhadury says.

The Head and the Heart

As a leader, Bhadury is known for his commitment to research and his reliance on data in decision making, yet his choice to return to the Bryan School was deeply personal.

"I'm a management scientist who believes in the head, not the heart," Bhadury says. "But when I look at my most influential life decisions, they've ultimately been made from the heart."

For Bhadury, serving as dean of the Bryan School isn't just about managing an institution. It's about taking care of his home and ensuring that it continues to be a place where students, faculty, and staff can reach their highest potential.

When home called, Bhadury didn't just listen – he came back to lead it forward. ■

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