

# IMPACT REPORT

Spring 2019



Resilient  
Resourceful  
Responsible

RUTGERS BUSINESS IMPACT  
Spring 2019


**RBS ONLINE**

 **TWITTER:** rutgersbschool

 **FACEBOOK:** Rutgersbusinessschool

 **LINKEDIN:** rutgers-business-school

 **YOUTUBE:** RBScommunity

 **INSTAGRAM:** rutgersbschool (Newark) • ru\_Business (New Brunswick)

 **RBS NEWS:** business.rutgers.edu/news



A message from Dean Lei Lei

In this Spring 2019 issue of the Rutgers Business School Impact Report, our cover story highlights the 4th annual *Innovations in Graduate Business Education Conference* which brought together academic leaders from more than 50 business schools across the country to Rutgers.

The theme of the conference – “Lifelong Learning in the Digital Era” – signals a shift in the way business schools are providing knowledge – not just to students in their 20s, but as a way of engaging with alumni when they need new knowledge to remain effective throughout their careers.

We also feature timely research from Professor John Cantwell about how immigration benefits global business and professor Tobey Scharding explores whether bitcoin is an ethical currency.

Two of our faculty won prestigious awards: Andrzej Ruszczyński won the George B. Dantzig Prize awarded by the Society for Industrial and Applied Mathematics and the Mathematical Optimization Society; and Joanne Ciulla received lifetime achievement awards from both the Society for Business Ethics and the Academy of Management.

We were thrilled to be recognized by the *Financial Times* as the No. 1 public business school in the Northeast U.S. and No. 24 overall in the Americas. The *Financial Times* also ranked our Executive MBA program Top 10 in the world in economics, corporate strategy, statistics and manufacturing/logistics.

The qualities of the Rutgers Business School brand – *resilient, resourceful and responsible* – are showcased in three inspiring student stories.

As the anchor business school of New Jersey, we are proud to highlight the enormous positive social impact The Center for Urban Entrepreneurship and Economic Development has had on our communities. During its first 10 years, it has educated more than 400 entrepreneurs, helped to create 580 new jobs, led to businesses reaching a combined \$134 million in annual revenue and kept 79 percent of the small businesses it partnered with in business.

This year is the 90-year anniversary of Rutgers Business School’s founding. We look back at some of the key dates in our history and highlight events coming up to help us celebrate our accomplishments and excitement for the future.

We hope you enjoy these stories and others found in the pages of our *Rutgers Business School Impact Report*. We look forward to sharing even more stories in the future of our proud Rutgers Business School community.

Lei Lei, Dean

# Features



10

**RUTGERS BUSINESS INSIGHT: IS BITCOIN ETHICAL?**



26

**ROAD TO WALL STREET GETS REALIGNMENT**



27

**THE ESSENCE OF THE RBS BRAND: STORIES OF RESILIENCE, RESOURCEFULNESS AND RESPONSIBILITY**

## In this issue

- 12 **FACULTY: RUSZCZYNSKI AND CIULLA WIN PRESTIGIOUS AWARDS**
- 20 **RANKING: FINANCIAL TIMES RANKS RUTGERS BUSINESS SCHOOL NO. 1 PUBLIC BUSINESS SCHOOL IN NORTHEAST U.S.**
- 36 **SOCIAL IMPACT: THE CENTER FOR URBAN ENTREPRENEURSHIP & ECONOMIC DEVELOPMENT CELEBRATES 10 YEARS**
- 45 **ALUMNI: TEAMUP PROGRAM DEMONSTRATES ADVANTAGES OF MENTORING**

### SECTIONS

- 4 **INNOVATION**
- 8 **RESEARCH**
- 12 **FACULTY**
- 19 **RANKINGS**
- 25 **STUDENT SUCCESS**
- 35 **SOCIAL IMPACT**
- 40 **CORPORATE PARTNERSHIP**
- 44 **ALUMNI**
- 52 **MARKING 90 YEARS**



**COVER KEY:**

1. (From left) Scott DeRue, dean, Stephen M. Ross School of Business, Sanjay Gupta, dean, Eli Broad College of Business, and Raghu Sundaram, dean, Leonard N. Stern School of Business
2. Panel presentation: “What Do Alumni Want from Business Schools?”
3. (From left) MBA Director Sharon Lydon, RBS; Dean Lei Lei, RBS; Dean R. Glenn
4. Professor Can Usley, RBS (L) and Paulo Goes, dean, Eller College of Management
5. Jens Molbak, CEO of Coinstar and founder of WinWin
6. Dean Lei Lei, RBS (L) and Blair Sanford, assistant dean-MBA Program Wisconsin School of Business
7. RBS Dean Lei Lei welcomes participants to the IGBE 2018 conference.
8. (From left) Joseph Schaffer, associate dean, RBS Executive Education, and Jonathan Levin, dean, Stanford Graduate School of Business speak with other attendees.
9. Interim Dean Joseph Thomas, Cornell SC Johnson College of Business
10. Panel presentation: “Digital Disruptions in Educating Business Students”
11. Sri Zaheer, dean, Carlson School of Management (L) and Raghu Sundaram, dean, Leonard N. Stern School of Business

**Cover story begins next page.**

# Innovations in Graduate Business Education Conference draws academic leaders from across the country

**L**eaders from business schools across the country gathered at Rutgers Business School for two days to discuss the challenges of preparing students to lead in a work world that continues to be altered by technology, as well as meeting the growing demand for lifelong learning, especially among alumni.

More than 150 people attended the Innovations in Graduate Business Education Conference (IGBE) hosted every two years by Rutgers Business School. The conference, initiated after Rutgers University entered the Big 10, is designed to showcase thought leadership and inspire educators from the Big 10 – and beyond – to share new ideas, best practices, and lessons learned.

The theme of the conference – “Lifelong Learning in a Digital Era” – and the line-up of speakers and panelists assembled by Rutgers Business School Dean Lei Lei and Senior Associate Dean Sharon Lydon attracted top administrators and educators from more than 50 business schools.

The speakers included Jonathan Levin, dean of Stanford Graduate School of Business; Glenn Hubbard, dean of Columbia Business School; Joseph Thomas, interim dean of Cornell University’s S.C. Johnson School of Business; Peter Hirst, associate dean of MIT’s Sloan School of Management; and Matthew Slaughter, dean of Dartmouth’s Tuck School of Business.

Interim Dean Joseph Thomas, Cornell SC Johnson College of



Dean Lei Lei (L) and Blair Sanford, assistant dean-MBA Program, Wisconsin School of Business.



Interim Dean Joseph Thomas, Cornell SC Johnson College of Business.

More than 150 people attended the Innovations in Graduate Business Education Conference.



Sri Zaheer, dean, Carlson School of Management (L) and Raghu Sundaram, dean, Leonard N. Stern School of Business.



Rutgers Business School Dean Lei Lei (center) poses with Senior Associate Dean Sharon Lydon and members of the final conference panel, Bob Alig, Liaison International; Eric Dingler, managing director, Deloitte & Touche LLP; Courtney Billington, president, Janssen Pharmaceuticals; and Jens Molbak, CEO of Coinstar and founder of WinWin. Also pictured (third from left) are John Byrne, editor-in-chief, *Poets & Quants* and (far left) Daniel Stoll, executive director of Rutgers Business School’s Communications and Marketing team.

Business, kicked off the conference with a presentation that acknowledged technology is changing business and business education, but not everything has changed. He stressed the importance of interpersonal communication skills, relationship building, and networking. “What we have been teaching is still important,” he said.

The first panel discussion, “Digital Disruptions in Educating Business Students,” was facilitated by Jeff Brown, dean of University of Illinois Gies College of Business. He stressed that online learning was just different, not better or worse. He likened online and in-class learning to movies and stage productions: each providing strengths that meet the needs of different audiences.

Peter Hirst, associate dean at MIT Sloan School of Management rhetorically asked,

**Five key takeaways from IGBE conference**

1

Technology will be the platform that enables business schools to personalize curriculum.

2

The rapid pace of technological change is a huge challenge for large universities, inspiring novel partnerships with competitors, including start-ups and consultants.

3

Technology is being used to engage alumni in substantive ways by offering opportunities to continue learning throughout their careers and their lives. Webinars are just one example of how business schools are making lifelong learning possible.

4

Even as technology dramatically changes business and business education, interpersonal communication skills, relationship building and networking remain critical.

5

Innovation works by creating a mindset and culture of experimentation, by inviting people (faculty and staff) to come up with ideas and encouraging them to adopt them. Experiments and pilots also manage people's expectations.



Conference goes break into smaller discussion groups to share ideas, perspectives, and to ask questions.



"who are the learners?" to point out that the answer is blurry. There are many different learners engaging in different ways, including immersive digital classrooms with avatars and blended with in-class, on-ground classrooms.

Dean John Kraft of the University of Florida's Warrington College of Business Administration, pointed out that there has been a culture of disruptive

innovation since 1974 with the advent of TV Replay recordings of class sessions to now fully online specialized master's programs.

On the second day of the conference, Dean Glenn Hubbard described the digital transformation and its effect on graduate education as "far more of an opportunity than a threat." The prosperity of Columbia, and business schools collectively, depends on the ability to be adaptable and to provide experiential learning, Hubbard said.

A panel discussion, moderated by Peter Methot, executive director of Rutgers Business School's Executive Education, examined the role executive education programs have traditionally played in delivering lifelong learning opportunities to business leaders as well as to alumni.

On panels and in keynotes, the speakers agreed that technology will continue to disrupt business schools both positively and negatively with the continued need to prepare students to be leaders in a changing business world using big data, artificial intelligence, virtual reality and other technologies.

-Sean Ireland and Susan Todd

Dean Glenn Hubbard described the digital transformation and its effect on graduate education as "far more of an opportunity than a threat."

## How immigration benefits global business

**A**s migrants from one country concentrate in another, over time they collectively create conditions that help to drive investment from their homeland, according to new research from two Rutgers Business School professors.

In a paper published in the *Journal of World Business*, professors John Cantwell and Pallavi Shukla examine how groups of foreign-born people in a host country exert influence on inward foreign direct investment activities of firms in their country of origin.

In their research, the authors coin the term “institutional affinity,” which results from the economic and social activities and interactions of migrants in their host country. Collectively, these interactions change the institutional environment, making the location less foreign and more attractive to firms from the migrants’ homeland.

The significance of the migrant community is reflected in institutional changes that occur – voting ballots printed in the native language of a migrant group or a migrant group’s religious holiday being added to a school calendar.

As migrants form new communities, they also help to increase institutional connectedness through the exchange of knowledge between their countries of origin and their countries of residence, according to the authors.

Cross-border connections, which can be strengthened by transient migrants like students, seasonal workers or temporary visa holders, create a conduit of information, according to the paper, that generates trusted knowledge about business opportunities and niche markets.

The authors propose a novel conceptual framework that differentiates between the two key channels at work. They argue that while “institutional affinity relates to migrant-driven changes in the institutional environment of a location that make business knowledge from one place more relevant in another, connectedness increases collective

knowledge flows between migrants’ country of origin and their country of residence.”

The research focuses on the United States, where 13 percent of the population is foreign born and information about foreign direct investment is available from reliable government sources, such the Bureau of Economic Analysis within the U.S. Department of Commerce.

To capture institutional affinity and institutional connectedness, respectively, in the paper, the authors use novel non-economic measures – diaspora age and transient migration. Diaspora age represents the age of the migrant community in the U.S. from each country of origin, calculated using data from tax-exempt organizations they have set up. Transient migration was calculated using U.S. Census Bureau population data.

Cantwell, a professor of management and global business, said understanding how such cross-border channels develop is important as companies continue to operate in multiple places in the world.



Pallavi Shukla, assistant professor of professional practice, Department of Management & Global Business.

To capture institutional affinity and institutional connectedness, respectively, in the paper, the authors use novel non-economic measures – diaspora age and transient migration.

John Cantwell, distinguished professor, Department of Management & Global Business and Former Editor-in-Chief of *Journal of International Business Studies*.

Tobey Karen Scharding,  
visiting assistant professor,  
Department  
of Management &  
Global Business.



Professor Tobey Karen  
Scharding took  
a hard look at bitcoin in  
a paper published in the  
May, 2019  
issue of *Business and  
Society Review*.

## Is bitcoin an ethical currency?

**B**itcoin's value may remain uncertain, but Professor Tobey Karen Scharding has no doubt about whether the cryptocurrency is ethical.

Scharding, a visiting professor and fellow at Rutgers Business School's Institute of Ethical Leadership, took a hard look at bitcoin in a paper that was published in the May, 2019 issue of *Business and Society Review*.

### Here are some excerpts from a Q&A with the professor:

#### How did you evaluate bitcoin?

"My question was: Is bitcoin an ethical currency, not is it ethical to use bitcoin or is it ethical to trade dollars for bitcoin. I investigated this problem through an account of ethical currency that was offered by Johann Gottlieb Fichte in the early 1800s. Fichte was a follower of Kant. Kantian ethics are very pure. He wants to know what is the good and the right thing to do. Fichte takes a more practical approach. One of the things he did was to discuss the value of currency for a society. I became interested in applying his account to bitcoin because I happen to be familiar with it through my philosophical research, but also because bitcoin is so new, I thought combining the novelty and uncertainties of cryptocurrencies with this really interesting older account of what makes a currency ethical would be a good way to get started."

#### What did you find?

"Fichte talks about the role currency plays in an ethical society. The key insight is that having a stable currency allows people to live their lives, to secure the goods they need to survive, to have a family and to do things they enjoy. The key is being able to exchange goods with other people through the currency. I was hoping the ultimate evaluation would turn out more ambiguous, but the evaluation was pretty negative because bitcoin didn't really have any way to secure its value."



## Prize highlights professor's influence in field of risk optimization

Early on, Professor Andrzej Ruszczyński made a calculation, one that, surprisingly, did not involve math.

He decided to pursue an unconventional and less popular path in applied mathematical research, focusing on an area that was more challenging to him: risk optimization.

"At that time, most research was done on deterministic models. I wasn't really interested in that," he said. "I wanted to work on problems in which the result of your action is not guaranteed like in an investment or a military operation."

Ruszczyński is one of 21 researchers who have received the prize since it was established in 1979, and he is the first from Rutgers.

Ruszczyński, a professor of management science and information systems at Rutgers Business School, became one of the world's leading researchers in risk optimization and risk adverse decision-making. The Society for Industrial and Applied Mathematics and the Mathematical Optimization Society affirmed his expertise by awarding him the George B. Dantzig Prize in 2018. The prize is awarded every three years to an individual or individuals for research that by its originality, breadth and depth is having a major impact on the field of mathematical optimization.



Growing up in Poland, Andrzej's hobby was chess – devising uncommon ways to win by "setting up situations that were difficult to solve."

"This is confirmation for me that I chose the right way in research," Ruszczyński said.

Distinguished Professor Michael Katehakis, who chairs the Management Science and Information Systems (MSIS) Department, said Ruszczyński's prize is "well-deserved and a major achievement."

"The recognition affirms the MSIS department's commitment to academic excellence," Katehakis said. "It also serves as a great example of our faculty's rich expertise and influence."

As a boy in Poland, Ruszczyński's hobby was chess. He would devise uncommon ways to win the game by "setting up situations that were difficult to solve." It was a foreshadowing of his passion for mathematics and problem-solving.

While finance has motivated much of Ruszczyński's academic research, the

applications for stochastic decision-making seem never-ending today. They are being applied to big data, energy systems, and robotics.

Ruszczyński is currently developing models capable of improving the processing of large amounts of data. The possible applications range from fraud detection to cargo security. "Humans are unable to process large amounts of dynamically changing data in the presence of high uncertainty," he said. "We definitely need to devise methods to deal with it."

## Professor recognized for research and service in field of business ethics

Professor Joanne Ciulla, director of the Institute for Ethical Leadership at Rutgers Business School, received lifetime achievement awards from both the Society for Business Ethics and the Academy of Management during separate annual conferences.

The Society for Business Ethics bestowed on her its lifetime achievement award for a "career of outstanding service to the field of business ethics." Ciulla was president of the two largest business ethics organizations, the Society for Business Ethics and the International Society for Business Economics and Ethics. Ciulla has also served on the editorial board of the *Journal of Business Ethics* and she has served as an editor of the *Business Ethics Quarterly* since its inception 27 years ago.

During the Academy of Management meeting, the Network of Leadership Scholars awarded Ciulla the Eminent Leadership Scholar Award for her "outstanding body of work that has made a substantial and original contribution to the field of leadership studies."



Professor Joanne Ciulla, director of the Institute for Ethical Leadership at Rutgers Business School.

The Network of Leadership Scholars awarded Ciulla the Eminent Leadership Scholar Award for her "outstanding body of work."

## Conference highlights thought leadership and a reverence for a distinguished professor

Professors from around the world heard from leading thought leaders during Rutgers Business School's annual Conference on Pacific Basin Finance, Economics, Accounting and Management.

Among the keynote speakers were Louis Scott from the Federal Reserve Bank of New York; University of Pennsylvania professor Richard Kihlstrom; and Professor Yong Shi from the Chinese Academy of Sciences.



Cheng-Few Lee (right), a distinguished professor of finance and economics, started the conference at Rutgers 26 years ago.



The two-day conference on Pacific Basin Finance, Economics, Accounting and Management drew experts from around the world to Rutgers Business School.

## Taking a look at ethical business leadership in troubling times

Some of the most distinguished business ethic scholars from North America and Europe gathered at Rutgers to discuss new research examining ethical business leadership.

The scholars gathered in a horseshoe-shaped arrangement exchanging ideas on such topics as the political role of corporations, the dynamics of corporate social responsibility, the ethics of digitalization and earth leadership.

The invitation-only meeting, known as the Trans-Atlantic Business Ethics Conference, occurs every two years,

The invitation-only meeting, known as the Trans-Atlantic Business Ethics Conference, occurs every two years.

alternatively moving its venue from one side of the Atlantic to the other. It was the first time the conference occurred at Rutgers Business School. It was sponsored by the school's Institute for Ethical Leadership.

Professor Joanne Ciulla, who took over leadership of the institute in 2017, has participated in TABEC for years. Rutgers Business School professors Michael Barnett, Danielle Warren, Wayne Eastman and Tobey Scharding,



MBA alumnus Gary Cohen speaks at the TransAtlantic Business Ethics Conference.



Geert Demuijnck from EDHEC Business School presents his academic research on the political role of corporations.

a visiting professor, also attended. They are all IEL faculty research fellows.

The scholars heard from one practitioner during the event when Gary M. Cohen, executive vice president of global health at Becton Dickinson and president of BD Foundation, addressed the group. Cohen, a Rutgers MBA alumnus, is founder of the Rutgers Institute for Corporate Social Innovation.



## Expanding rheumatology services via telemedicine

Pfizer awarded a \$342,903 grant to an interdisciplinary partnership between Rutgers Business School, the Rutgers Robert Wood Johnson Medical School, and the Rutgers School of Nursing.

"I am very pleased that Pfizer awarded this major grant to a multidisciplinary Rutgers faculty team," said Dean Lei Lei, Rutgers Business School. "Congratulations to professors Alok Baveja and Ben Melamed in the Supply Chain Management Department and the entire team participating on this project."

"We are very excited to be collaborating on this multidisciplinary initiative, which will offer nurse practitioners an opportunity to train in rheumatology and telemedicine," said Ann D. Bagchi, assistant professor at the Rutgers School of Nursing and co-investigator on the grant. "Through the

"I am very pleased that Pfizer awarded this major grant to a multidisciplinary Rutgers faculty team."

**Dean Lei Lei**

geographically dispersed providers. As such, telemedicine can serve as an effective workforce multiplier for mitigating localized provider shortages, including rural and urban underserved populations.

The goal of this Pfizer grant is to prepare a cadre of nurse practitioners as telemedicine providers who are able to provide rheumatology services to address both local and nationwide shortages.

telemedicine approach, the program has the potential to help address the rheumatology workforce shortage nationwide."

Telemedicine generally is a technology amenable to scalability in that it admits widespread deployment and, by its very nature, can access untapped healthcare delivery capacity from



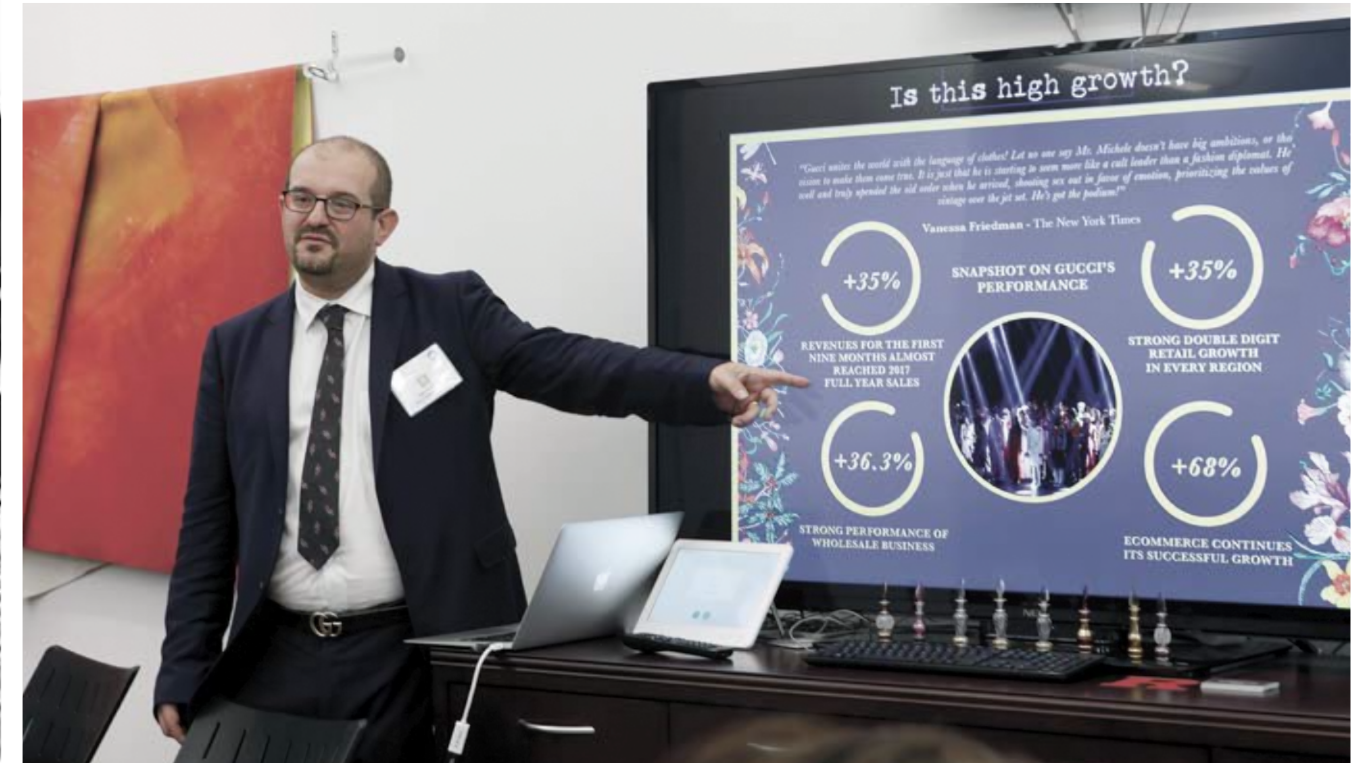
# Research enlightens fashion industry executives at midtown Manhattan conference

**I**n the heart of midtown Manhattan on one of the fashion industry's famous avenues, Rutgers Center for Business of Fashion, led by finance and economics professor Tavy Ronen, held its first annual International Industry and Research Conference.

Industry speakers and participants included CFOs from Gucci, Alexander Wang, Saint Laurent and Kiton. Topics ranging from law, supply chain, finance, accounting and management to digital marketing and sustainability were all focused specifically on the fashion industry. Professors from Milan, Manchester and Sydney led some of the research discussions.

Rutgers Business School offers a Masters of Science in the Business of Fashion as well as a minor/concentration for undergraduates interested in working in the fashion and luxury industries.

Professors from Milan, Manchester and Sydney led some of the research discussions.



Andrea Pini, CFO of Gucci North America, presented on budgeting in high growth scenarios.



Emanuela Prandelli, associate professor of management and technology at Bocconi University in Milan, Italy, spoke about digital challenges in the luxury business.

## Applied probability thought leaders gather at Rutgers

The 5th Rutgers Applied Probability Conference focused on data driven analytics and related topics. This year's conference honored Professor Emeritus Eric Denardo, Yale University, who presented "Opportunity Cost and Marginal Analysis" in the opening session.

The conference was organized by the Applied Probability and Data Analytics Laboratory, and it was sponsored by Rutgers Business School - Newark and New Brunswick, RUTCOR: Rutgers Center for Operations Research, and the Department of Management Science & Information Systems.



The conference provides participants opportunities to explore new methodologies and share best practices in statistical analysis.

## Student team inspires a professor's award-winning case study

Marketing professor Can (John) Uslay won first place in a case-writing competition sponsored by the University of Michigan's William Davidson Institute.

Uslay wrote a case based on Roshni Rides, the Hult Prize-winning group of Rutgers Business School students (now alumni), and won first prize for it in the William Davidson Institute 25th Anniversary case competition at the University of Michigan. It was his first time entering a case-writing competition.

The case-writing competition participants were required to describe a dilemma or challenge faced by a company or

organization related to creating, implementing or evaluating market-based solutions in developing countries.

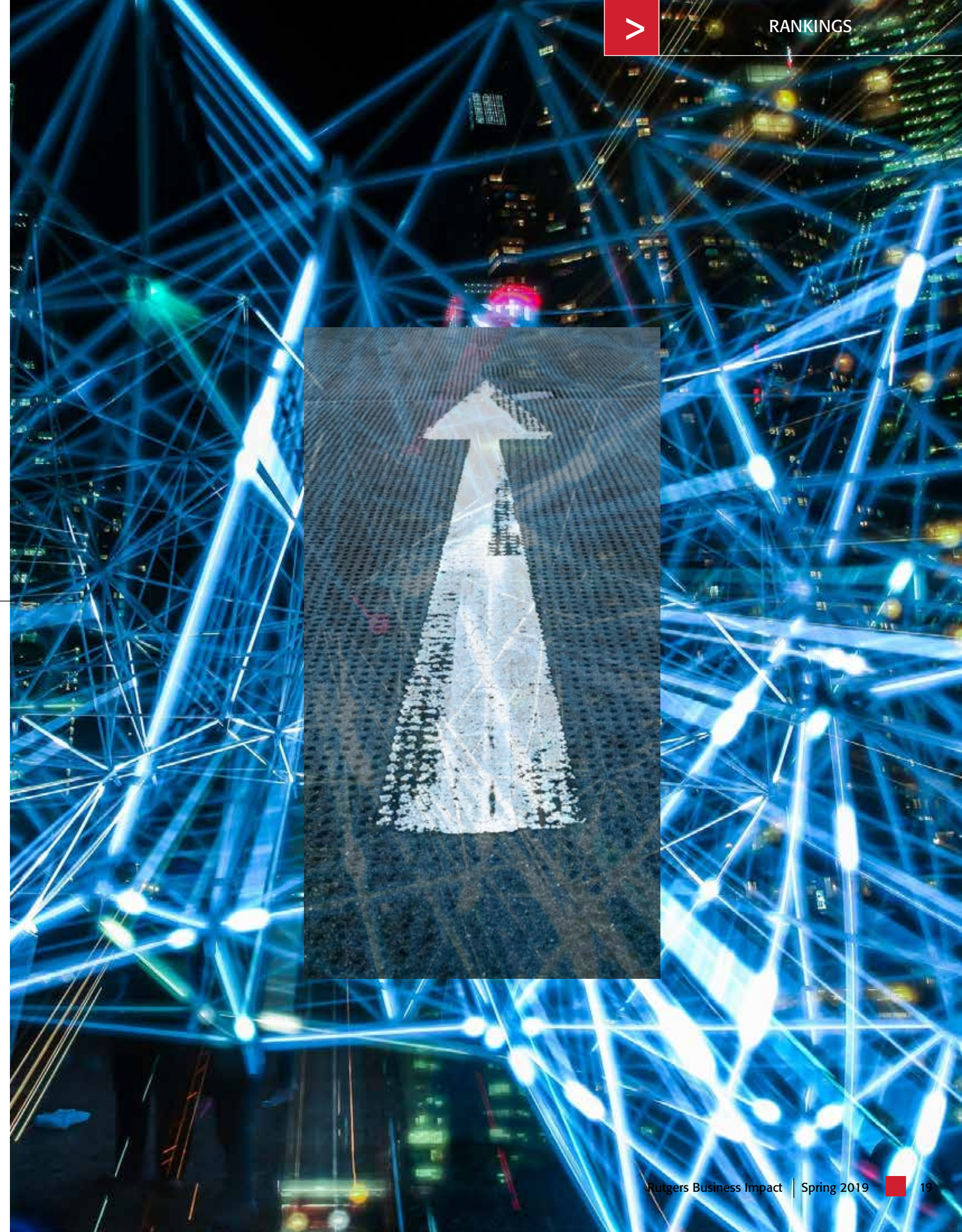
It was the perfect theme to showcase the story of Roshni Rides, the name of a rickshaw transportation company created and piloted by a team of Rutgers Business School students. The team won the \$1 million Hult Prize for social entrepreneurship in 2017 after a compelling presentation about how their company could help improve the lives of refugees living in the Orangi Town, Karachi, Pakistan settlement.



Professor Can Uslay speaking with alumni during a reunion.



In September, 2017, the Roshni Rides team became the first Rutgers students to win the \$1 million Hult Prize.



**Financial Times ranks Rutgers Business School No. 1 public business school in Northeast U.S.**

**F**inancial Times released a comprehensive overall ranking of business schools that placed Rutgers Business School No. 24 among business schools in the Americas and No. 1 among public business schools in the Northeast U.S.

The report was based on each school's performance in other FT rankings, including: 1) Full-Time Global MBA ranking, 2) Executive MBA ranking, and 3) Open-enrollment & Customized program rankings, with the objective to reflect how schools are responding to the changing market of business education. It then grouped schools based on global regions: the Americas, Europe and Asia Pacific.

"We are working hard to stay ahead of the trends in business education," said Lei Lei, dean of Rutgers Business School. "From our focus on constantly innovating our curriculum in collaboration with alumni and corporate partners in our Executive MBA and Full-Time MBA programs, to our efforts to extend the currency of a Rutgers Business School degree with lifelong learning through our Executive Education programs, we are a partner with our students and alumni their entire lives."

The MBA program placed No. 49 in the Americas and No. 23 among public business schools in the U.S. according to *Financial Times*.

Connecting students to jobs has been one of the strengths of the Rutgers Full-Time MBA program ranking No. 1 in the Northeast U.S. by *Bloomberg* in 2017 and No. 1 in the U.S. in 2016. "Our location in the New York metropolitan area with close proximity to the world's leading corporations has

allowed us to build unique relationships with many companies," said Sharon Lydon, director of the Rutgers MBA program. "We consult with them to keep our curriculum relevant, many C-Suite leaders give guest lectures, and our alumni are keen to network with our students," she said.

"The Executive MBA format is probably the most demanding program for anyone contemplating an MBA," said Farrokh Langdana, director of Rutgers' Executive MBA program.

"Participants not only complete four to five courses a semester, but they also work full time and travel, and have enormous family responsibilities. Against this backdrop, the Rutgers EMBA program is designed to ensure maximum 'value added' in terms of the applicability of the curriculum and the timeliness of the cases and topics," Langdana said.

Rutgers Business School Executive Education was recognized as the No. 24 best open-enrollment program in the Americas by *Financial Times* and ranked No. 11 for U.S.-only business schools.

The lifelong learning challenge – maintaining relevancy throughout one's career – is a strategic focus at RBS. "Executive education units embedded within business schools are perfectly aligned as the integrators of research and application to meet the needs of transitioning professionals throughout their careers," said Peter Methot, executive director of Rutgers Business School Executive Education.

"We believe in breaking the mindset that postgrad means post-learning. Executive education can provide the shorter, more formal learning opportunities to reboot skills and capabilities at all points throughout one's career," Methot said.

- Daniel J. Stoll



The Executive MBA ranked No. 22 for U.S.-only schools and No. 89 globally by *Financial Times*, landing in four of eight "Top 10" categories globally:

**RBS: Top 10 EMBA Rankings**

- #2** in Economics
- #3** in Corporate Strategy
- #3** in Statistics
- #10** in Manufacturing/Logistics

"We are working hard to stay ahead of the trends in business education."

**Dean Lei Lei**



Professor Farrokh Langdana clarifies a concept for a student after class.



Professor Ben Sopranzetti answers questions from students during his lecture.



Rutgers Executive Education records Ronnie Battista's course to bridge the in-person and virtual participant experience.



RBS Executive Education students break into small groups to work on problems together.

## Rutgers Business School No. 1 public MBA in New York tri-state area

*U.S. News & World Report* ranked the Rutgers Business School MBA program No. 44 in the nation, the highest ranking the program has ever achieved, making RBS the No. 1 public MBA in the New York tri-state area.

"We are committed to making Rutgers Business School one of the preeminent public business schools on the East Coast of the United States," said Dean Lei Lei.

The Full-Time MBA program has made progress since joining the 14 schools of the Big Ten in 2014, when it was ranked behind the conference's other business schools, to today, where it is ranked No. 9.

One of the reasons for the recent success has been the intense focus on innovation. "We are always innovating to improve the services and education we provide our students," said Lei. RBS has been a leader in addressing trends in business education by hosting an annual conference on innovations in



One of the reasons for the recent success has been the intense focus on innovation.



Rutgers Business School is a leader in addressing trends in business education. That has helped it to stay in step with the rapid change in business today.

business education since 2015. [See the Innovations in Graduate Business Education conference cover story in this issue.]

This has helped RBS stay in step with the rapid pace of change in business today. "Our faculty continue to conduct cutting-edge research, update their

syllabi and utilize the case study method to challenge the mental muscles and critical thinking skills of our MBA students," said Sharon Lydon, associate dean and executive director of MBA programs.

## RBS Executive Education program among top programs in the world

In its debut ranking by *Financial Times*, Rutgers Business School Executive Education earned the No. 11 spot among U.S. open enrollment programs. The ranking highlights the program's growth, and the program was listed as having the third highest enrollment of women at 54 percent participating in its courses.

Rutgers and the University of Michigan were the only two Big Ten schools appearing in FT's 2018 ranking.

"We are truly honored to be recognized in the premier global ranking for executive education," said Peter Methot, executive director of Rutgers Business School's Executive Education. "It amplifies that Rutgers Business School is a leading provider of professional and lifelong learning education for individuals and organizations."



Rutgers Business School's Executive Education Program has one of the highest percentages of female participants in the nation, according to the latest *Financial Times* ranking.

## U.S. News & World Report ranks Rutgers online masters in supply chain No. 6 in the nation

Rutgers Business School's online Master of Science in Supply Chain Management is ranked the No. 6 online graduate business program in the nation, according to a new ranking by *U.S. News & World Report*.

The 30-credit program is tailored for working professionals whose growing responsibilities require them to have more knowledge of supply chain. Many students find that lessons in demand planning and global procurement, among others, are immediately applicable to their work.

The online program offers the same high caliber and quality of a nationally ranked, solution oriented and leading edge face-to-face supply chain management program in a highly interactive and leading edge format to students across the globe.

"We are pleased to be recognized as one of the top online Master's programs in the United States," said Rudolf Leuschner, an associate professor and director of the Master of Science in Supply Chain Management program. "This recognition is a testament to our exceptional students, hard-working faculty, as well as our tireless staff."



Loubna Erraji, Ph.D., MBA, director, Executive MBA Career Management and Alumni Relations and team provide lifelong services and resources to help RBSEE students and alumni.

## Recruiting group continues high rankings for Rutgers Executive MBA

Ivy Exec recently ranked the Rutgers Executive MBA program No. 3 globally for strong career services.

"Our career management team provides lifelong services and resources to help our students and alumni," said Loubna Erraji, Ph.D., MBA, director, Executive MBA Career Management and Alumni Relations. "Whether you are a working professional looking for growth opportunities or are in a career transition, we work with you to build, enhance, and strategically plan and manage your career, and we understand how to leverage your degree and your network of contacts."

"Completing the Rutgers Executive MBA program has proven to be one of the greatest financial and personal investments that I have made to date," said Aaron Krause, Rutgers Executive MBA '11, Engagement Manager, Brand & Commercial Strategy, IMS Consulting Group.

Ivy Exec also ranked Rutgers Executive MBA #3 in the U.S. for executives in the government and nonprofit sectors.

"The Rutgers EMBA Program takes great pride in the fact that we are not just globally ranked in 'mainstream' areas such as finance and strategy, but also in areas such as the not-for-profit sector and government," said Farrokh Langdana, professor and Executive MBA program director. "Both these areas require a tremendous amount of interdisciplinary expertise that straddles conventional areas such as marketing, accounting, economics, finance, etc., and this makes this ranking particularly rewarding."

Overall Ivy Exec ranked the Rutgers Executive MBA Program No. 5 in the U.S. Northeast and No.15 in the world.

## Rutgers Master's in Governmental Accounting ranked No. 9 in the nation by *U.S. News & World Report*

The latest *U.S. News & World Report* ranking for Best Online Graduate Business Programs puts the Rutgers Master's in Governmental Accounting at No. 9. It is the first and only program of its kind available entirely online.

For 25 years, the Rutgers Master's in Governmental Accounting has filled the void in graduate accounting programs for those looking to gain the specific skills of government financial management, accounting, and auditing.

The online graduate business programs at Rutgers Business School are accredited by the Association to Advance Collegiate Schools of Business (AACSB), the gold standard of business school accreditation.

"This ranking is a wonderful acknowledgement of our graduate governmental accounting program which is recognized as the preeminent academic program in governmental accounting and public financial management in the country," said Irfan Bora, assistant professor of professional practice and director of the Master of Accountancy in Governmental Accounting program.

"Landing on the *Financial Times*' list of top programs in the world takes hard work and dedication," said Rutgers Business School Dean Lei Lei. "It reflects the strong corporate partnerships that we have been building to meet the needs of business today and in the future."



"I am particularly grateful for the contributions of our faculty and our students from some 30 states, currently enrolled in the program."

**Irfan Bora**



## Road to Wall Street gets realignment

Road to Wall Street, which has helped to prepare Rutgers students for internships at some of Wall Street's biggest investment banking firms, is being embedded into Rutgers Business School.

The move is designed to enhance the eight-year-old program by bringing students closer to business school faculty, alumni and career advisers who can leverage their experience and their relationships with Wall Street firms.

"Our ambition is to bring Road to Wall Street to the next level," said Rutgers Business School Dean Lei Lei. "The resources of Rutgers Business School will fortify Road to Wall Street and its ability to provide high-performing students with the skills and connections necessary to get high-paying jobs at the world's leading investment banks."

In January, Road to Wall Street was moved from Rutgers University's Office of Career Services where the program paired selected sophomores with mentors and prepared them for internships on Wall Street.

Finance professor Ben Sopranzetti, one of the forces that helped to build Road to Wall Street, said the ambition is to create more than a mentorship program.

"We want to create an ecosystem within Rutgers Business School to increase awareness on Wall Street about the quality of our students," he said. "The ecosystem will engage and empower alumni, get students jobs, create a spirit of philanthropy and increase the prestige of Rutgers Business School."

Ken Freeman, who has been teaching a mandatory financial modeling course within the Road to Wall Street program, will serve as the new program director.



One of Freeman's first goals is to expand participation, with a focus on attracting more computer science and math students and more underrepresented groups, including female, Black and Latino students.

Eventually, it is the vision of Rutgers Business School to add more specialized courses and to create regular programming, including networking events, to keep graduates of the program engaged with it.

The longer term plans for growing Road to Wall Street are tied to a \$10 million endowment fund-raising goal to help pay for administrative resources, additional instructors and other operational resources. The funds will ensure that Road to Wall Street can compete with similar programs at Ivy League schools and prepare more Rutgers students to be finance industry leaders.

**Interested in learning more?**  
Please contact Rich Knupp, Associate Dean for Advancement, at [rknupp@business.rutgers.edu](mailto:rknupp@business.rutgers.edu) or 609-703-2680.

Ken Freeman, an alumnus who worked in investment banking, will lead the Road to Wall Street program at Rutgers Business School.

Ken Freeman, who has been teaching a mandatory financial modeling course within the Road to Wall Street program, will serve as the new program director.

# Stories of Resilience, Resourcefulness and Responsibility

THESE TRAITS REFLECT THE ESSENCE OF RUTGERS BUSINESS SCHOOL'S BRAND AND ARE QUALITIES THAT STUDENTS HAVE BECOME KNOWN FOR AMONG RECRUITERS AND EMPLOYERS.



## Student's drive and enthusiasm make an impact

Marketing student Amanda Maher found her artistic outlet as a teenager watching YouTube videos on makeup application and practicing until she could do it adeptly. By age 16, she was in demand during homecoming and prom seasons and earning good money.

"I was business-minded before I knew I wanted to be in business," said Maher, a senior at Rutgers Business School-New Brunswick.

Maher's talents extend beyond cosmetology. She's an honor student who has made an impact on campus by serving her fellow students and the wider community. Her accomplishments earned her the New Jersey Business and Industry Association's Rising Star Award.

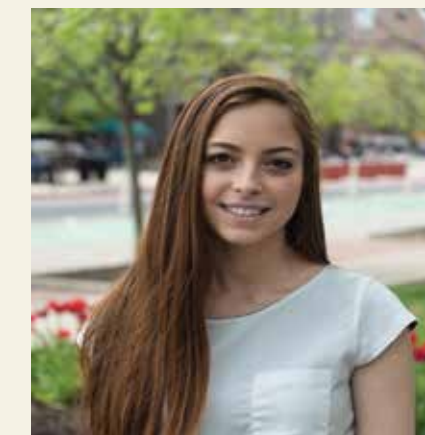
Resilient  
Resourceful  
Responsible

"She definitely is a stand-out," said Helen Pensavalle, department administrator for the Special Programs Department for RBS-New Brunswick Undergraduate Student Services.

As director of community services for honor society Beta Gamma Sigma, Maher organized a successful food drive for the Rutgers Student Food Pantry. "She's so enthusiastic, and she always brings a lot of great ideas to the table," Pensavalle said.

In addition to organizing the food drive, Maher worked with the Rutgers Student Food Pantry to boost its visibility through a social media campaign. The number of Facebook followers grew from 10 to more than 600 between the springs of 2017 and 2018, she said. More significantly, the pantry served 500 students during the 2018 spring semester compared to 15 a year earlier.

- Margaret McHugh



"Even when things are difficult, I keep my eyes on the prize."

**Amanda Maher**

Resilient  
Resourceful  
Responsible



Rutgers Business School senior Nicolas Romero will launch his career at Ernst & Young.

## International student maps out success

While he moved through college, Nicolas Romero had a mantra that kept him determined.

"I am responsible for my career," he would tell himself.

Now Romero is ready to launch that career. He will be starting a full-time job at Ernst & Young in the company's IT and Risk Assurance Division.

During his journey, Romero, a 21-year-old international student from Bogotá, Colombia, demonstrated qualities that have become a Rutgers Business School brand: resilient, resourceful, responsible.

After graduating high school at 16, he came to the U.S. on a student visa. It was his first time leaving home and his first time living in a different country.

He had learned some English before leaving Colombia, but once he arrived in New Jersey, Romero attended a non-credit, year-long English as a Second Language program at Union County College. And then he began studying business.

Romero was weighing the possibility of transferring to Rutgers when he heard about a competition Rutgers Business School was hosting for county

After graduating high school at 16, he came to the U.S. on a student visa. It was his first time leaving home and his first time living in a different country.

college students. It was the inaugural New Jersey Community College Case Competition organized by the undergraduate program in Newark.

"We didn't win," Romero said of his experience with a team of UCC students, "but we spent a day at Rutgers Business School. I could see myself here."

At Rutgers, Romero studied finance and management science and information systems.

When he was finishing his work-study job one afternoon, he stopped by a barbecue sponsored by E&Y and started making small talk with Vivek Gulati, who works in risk assurance at the company. The conversation led to an email. After three interviews, Romero was offered an internship.

"He was also very active about networking and he's still in touch with all of the people he worked with during his internship," Gulati said. "That's something E&Y cares about. They want to know that you can form relationships."

## Empowered by her network, student takes on opportunities to prepare for her career

Among the lessons junior Mari-Elle Sudarkasa has learned at Rutgers Business School-Newark is the importance of empowerment.

As she began her sophomore year, she observed the resolve of confident women and learned the value of navigating life with the help of caring mentors. She gained eye-opening insights by pushing herself through new experiences.

Resilient  
Resourceful  
Responsible

She attributes some of her growth to Women BUILD (Business Undergraduates in Leadership Development) – the first student organization, she said, that caught her eye at Rutgers.

"I came into BUILD and listened to these older students talk about internships and opportunities they were getting, and rather than being intimidated, I was inspired," Sudarkasa said.

Sudarkasa had to work on networking. "Force yourself," an older student told her. "It will get more comfortable."

Amir Ismail, a Rutgers Business School alumnus and vice president of strategies and initiatives in corporate planning at Bank of America, met Sudarkasa when



she started doing mock interviews through the Office of Career Services.

He has watched her mature. "She's proving her capabilities," he said. "The more networking she does, the more spotlight she allows to shine on her."

Sudarkasa, who is 21, was born in Maryland. When she was a toddler, her family moved to South Africa and she grew up in Johannesburg.

Sangeeta Rao, an assistant dean at RBS who runs Women BUILD, said Sudarkasa brought that "global world view that we want to promote in all of our students. She came in with close to a 4.0 grade point average, eager for experience and knowing she wanted to develop as a leader."

In her sophomore year, Sudarkasa zeroed in on finance. "It was something I didn't know a lot about," she said. "I started going to events. I joined the Rutgers Finance Society."

She was also selected to do the intense program called Girls Who Invest. After four weeks at Notre Dame, she did an internship with the Kresge Foundation.

"It was very interesting to see the financial industry from a non-profit perspective," Sudarkasa said.

"I learned there are so many different ways to go into the finance industry."

**Mari-Elle Sudarkasa.**



## Rutgers MBA students collect early case competition wins

Rutgers started tallying wins early in the new academic year when a group of Rutgers MBA students won first place in the annual Minority MBAX Case Competition held at Howard University School of Business.

The students – Anish Varma, Stephanie Gelband, Anand Bhatia and Rohan Shah – competed against more than 15 teams from across the country. In the second round, the Rutgers team won the first place prize of \$5,000 after competing against students from the University of Maryland, Howard University and American University.

In the competition, the Rutgers students had to present strategic solutions to optimize workflow processes for the Department of Defense's relocation program.

Bhatia, who is concentrating his MBA studies in supply chain management, said the team's success is a reflection of the real-world knowledge and problem-solving skills emphasized in their classes at Rutgers.

He said the team also benefited from a workshop sponsored by the Management Consulting Club. Deloitte's Joe Slota made a

presentation about building a team structure. "That was something that helped us to solve the problem (in the case competition) as a unit," he said.

Another team of Rutgers MBA students finished second in the National Black MBA Case Competition held in Detroit.

The Rutgers team – made up of Jamar Negron, a part-time MBA student, and Olanike Otebagde, Bonnie Chen and John Teabout, all second-year Full-Time MBA students – beat out 36 teams in the first round of competition.

In the final round, the Rutgers MBA students competed against teams from the University of Michigan, Ohio State, Howard, Alabama and the University of California, Berkeley.

In the competition, the Rutgers students had to present strategic solutions to optimize workflow processes for the Department of Defense's relocation program.



A team of Rutgers MBA students, Anish Varma, Stephanie Gelband, Anand Bhatia and Rohan Shah, were the first place winners in a case competition at Howard University.



Rutgers part-time MBA student Juan Salinas is cooking up healthy snacks.

## Food scientist pursuing a Rutgers MBA creates healthy snack company

When he started working out in college, food suddenly began to captivate Juan Salinas, a part-time Rutgers MBA student and founder of Perfect Life Nutrition.

A Rutgers engineering student at the time, Salinas switched his focus to food science, allowing him to combine his strengths in math and science with his new interest in nutrition. "It was a good fit for me," he said.

He has stayed on that path ever since, expanding his knowledge as a graduate student and then as a

Ph.D. candidate while he worked for major food companies like Nabisco, Kraft and Cadbury. While he was able to innovate during his career, it was only when he started his own company that he felt he could focus on creating something healthy.

"I always felt I couldn't really eat the foods I was making, Salinas said. "They just weren't for me. I wanted to try to introduce products that had nutritional value."

That ambition led to the creation of P-nuff Crunch Baked Peanut Puff, a plant-based protein snack sold mostly in health food stores and on Amazon.

In 2015, he started Perfect Life Nutrition. After eight months and hundreds of recipes, he introduced P-nuff Crunch Baked Peanut Puff. "Everyone wants to eat things that are good for them, but I wanted to create something that people wouldn't know wasn't junk food," he said. "I wanted it to be tasty and nutritious."

Salinas, who is concentrating his MBA studies in entrepreneurship, won first place in the 2018 Rutgers Business Plan Competition for his work to grow Perfect Life Nutrition and develop his first snack product. The top prize came with \$20,000.

He has stayed on that path ever since, expanding his knowledge as a graduate student and then as a Ph.D. candidate while he worked for major food companies like Nabisco, Kraft and Cadbury.



## MBA students win second place in MSU Supply Chain Challenge debut

A group of Rutgers Business School MBA students proved their knowledge of supply chain strategy by winning second place at Michigan State University's annual Donald J. Bowersox Graduate Supply Chain Challenge.

The team was composed of Supply Chain Management MBA students Utkarsh Srivastava, Karandeep Bhorjee, Shreyas Sampath and Bonnie Chen. The students were

advised by David Dreyfus, an assistant professor of supply chain management.

"This was a pure supply chain competition that tied together everything we've learned in our courses," said Rutgers MBA student Bonnie Chen. "It was a great experience."

The case required the team to carry out a plan for opening a new

manufacturing plant, addressing everything from where the operations should be located and how to transport raw materials to the plant to how they would deliver product to customers.

The invitation-only competition was open to *U.S. News & World Report's* Top 25 Best Supply Chain and Logistics MBA programs in the U.S.



Professor David Dreyfus and MBA students Utkarsh Srivastava, Karandeep Bhorjee, Bonnie Chen and Shreyas Sampath pose with MSU Professor Stanley Griffis (center).



## Rutgers students are big winners at Phi Beta Lambda conference

A total of 11 competitors from Rutgers Phi Beta Lambda received recognition in five events at the national organization's Awards of Excellence Program on June 26.

A team comprised of sophomores Chelsea Wong, economics and political science; James Xia, finance and supply chain, and Richard Zhu, supply chain and marketing placed first in economic analysis and decision making and took home a prize of \$1,200. Additionally, Senior, Matthew Peyrek, accounting, placed fourth in Sports Management and Marketing, and Jesus Roa, engineering, (not pictured) placed fourth in Business Sustainability.

"I am extremely proud of our members' continuing display of

excellence in the nation and of our chapter's growing recognition at the national level. Every year, Rutgers produces numerous national finalists and this year, a team of national champions" said chapter President Matthew Peyrek.

The Phi Beta Lambda National Leadership Conference took place in Baltimore, Maryland. Participants from across the United States attended to enhance their business skills, expand their networks, and participate in 60 business and business-related competitive events. Nearly 2,000 students competed to win more than \$110,000 in cash awards.

For many students, the competitive events are the capstone activity of their academic careers. In addition

For many students, the competitive events are the capstone activity of their academic careers.

to competitions, students immersed themselves in interactive workshops, visited an information-packed exhibit hall, and heard from motivational keynotes on a broad range of business topics.



Rutgers chapter of Phi Beta Lambda members Breanna Schad, Richard Zhu, Matthew Peyrek, James Xia, and Chelsea Wong.

Qiyong Xu, a new graduate of the Master of Supply Chain Analytics Program.



## Master of Supply Chain Analytics changed the course of my career

Qiyong Xu will begin working at Amazon as an entry level area manager in one of the company's new fulfillment centers. "It will be challenging, but I'm pretty excited," Xu said.

As she ended her undergraduate education last year at Rutgers Business School-New Brunswick as part of an exchange program offered by South China University of Technology, Xu's job search was frustrating.

Her status as an exchange student limited her ability to remain in the U.S. and have a job for more than

a year, so she chose a different option: she signed up for the new Master of Supply Chain Analytics at Rutgers Business School.

"We all know Big Data analysis is a very big trend," she said. The program offered her coursework in Lean Six Sigma and data mining, complementing the supply chain management theory she learned as an undergraduate. "It gave me the picture of the whole supply chain," she said.

Having data analytics listed as a skill was key. "It changed the course of my career," she said.

Having data analytics listed as a skill changed the course of student's career.



In her first semester, she did an internship at the freight transportation and logistics company OEC Group. She also updated her LinkedIn profile and went to a large career fair hosted by Rutgers. And then, she started receiving job offers.

Xu will remain in the U.S. on an employment-based visa. Ultimately, she said she would like to work for Amazon in China. "There are lots of opportunities in Shenzhen," she said. "Eventually, I would like to go back."





## CUEED celebrates first decade with big plans for the future

The Center for Urban Entrepreneurship and Economic Development (CUEED) at Rutgers Business School-Newark celebrated its 10th anniversary with a public ceremony on Halsey Street, where its efforts to nurture entrepreneurs have contributed to a neighborhood renaissance.

“Our first decade was impactful,” said Lyneir Richardson, assistant professor of professional practice and executive director of CUEED. “We worked with over 400 entrepreneurs. In the next decade, our goal is to get to 1,000 entrepreneurs. We want to generate more impactful research and expand our programs to outside partners who will license our curriculum.”

In his remarks, Richardson announced the formation of the Rutgers Council of Entrepreneurs and its founding members – Marc Berson, Antonio Ibarria, Sunny Kancherla, Tom Malava, Marjorie Perry, Randal Pinkett and Lawrence Hibbert. “We want to find 10 or 15 more,” Richardson said.

He asked the crowd to help identify other business people to round out the council, particularly female

entrepreneurs. CUEED, which relies on grants and philanthropy to carry out much of its programming, initiated a crowdfunding campaign to help expand the reach of its award-winning Entrepreneurship Pioneers Initiative.

The anniversary event was part celebration, part block party, part reunion. Among the crowd gathered on the street outside the Black Swan Espresso shop was dt ogilvie, a former Rutgers Business School professor who started CUEED, and dozens of alumni from the center’s Entrepreneurship Pioneers Initiative and other programs.

“We learned a lot from all of our efforts,” said Rutgers Business School professor Jeffrey Robinson, who is founding assistant director of The Center for Urban Entrepreneurship and Economic Development. “We learned how to work within the community. We learned how to engage with local entrepreneurs. We learned how to support the ecosystem.”



“Our first decade was impactful. We worked with over 400 entrepreneurs.”  
**Lyneir Richardson**

**10-Year Impact**

- > 400 entrepreneurs educated
- > 580 new jobs created
- > \$134 million in combined annual revenue
- > 79% of businesses stayed in business



The Center for Urban Entrepreneurship and Economic Development announces the formation of the Rutgers Council of Entrepreneurs.



Among the crowd was dt ogilvie, a former Rutgers Business School professor who started CUEED, and dozens of alumni from the center’s Entrepreneurship Pioneers Initiative and other programs.

## Rutgers Business Community Engagement Symposium addresses how to stay relevant in the digital economy

Academia, government and corporations converged at the Rutgers Business Community Engagement Symposium to work through the challenges faced by working professionals and recent graduates to maintain the knowledge and skills necessary to compete in today’s economy.

According to a report by McKinsey & Company, companies are automating more and more jobs that could replace up to 33 percent of the U.S. workforce by 2030.

“The pace of change in technology requires both management and the workforce to keep their skills current,”

said Lei Lei, dean of Rutgers Business School. “Otherwise, they will lose out to competitors that have increased their efficiency and stimulated product innovation,” she said.

One of the main take-aways from the symposium attended by experts from Google, McKinsey, LinkedIn, edX, the State of New Jersey, Rutgers and more, was for workers and companies to embrace lifelong learning.



Nancy Cantor, Chancellor of Rutgers University - Newark, emphasized the necessity of lifelong learning and innovation to be ready for the future.

“The future is in your hands,” said Leon Fraser, assistant professor of professional practice and director for executive education at Rutgers Business School. “It’s not, what can your company do for you? It’s, what can you do to invest in yourself,” he said.

## Robert Wood Johnson Foundation awards \$450,000 to the Rutgers Institute for Corporate Social Innovation

The Robert Wood Johnson Foundation has awarded \$450,000 to the Rutgers Institute for Corporate Social Innovation (RICSI) to further its mission to prepare the next generation of business leaders by integrating social innovation, sustainability and shared value creation into Rutgers Business School’s curriculum.

The funding will support curriculum development by building collaborative networks between corporations and faculty committed to providing students the education, skills and will to drive sustainable and socially responsible enterprises to create healthy communities across New Jersey, the country, and beyond.

RICSI was founded by Gary Cohen, RC ’80 and RBS ’83, through his intent to contribute \$1 million to the Rutgers University Foundation to ensure that future business leaders are prepared to drive progress in addressing the world’s most pressing issues.

“As educators of future business leaders, we want to impart our students with the knowledge and skills they need to succeed in business, and we also want to instill a mindset that being a business leader means being a force for positive change,” said Lei Lei, dean of Rutgers Business School.

According to RICSI co-director Michael Barnett, professor of management and global business at Rutgers Business School, corporate social innovation (CSI) integrates a company’s full range of capabilities and assets within innovative business models to achieve positive societal impact while advancing the success and sustainability of the enterprise. “With CSI, firms utilize their core competencies and commercial capabilities to directly fill social needs,” said Barnett.

“With more than 29 schools and colleges at Rutgers University to



“We also want to instill a mindset that being a business leader means being a force for positive change.”  
**Dean Lei Lei.**

partner with, we are able to tackle social issues from a business standpoint from any angle,” said Jeana Wirtenberg, RICSI co-director and associate professor of professional practice at Rutgers Business School.



Accounting student Mariangely Colon.

## RU Suited dresses students for success

RU Suited, an initiative started by the Office of Career Management at Rutgers Business School, made Mariangely Colon better prepared for opportunity.

She was one of 174 students who received a new suit during the 2017-2018 academic year – 60 percent of them received full funding to cover the cost of the suits.

“If it weren’t for the suit I have now, I don’t know how I would have dressed for events and interviews,” Colon said. “I’m really grateful this program exists.”

## Summer camp introduces students to world of business

Ninety high school students received a crash course in the fundamentals of business during the Rutgers Business School summer camp.

During the course of a week, students learned about accounting and elevator pitches, visited companies like Johnson & Johnson and Investor’s Bank, worked with mentors and took classes in marketing and supply chain management.



High school students learned business basics and skills for the work world during a seven-day summer camp at Rutgers Business School.

## Lending business expertise to City of Newark

When the chief executive of Newark’s Community Economic Development Corporation announced she was leaving, Mayor Ras Baraka reached out to Lyneir Richardson at Rutgers Business School.

The Newark CEDC plays a vital role in attracting business, guiding real estate development and helping to sustain small businesses across the city. Mayor Baraka wanted to know if Richardson could step into the chief executive role temporarily to ensure that the city’s progress continued without interruption.

Richardson was uniquely qualified to assist the city. Before coming to Rutgers Business School in 2014 to lead The Center for Urban Entrepreneurship and Economic Development, he led the CEDC under Baraka’s predecessor, Cory Booker, now a U.S. senator.

Richardson described the opportunity to work in Newark again as “an act of service.”

“I’m honored to be of service to the city at this moment of economic energy,” he said.

For Richardson, who also teaches an MBA class on urban entrepreneurship, there is no better example of publicly engaged scholarship than having an opportunity to share his knowledge and gain new insights by having a temporary role within the city.

He steps in at a time when nearly 1,000 units of housing are being developed and companies like Mars and Broadridge Financial are relocating to Newark.

## Mandela Fellows leave their mark on Rutgers

Rutgers University Vice President for Global Affairs Eric Garfunkel said hosting the Mandela Washington Fellows over the years has been a pleasure and this year was no different.

Fifty fellows were placed in the Business and Entrepreneurship and Civic Leadership Institutes at Rutgers for the six-week program.

During a dinner, Garfunkel said he hoped the fellows would take the knowledge they’ve gained in the coursework and use it to make meaningful contributions in their home countries.

Kevin Lyons, an associate professor of Supply Chain Management at Rutgers Business School who was instrumental in developing the curriculum and teaching the Business and Entrepreneurship Institute, said he was impressed with this year’s cohort.

“You each have different projects and different goals,” he said, “yet, you have managed to find time to support each other’s goals.”



The 2018 Mandela Washington Fellows at Rutgers University.

Since 2014, the Mandela Washington Fellowship has empowered young professionals between the ages of 25 and 35 from 49 Sub-Saharan African nations.

As they have in the past, many of the fellows participated in Rutgers Business School’s summer supply chain program for high school students.

The fellowship also included a women’s leadership symposium, and the message from the speakers was clear: Find your voice, find your reason for existence and run with it.

The symposium gave the fellows an opportunity to engage with various individuals about women’s leadership and other important issues affecting women and society at large.

For Nigerian fellow Emmanuel Nnadi, a practicing medical laboratory scientist and the director and founder of Bonitas Medical Diagnostics, a Nigerian healthcare start-up, the experience was life changing. “It has helped me to finally decide on the path to take,” he said.

By Matheus Hamutenya

*Matheus Hamutenya is a journalist at New Era Newspaper. He was among 50 young African professionals who participated in the 2018 Mandela Washington Fellowship.*



## Rutgers Business School named a “Company of the Year” by Tri-State Diversity Council

The goal of the Tri-State Diversity Council is to enhance the appreciation for, and understanding of, the value of diversity and inclusion in the workplace and community. The Tri-State Diversity Council recently named Rutgers Business School a “Company of the Year” for demonstrating these shared values.

Assistant Professor of Professional Practice and Managing Director for Executive Education Leon Fraser said: “As an educational institution, RBS is particularly proud of its sponsorship of two key Council programs: the College Diversity Summit which brings together 100+ students from several northern New Jersey colleges for career workshops, and the corporate training sessions for executives to earn the Certified Diversity Professional designation.”

“In short,” Fraser continued, “RBS reaches out beyond its walls to enhance diversity and inclusion among other area colleges and corporations.”



## Biopharmaceutical case competition attracts teams from nation's leading business schools

Ten teams of MBA students participated in Rutgers Business School's annual biopharmaceutical case competition. Rutgers Business School's ties to the biopharmaceutical industry have helped to make the case competition one of the premier events for students concentrating their studies in pharmaceutical management.

The event offers students a chance to network with industry professionals and to demonstrate their knowledge by tackling a case that is inspired by current industry issues and trends.

Gold level sponsors Bristol-Myers Squibb and Novartis, along with the following companies sponsored the biopharmaceutical case competition: Bayer, Novo Nordisk, Insmed, McCann Health, Herspiegel Consulting and Buchanan Ingersoll Rooney P.C.



MBA students from across the nation participated in the Lerner Center's seventh annual biopharmaceutical case competition.



Panelist Rita Faucett, vice president of cardiovascular sales for Bristol-Myers Squibb, takes time to answer a student's questions.

### Summit explores selling in a digital world

Two panels of veteran sales executives from a variety of industries spoke about the role of technology as well as the irreplaceability of human contact during Rutgers Business School's summit on the future of selling in the digital world.

The panelists included two alumni, Gary Carleton, president of sales-healthcare for UPS; and Frank Palumbo, senior vice president of Cisco's global data center, sales.

Keynote speaker John Wycoff, president of The Cocoa Exchange, part of Mars Inc., spoke about the power of the gig economy.

### Record turnout of students attend Phi Beta Lambda's networking dinner

Phi Beta Lambda's Dining with the Distinguished event attracted a record turnout of students and professionals.

Professionals from more than 50 companies came to network with more than 200 students from Rutgers University.

"Every year, Rutgers PBL's Dining with the Distinguished is recognized as a signature networking event," said chapter President Matthew Peyrek. "We are proud to offer students the opportunity to meet and dine with recruiters and industry professionals in a formal dinner setting."



Professionals from more than 50 companies came to network with more than 200 students from Rutgers University.



The annual career fair brought together hundreds of students and representatives from 93 employers.

### On the path to a career: Fair connects students with employers

Nearly 1,400 students attended Rutgers Business School's annual career fair, hunting among 93 companies for internship opportunities.

Kristen Giudice, a sophomore studying supply chain, was looking for a company offering a co-op experience. "It's important to get my resume out there," she said.

Dressed in a dark skirt suit, Giudice stopped to speak with Wendy Spain, a business operations specialist looking to fill a co-op spot at Johnson & Johnson.

As she walked away, Giudice said the encounter made her feel "hopeful."

## Students win 2nd place at Deloitte Audit Innovation Challenge

A team of six Rutgers Business School students won second place at the national finals of the Deloitte Audit Innovation Campus Challenge in Dallas. The competition began back in November, 2018 with 60 teams vying for a shot to go to the finals during the regional competition in Boston. The students – Shreya Bhatt, Feruza Norqulova, Daniel Fraley, team advisor Professor Evan Wasserman, Nicole Mazzei, Brianna Werdann and Matthew Greenstein – took home \$5,000 for coming in second.



## Executives share the essence of leadership



From their strategies to their mistakes, four executives shared their experiences during the CEO Evolution event.

Citrin Cooperman's Michael Napolitano moderated a discussion among Braun Kiess, a chief executive officer and angel investor; Marjorie Perry, owner and chief executive officer of MZM Construction and Management; Biagio Scotto, president of Villa Restaurant Group; and Tom Tsigas, owner and chief executive officer of Yesterday's Business Computers.

Citrin Cooperman, in partnership with Rutgers Business School, sponsors the CEO Evolution to honor business leaders and provide a venue for their leadership to inspire others.



**Rutgers TeamUP:**  
Building Alumni-Student  
Connections for Life

## TeamUP program demonstrates advantages of mentoring

INSIDE THE RELATIONSHIP OF A MENTOR AND A MENTEE IS A POWERFUL BOND BUILT ON MUTUAL RESPECT, TRUST, A DESIRE TO HELP, AND A WILLINGNESS TO LISTEN.

SANGEETA RAO, AN ASSISTANT DEAN WHO OVERSEES RUTGERS BUSINESS SCHOOL'S MENTORING EFFORTS, STARTED **TEAMUP** IN 2013 AS A WAY OF CONNECTING STUDENTS WITH PROFESSIONALS WHO COULD PROVIDE THEM WITH USEFUL INSIGHTS ABOUT TRANSITIONING TO THE WORK WORLD.

DURING THE PAST SIX YEARS, 1,872 PAIRS OF PROFESSIONALS AND STUDENTS HAVE BEEN TEAMED UP, AND 85 PERCENT OF THE RELATIONSHIPS HAVE CONTINUED BEYOND THE DURATION OF SEMESTER. "THERE'S A HIGH PROBABILITY THAT IF THE CONNECTION IS RIGHT, IT CREATES A LIFETIME OF VALUE TO THE STUDENT AND THE MENTOR," RAO SAID. "IT'S A TWO-WAY STREET."



Michael Beck and John Pizutto.

## Mentor shows expectations of corporate culture

**I**t didn't take long for Michael Beck to become a trusted sounding board for John Pizutto, a junior studying supply chain management.

Through the TeamUP mentoring program, Pizutto was able to pair up with Beck, a Rutgers alumnus who works as head of global supplier assurance at Barclays. Pizutto thought a successful business professional could prepare him for the work world in a different, more candid, way than a professor or even his parents.

"He's helped me with a lot of things," Pizutto said. "I've used him as an outlet, to get his thoughts on situations I've faced. It's been a definite benefit."

Pizutto was wrestling over whether he could juggle a 40-hour-a-week co-op at Johnson & Johnson on top of his studies. Beck encouraged him to do it and offered him some advice on how to manage his time so his classwork would not be neglected.

Beck offers Pizutto and other mentees a glimpse of the expectations they will face in the work world. He talks to them about corporate culture and emphasizes how important time management, communication and presentation skills will be in the real world.

Pizutto also got a look at the corporate world when Beck invited him to visit Barclays. "It's not every day I get to sit in business meetings," he said.

For Beck, mentoring is a way of giving back. "There aren't enough people committed to helping people out," he said. "If I can give someone advice and enrich them with my experiences, I just really enjoy that."

## Mentoring turns experience into advantage

**A**ngelene Jean-Louis is not burgeoning on adulthood. She is a seasoned customer service representative and translator for Delta Air Lines, a mother, pursuing her undergraduate degree in accounting.

Still, she was nervous – "intimidated," she said, when she went to meet her TeamUP mentor, Mary Giordano, a veteran employee at Prudential who worked her way up to vice president of regulatory supervision.

That did not last long. "She's very warm. She made me feel very at ease," Jean-Louis said, recalling her initial meeting with Giordano at a Barnes & Noble bookstore.

Jean-Louis decided having a mentor "would be helpful" and she was not disappointed. Giordano offered her suggestions to improve her resume and cover letter, helped her find career websites and she also assured Jean-Louis that she had lots of skills to tout.

"She's showed me how to turn my experience into an advantage and that gives me more confidence," Jean-Louis said. "She's taught me how to market myself better."

Giordano is warm, with a bright smile and an unassuming air. She started as a staff accountant at Prudential 35 years ago and she earned her MBA at Rutgers in 1987. "If I can impart some wisdom. I'm happy to do that," she said.

Giordano has told Jean-Louis about how she juggled a career and motherhood. She's given her advice about the importance of a company culture, what to look for and what offerings at a company will provide support to her.

Jean-Louis also shadowed her for a day at Prudential. "I got to experience the corporate world, to sit in on a managers meeting. It won't be brand new to me," she said.

Giordano said the role of mentor gives her a chance to work with college students. "I love their enthusiasm. I love the bright future they represent," she said.



Angelene Jean-Louis and Mary Giordano.



Matthew Schuette and Parth Modi.

## I think I got a mentor for life

**W**hen Matt Schuette went to college, he didn't have a mentor. The first in his family to attend college, he didn't benefit from a lot of career advice, and in hindsight, he credits his strong math skills for getting him in the door at Prudential, where he built a career in technology and information systems.

Partly because his company encourages mentoring and partly because he wishes he had worked with a mentor when he was younger, Schuette, now vice president of information security at Prudential, signed up for the TeamUP program.

In the fall of 2017, he was teamed up with Parth Modi, who plans to graduate from Rutgers Business School-Newark with degrees in Management Information Systems and Supply Chain Management.

Modi is the first of his family to be U.S. educated. He was 13 when his parents brought him to America. Neither he nor his parents spoke English. During high school, he worked in fast food restaurants, which helped him to learn English while he earned money to support his family.

Schuette has helped Modi learn about different jobs he could pursue with his degree. He invited Modi to Prudential, where the student had a chance to speak with other executives about their work. "Getting their advice was really valuable," Modi said.

Modi said he gained a lot of industry knowledge from Schuette and he does not know where else he would have been able to learn so much about the different job opportunities in his field. Schuette also critiqued his resume, highlighting the things that will help differentiate Modi from other job applicants.

"He was tough on me, but we became good friends," Modi said. "I think I got a mentor for life who will push me to bring out the best of myself."

- Susan Todd

**In addition to TeamUP for undergraduate and MBA students, Rutgers Business School offers a variety of other mentoring programs, Women BUILD, Helpful Executives-In-Reach and Road to Wall Street (See story on Page 26).**



Assistant Dean Sangeeta Rao, who oversees Rutgers Business School's mentoring efforts, speaks with students and mentors during a year-end celebration.



# MBA students get a mentoring program of their own



The MBA TeamUP program allowed Full-Time MBA student Stephanie Gelband to be mentored by Michele Frey, vice president of marketing at Prudential.

## Mentoring relationship benefits both participants

**W**hen Rutgers Full-Time MBA student Stephanie Gelband was selecting a professional to be her mentor in the TeamUP MBA program, it was the company after Michele Frey's name that caught her eye.

"I was familiar with Prudential because I did a case competition the company sponsored," Gelband said.

The women also shared an interest in marketing. Frey, who has worked at Prudential for 15 years, is vice president of marketing, and Gelband is hoping to put her analytical skills and marketing knowledge to work for a consulting firm.

During the semester, Frey helped Gelband polish her interview skills, served as a sounding board and source of advice. Frey also cheered Gelband on as she pursued a variety of opportunities. "I feel very comfortable talking with her about different career opportunities," Gelband said.

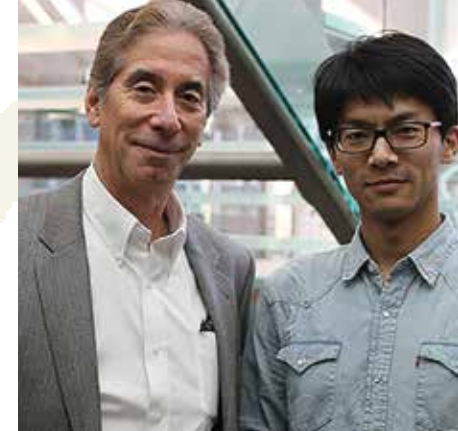
The two have met over lunch, but mostly they speak by phone. And they text. "Once I get to the second step (of an interview), I like to consult with Michele," Gelband said. "She's been a big help to me."

Frey started forging a connection with Rutgers Business School a few years ago when she came to speak to a group of students. She has worked with interns at Prudential and mentored undergraduate students at Rutgers before TeamUP MBA was launched in the fall.

Frey said the relationship benefits her, too. "I can listen to their challenges and offer a vantage point that helps them, but it also enriches me," she said. "It helps me step out of what I do every day. It expands how I look at things and, I think, that makes me more valuable."

Sangeeta Rao, an assistant dean who oversees Rutgers Business School's mentoring efforts, said the success of the nearly six-year-old TeamUP undergraduate program inspired the creation of the new program for MBA students.

"I know how well the concept of a mentor pool works, the effectiveness of our structure and matching process, and the consistent successful outcomes for students, and knew that many of the components could be replicated at the MBA level," Rao said.



Mentor Jeff Koeppel with his mentee, Full-Time MBA student Yin "Joe" Zhou.

## HR professional answers SCM student's needs

**W**hen Yin "Joe" Zhou decided to pursue his Rutgers MBA and study supply chain management, he arrived with a decade of work experience in China.

He had been working as a sourcing manager for Ansell, one of the world's largest manufacturers of personal protection – surgical gloves are one of the company's leading products – and he thought an MBA would give him a credential for a promotion or a bigger job in supply chain management.

Zhou said supply chain offers an opportunity to deal with all sorts of people and to solve problems. "I'm passionate about supply chain. It makes me feel fulfilled when I can solve these problems," he said.

After struggling to find the right internship last year, Zhou decided to begin his second year by connecting with a mentor through the new MBA TeamUP program.

His mentor, Jeff Koeppel, has spent a career in human resources. He sized up Zhou's situation quickly.

"Joe is smart, focused and determined to be successful. He has 10 years of relevant experience in China, more than some or most of his classmates," Koeppel said. "We discussed the importance of him differentiating himself, how to stand out as a job candidate and how to put together a compelling story."

Zhou said Koeppel has given him insight into the culture of American companies and advised him on how to better prepare for job interviews.

"He helped me to understand how HR thinks about candidates," Zhou said.



More than five years after the start of TeamUP, a mentoring program that connects undergraduate students with working professionals, another is started for MBA students.



Alumni who are interested in mentoring current undergraduates or MBA students can learn more about the TeamUP program and the qualifications to participate.

Visit:  
[Teamup.chronus.com/about](http://Teamup.chronus.com/about)

## Alumni initiative takes hold

**T**he momentum behind Rutgers Business School's new Corporate Alumni Advisory Council was evident during a special meeting of the dean's board of advisers at Johnson & Johnson's Riverview Guest House.

Leonardo (Len) DeCandia, vice president and chief procurement officer at Johnson & Johnson and a member of Dean Lei Lei's board of advisers, invited the board to hold its meeting at the property, a location typically reserved for company retreats.

Johnson & Johnson employees who are alumni of Rutgers were also invited to attend. Nearly 50 Rutgers alumni turned out for the meeting, which also featured a presentation by Sulis, a team of Rutgers Business School student entrepreneurs who were contenders in the 2018 Hult Prize competition.

DeCandia is an alumnus of the Rutgers MBA program and was a driving force in helping Dean Lei Lei, who was then a professor, to build the supply chain management department into one of the leading programs in the nation.

The meeting is an example of Rutgers Business School's efforts to engage with alumni in the companies where they work. The Corporate Alumni Advisory Council is working to increase engagement and strengthen the RBS alumni network.



The dean's board of advisers with alumni employed at Johnson & Johnson.



### Alumna's dream job at Gucci mixes business and fashion

Urvi Tiwari, MS '18 studied finance and accounting, and completed the Master of Science in Business of Fashion.



"The most common pathway for finance and accounting students is to go into banking or public accounting. That wasn't for me. I love fashion. I always knew I wanted to be in the industry, but I needed specialized knowledge and a skill set. In my job as a financial analyst, Capital Expenditures, Gucci-North America, New York City, I get to mix what I know in accounting with what I've learned about fashion. The Master of Science in Business of Fashion program gave me the leverage I needed to secure my dream job."

## Real estate student found a world of opportunities at Rutgers

**M**aria Burgos spoke no English when she emigrated from Uruguay at age 14. School officials in New Jersey held her back a year and assigned her to an English as a second language program.

"I set a goal of learning English in six months. I read and practiced all the time," the 2017 Rutgers Business School-Newark graduate recalled. The next school year, she entered Carteret High School in the mainstream curriculum, with no need for ESL.

That same determination powered her through Rutgers Business School. The married mother of two young children took every course offered by the Rutgers Center for Real Estate, served as president of the Real Estate Society, and, along with two teammates, won first place in the 2017 University of Miami Real Estate Case Competition.

"Maria had a great thirst to learn as much as she could about the business of real estate," said Kevin Riordan, executive director of the Rutgers Center for Real Estate and the advisor to the Real Estate Society.

Burgos, 32, and her husband, Alex, live in Roselle with their two children, 11-year-old Valentina and 5-year-old Julianna, whom they homeschool.

Burgos was the only undergraduate to take Riordan's graduate-level Capital Markets class, which ignited her interest in that aspect of real estate. Rutgers Business School helped her land two internships, a first job, and then her dream position: working as a capital markets analyst for Areal Capital Corporation in New York City.

Riordan's class "prepared me for this opportunity and gave me the confidence to analyze more complicated deals," Burgos said. She underwrites debt for real estate transactions that average \$100 million in the seven largest metropolitan centers in the U.S., she said.

As a student, Burgos earned scholarships from both the Rutgers Center for Real Estate and Women Executives in Real Estate of New York, which also provided her two years of post-graduation mentorship. She continues to keep in touch with Rutgers Business School instructors who encouraged and supported her.

"I think Rutgers Business School is the best program there is," said Burgos, who majored in finance with a concentration in real estate. "They invest so much in their students, opening up a world of opportunities for them."

- Margaret McHugh

As a student, Burgos earned scholarships from both the Rutgers Center for Real Estate and Women Executives in Real Estate of New York.



Maria Burgos

# Marking 90 years

**RUTGERS BUSINESS SCHOOL'S START WAS INAUSPICIOUS IN 1929, OPENING AS THE STOCK MARKET COLLAPSED AND THE NATION PLUNGED INTO THE GREAT DEPRESSION. LIKE THE COUNTRY, THE BUSINESS SCHOOL PERSEVERED – AND PROSPERED.**

**AT 90, RUTGERS RANKS AS THE NO. 1 PUBLIC BUSINESS SCHOOL IN THE NORTHEAST U.S., WITH TWO IMPRESSIVE BUILDINGS, A FACULTY RICH WITH BOTH SCHOLARS AND INDUSTRY PRACTITIONERS AND A STUDENT POPULATION MORE DIVERSE THAN MOST OTHER CAMPUSES IN THE NATION.**

**DURING THE COURSE OF ITS HISTORY, RUTGERS BUSINESS SCHOOL HAS EVOLVED, WELCOMING UNDERGRADUATES, EXPANDING ITS ARRAY OF GRADUATE PROGRAMS, OFFERING EXECUTIVE EDUCATION PROGRAMS AND CREATING ONE OF THE MOST DIVERSE PH.D. PROGRAMS IN THE NATION. TODAY, THERE ARE NEARLY 10,000 STUDENTS ENROLLED IN CLASSES, A FACULTY OF 215 AND NEARLY 200 EMPLOYED AS STAFF. OUR VAST ALUMNI NETWORK OF 45,000 STRETCHES AROUND THE WORLD.**

**RUTGERS BUSINESS SCHOOL CONTINUES TO GROW, TO MOVE FORWARD, TO ADAPT TO CHANGING TIMES AND MARKET DEMANDS. IT ALSO CONTINUES TO PRODUCE SOME OF THE MOST DRIVEN PROFESSIONALS AND LEADERS IN THE BUSINESS WORLD TODAY.**

**WE HOPE OUR ALUMNI, STUDENTS, FACULTY AND STAFF WILL JOIN US IN CELEBRATING THIS SIGNIFICANT ANNIVERSARY AND REMAIN CLOSE TO US AS RUTGERS BUSINESS SCHOOL MOVES INTO THE FUTURE.**

## Some ways to celebrate:

### June 3:

A 90th anniversary celebration with Rutgers alumni in China. Cocktail reception and dinner. Featured speaker will be SY Lau, a senior executive at Tencent Holdings Ltd. and an alumna of the Rutgers Executive MBA program.

### September 20:

Plaza Day at 100 Rock. Live music, giveaways, and free cupcakes for the entire Livingston Campus community. Rain date is September 27.

### October 15:

RBS 2nd Annual All-Day Golf Classic. Open to MBA and EMBA students, RBSAA and Alumni and Corporate Engagement members, and the dean's board of advisers. Members of the Rutgers University Women's Golf Team will be on hand. Fiddler's Elbow Golf Course, Bedminster, NJ. Proceeds will help fund Dean Lei's Finish Line Fund and scholarships for students who are active military and veterans.

### October 19:

Homecoming Football Tailgate Party for RBS alumni. It's Minnesota vs Rutgers! Look for us in the Grove! Food, drinks, and giveaways.

### November 14:

Annual CEO Evolution panel discussion – with a surprise 90th Anniversary twist.

More details about these events and others related to Rutgers Business School's 90th Anniversary can be found at [business.rutgers.edu/90th-events](https://business.rutgers.edu/90th-events)

## History of Rutgers Business School

### 1929

#### **Rutgers Business School founded.**

Seth Boyden School of Business opens at the site of the former Ballantine Brewery on Rector Street. Full-time students paid \$283 in tuition for two semesters of classes.

### 1935

**The first Dean.** Accounting Professor George Esterly becomes the school's first dean. He is dean for 30 years.

### 1941

**Accreditation.** American Association of Collegiate Schools of Business grants accreditation to the School of Business Administration. Rutgers Business School has been continuously accredited ever since.

### 1950

**Masters of Business Administration introduced.** The first MBA students are enrolled. The program grew rapidly, becoming the 11th largest MBA program in the country by 1957.

### 1954

**Innovative Professional Accounting MBA created.** A master's in professional accounting – the first of its kind – is offered, giving liberal arts students a way to learn a profession at the graduate level.

### 1966

**Pioneering leader.** Economist Horace DePodwin, who served on President John F. Kennedy's White House staff, is appointed dean. He serves for 17 years.

### 1977

#### **Expertise for small businesses.**

Congress chooses Rutgers Business School to be among the first to pilot a Small Business Development Center.

### 1980

#### **The Powerhouse begins.**

The Executive MBA program is started, built on a foundation of executive education that began nearly a decade earlier with the creation of the Rutgers Advanced Management Program.

### 1994

**Global reach.** Rutgers expands to Asia, partnering with Dalian University in Beijing to offer an MBA program. Executive MBA programs followed in Shanghai, Beijing and Singapore.

### 2009

#### **Transforming the Newark campus.**

Rutgers Business School opens new building at One Washington Park, Newark.

### 2013

#### **Dramatic gateway opens.**

Rutgers Business School opens new building on the Livingston Campus.

### 2015

#### **Leadership for the 21st Century.**

Professor Lei Lei, who built Rutgers Business School's Department of Supply Chain Management into one of the nation's leading programs, becomes the first female dean.

### 2017

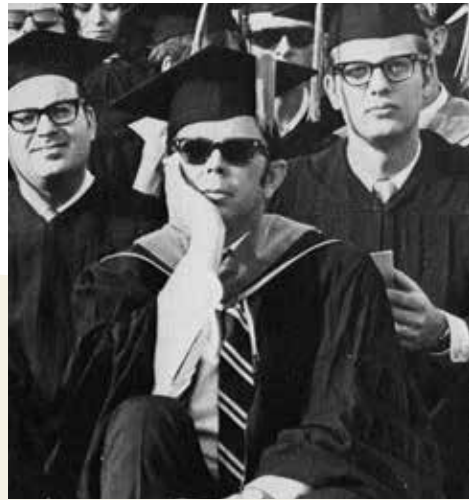
**\$1 Million Prize.** Rutgers Business School students Gia Farooqi, Hasan Usmani, Moneeb Mian, and Hanaa Lakhani win the \$1 million Hult Prize for social entrepreneurship.

### 2018

#### **No. 1 Public B-School in Northeast.**

*Financial Times* released a comprehensive overall ranking of business schools placing Rutgers Business School No. 24 among business schools in the Americas and No. 1 among public business schools in the Northeast U.S. since 1990.





### MANAGEMENT CLUB

The Newark Chapter of the Society for Advancement of Management organized as the Management Club in 1947, has attempted to provide the student with an opportunity for self-development and to expose him to the practical as well as theoretical aspects of management. To help fulfill these aims the group took field trips to Bethlehem, Pennsylvania, to view the Bethlehem Steel Plant in operation and to Edinboro, Pennsylvania, to see the Hildner Lumber Works.

The program for the year also included many guest speakers. A few were John Whitmore, of the Public Relations Council; Fernie Russell, Director of College Placement for the New Jersey Bell Telephone Company; Richard Datus, Past President of the Society for Advancement of Management; and Bernard Haldun, President of Executive Job Consultants, Inc. A field trip to General Motors Corporation is being planned.

- OFFICERS**
- Fall Term**
- President ..... Joseph Urbanczyk
  - Vice-President ..... Joseph Scarpello
  - Recording Secretary ..... William Fendrickson
  - Corresponding Secretary ..... Ethel Flecker
  - Treasurer ..... John Ess
  - Faculty Advisor ..... Paul Edwards, Oscar Green
- Spring Term**
- President ..... John Ess
  - Vice-President ..... Edward Vogel
  - Recording Secretary ..... Alfred Caramanagh
  - Corresponding Secretary ..... Irma Rosenthal
  - Treasurer ..... Walter Lintick

SITTING: George Rabin, Henry Cresslin, Philip Shuck. STANDING: Robert Zuckler, Joseph Scarpello.

SITTING: Irma Rosenthal, John Ess, Edward Vogel. STANDING: Walter Lintick, Alfred Caramanagh.



### MARKETING CLUB

Since its inception in 1947, the Marketing Club has attempted to give to students a view of the marketing process in actual operation. Through the use of films, field trips, and speakers, such as Mr. Philip Applegate of the Alumni Association, Mr. Serge Monod of Pacific Mills, Mr. M. C. Diederich of Diederich Advertising Service, Dr. Herman C. Nidek of McKesson & Robbins, and Mr. J. Lee Cooke of Lehigh Warehouse & Transport Company, discussing advertising, wholesaling, retailing, and pricing, the club has in some measure bridged the gap between the classroom and the business world. Many questions were considered, including the very practical ones of job possibilities, requirements, and compensation.

Recently, the Club became a student chapter of the American Marketing Association and new members have available to them, at low cost, THE JOURNAL OF MARKETING, a valuable aid to people interested in this field. Besides assisting the club in its objectives and activities, the A.M.A. through the North Jersey Chapter, gives students an opportunity to sit in on lively discussions on marketing by prominent men in the field.

- OFFICERS**
- President ..... Robert Domes
  - Vice-President ..... Emanuel Mischke
  - Recording Secretary ..... Garfield Prevel
  - Corresponding Secretary ..... Sara Miller
  - Treasurer ..... Michael Moses
  - Faculty Advisor ..... John McClus



Celebrating 90 years (1929 to 2019). Today, Rutgers Business School is educating nearly 10,000 students and has a vast alumni network of 45,000 stretching around the world.



100 Rockafeller, Rutgers Business School's new \$85 million building at Rutgers University–New Brunswick, ranks among the 50 most beautiful business schools in the world, according to the online publication Top Management Degrees. 100 Rockafeller is 35 miles to Manhattan.

Rutgers Business Impact is produced by the Communications & Marketing team, Daniel J. Stoll, Susan Todd and Sean Ireland. Design by Fernandez Design Group.



Rutgers Business School — Newark and New Brunswick is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, the State University of New Jersey — founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International — the Association to Advance Collegiate Schools of Business — a distinction that represents the hallmark of excellence in management education.

Copyright© 2019 Rutgers Business School — Newark and New Brunswick. All rights reserved.



1 Washington Park, Rutgers Business School's \$83 million facility in Newark, reflects today's modern business environment and technology. This state-of-the-art facility is 20 minutes from Manhattan.

## CONTACT

### NEW BRUNSWICK

100 Rockefeller Rd,  
Piscataway Twp., NJ 08854  
(848) 445-3600

### NEWARK

1 Washington Park  
Newark, NJ 07105  
(973) 353-5128

## BUSINESS.RUTGERS.EDU



**TWITTER:** rutgersbschool



**FACEBOOK:** Rutgersbusinessschool



**LINKEDIN:** rutgers-business-school



**YOUTUBE:** RBScommunity



**INSTAGRAM:**  
rutgersbschool (Newark) • ru\_Business (New Brunswick)



**RBS NEWS:** business.rutgers.edu/news



# RUTGERS

Rutgers Business School  
Newark and New Brunswick