

Innovations in Undergraduate Business Education



Innovations in Undergraduate Business Education

Preparing Students to Lead in the Fourth Industrial Revolution

October 21 - 23, 2019

Conference Agenda

October 21, 2019

100 Rockafeller Rd, Piscataway, NJ

6:00 - 8:00 PM **Welcome Reception 100 Rock 5th floor**
Featuring a clip from "Free Solo," the 2019 Oscar for Best Documentary Feature followed by Q&A with Producer Elizabeth Chai Vasarhelyi

October 22, 2019

Livingston Student Center

7:30 - 8:30 AM **Registration and Breakfast**

8:30 - 9:00 AM **Welcome**
Dean Martin Markowitz
Dean Lei Lei
Chancellor Christopher Molloy

9:00 - 9:45 AM **Plenary I:**
[Geoffrey Garrett](#), Dean, Wharton School of Business, University of Pennsylvania

9:45 - 10:00 AM **Break**

Agenda continues on the next page >



**10:00 - 11:15 AM Panel 1: Preparing Students to Lead in the 4th Industrial Revolution:
Signature Experiences**

Moderator: Marty Markowitz, Senior Associate Dean, RBS

- Ann M. Olazábal, Vice Dean for Undergraduate Business Education, University of Miami
- Burak Cakmak, Dean, Parsons School of Fashion
- Charles Whiteman, Dean, Penn State University
- Deborah Merrill-Sands, Dean, University of New Hampshire
- Donna Rapaccioli, Dean, Fordham University
- Patricia Grant, Senior Associate Dean, Georgetown University

11:15 - 11:30 AM Break

11:30 - 12:15 PM Plenary II:
[Joel Podolny](#), Dean, Apple University

12:15 - 1:00 PM Lunch

1:00 - 1:45 PM Plenary III:
[Martin Reeves](#), Senior Partner, Director, BCG Strategy Institute

1:45 - 2:00 PM Break

2:00 - 3:00 PM Panel 2: Industry Perspectives

Moderator: Peter Methot, Executive Director, RBSEE

- Angela Mangiapane, President, Mars Global Services
- Evren Ozkaya, CEO, Supply Chain Wizard
- Gord McLean, President, Association of National Advertisers Educational Foundation
- Mark V. Anquillare, EVP and COO, Verisk
- Vanessa Thurston, Interim Chief H/R Officer, Samsung America

3:30 PM Board Buses to Broadway Show (Tootsie)



October 23, 2019
Heldrich Hotel

- 7:30 - 8:30 AM** **Breakfast**
- 8:15 - 8:45 AM** **Breakfast Bonus Session on Cybersecurity:** Bryan Dickens, COO, Cybint
- 8:45 - 9:15 AM** **Keynote:** [Georg Kell](#), Chairman, Arabesque & Founder UN Global Compact
- 9:15 - 9:30 AM** **Break**
- 9:30 - 10:15 AM** **Panel 3: A Conversation on Business School Rankings**
John Byrne, Editor-in-Chief, Poets & Quants
Ken Brown, Associate Dean, University of Iowa
- 10:15 - 10:30 AM** **Break**
- 10:30 - 11:30** **Panel 4: Five Pillars for Student Development**
Moderator: Sean Carson, Vice President of University Partnerships, Suitable
- David Mothersbaugh, Associate Dean of Undergraduate Programs, University of Alabama
 - Debbie Wells, Senior Associate Dean, Creighton University
 - Hope Baker, Associate Dean of Undergraduate Programs, Kennesaw State University
 - Maia Young, Associate Dean of Undergraduate Programs, University of California Irvine
- 11:30 - 11:45 AM** **Break**
- 11:45 - 12:45 PM** **Panel 5: Diversity and Inclusion in the 4th Industrial Revolution**
Moderator: Charles Brown, Assistant Dean, RBS
- Jeff Stoller, President, BJS Communications
 - Singleton Beato, Chief Diversity and Engagement Officer, McCann Worldgroup
 - Yrthya Dinzey-Flores, Vice President, Corporate Responsibility, Philanthropy, Diversity & Inclusion, WarnerMedia
 - Michael Burns, Global Head of End User Delivery Operations, Conduent
- 12:45 PM** **Lunch**
- 2:00 PM** **Bus to Newark Airport**

Welcome to the IUBE Conference 2019

Innovations in Undergraduate Business Education



Welcome to the Innovations in Undergraduate Business Education (IUBE) Conference at Rutgers Business School!

Since our inaugural IUBE Conference in 2015, we have shared many ideas and insights together for innovating curriculum and teaching methods, keeping abreast of new industry trends, and preparing our students for the fast-changing job market.

Change continues to shift the business world and our challenges continue as well. Technology, digital transformation and globalization are creating a demand for different skills, new processes, and altering how companies will be managed in the future. As educators, we must remain nimble and be more adaptive than ever before in our approach to providing a relevant educational experience for our students.

We hope the 2019 IUBE Conference will provide new insights and inspiration to ensure that we are all successful.

This program booklet provides session descriptions and general conference information to keep you organized throughout the conference. Each of the sessions will provide opportunities to exchange ideas with, and learn from, educational and industry leaders who are defining and tackling the challenges posed by a changing business world. I look forward to robust and compelling discussions.

Thank you for joining us at the IUBE Conference and for contributing to the advancement of innovative undergraduate business education.

Enjoy the conference and your time at Rutgers!

Lei Lei, Ph.D.
Dean, Rutgers Business School

RBS Executive Committee

Dean

Lei Lei

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Sharon Lydon

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Associate Dean, Administration and Finance

Melissa Rivera

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General Conference Information

Conference Locations

Monday, October 21st

6:00 pm – 8:00 pm

Rutgers Business School, Fifth Floor
100 Rockafeller Road, Piscataway, NJ 08854

Tuesday, October 22nd

7:30 am – 3:00 pm

Livingston Student Center, Main Hall
84 Joyce Kilmer Blvd., Piscataway, NJ 08854

Wednesday, October 23rd

7:30 am – 1:00 pm

The Heldrich Hotel
10 Livingston Ave., New Brunswick, NJ 08901

IUBE Registration/Information Desks

The IUBE Registration desks will be open on the following dates/times. Please note that your name badge must be worn at all times in order to gain access to the IUBE sponsored events.

Monday, October 21st 3:00 pm – 6:00 pm

The Heldrich Hotel Lobby

Tuesday, October 22nd 7:30 am – 12:00 pm

Livingston Student Center Main Hall

Wednesday, October 23rd 7:30 am – 11:30 am

The Heldrich Hotel Lobby

Meals

Monday, October 21, 2019, Rutgers Business School will host a Welcome Reception at 100 Rockefeller Road, New Brunswick, NJ on the fifth floor from 6:00 pm - 8:00 pm.

Tuesday, October 22, 2019, hot breakfast (7:30 am) and hot lunch (12:00 pm) will be served in the Livingston Student Center's Main Hall. The dinner for Tuesday will consist of a boxed meal to enjoy on your way to the show in NYC or to go.

Wednesday, October 23, 2019, hot breakfast (7:30 am) and hot lunch (12:45 pm) will be served at The Heldrich Hotel.

Transportation

Academy buses provide complimentary transportation to and from the different conference venues.

Messages and Faxes

The Heldrich Hotel – Phone # 732-729-4670; Fax # - 732-729-4672. To reach a guest room from outside the hotel, you may call the front desk and they will transfer you to the guest room. To call from inside the hotel, Dial 7 and then the phone number. Faxes can be picked up at the front desk.

Check-Out/Billing

The Heldrich Hotel's check-out time is 12:00 noon. Please check out of your rooms prior to the start of the last day's session. You must check out by 12:00 pm to avoid being charged an additional night's stay.

Luggage Storage

Store your luggage at the bell stand by the hotel's front desk on the Lobby Level. Buses will be on hand at The Heldrich Hotel at the conclusion of the conference to take conference participants directly to Newark Liberty International Airport.

RBS Shuttle

Rutgers Business School is providing complimentary shuttle service between The Heldrich Hotel and conference locations from Monday evening (5:00 pm) through Wednesday afternoon. Additional shuttle/busing information will be provided separately.

Guest Room Rate

The IUBE discounted rate is USD \$179 per night (plus a 7% NJ State Sales Tax and 8% Occupancy Fee). Guest room internet access is available for you, our IUBE guests!

Business Center/Boarding Pass Printing

The Business Center is located on the 2nd floor of The Heldrich Hotel. Guests may print in black & white up to 10 pages. Boarding passes may be printed in the Business Center.

Event Contacts

For information regarding panel discussions:

Marty Markowitz

Phone: 848-445-3600

Email: markowit@business.rutgers.edu

For information regarding logistics:

Donna Brancato

Phone: 848-445-3582

Email: brancato@business.rutgers.edu

WIFI Connections

At Rutgers

- Go to the list of available networks on your device and select "RUWireless."
- Once you have associated to RUWireless you will be automatically redirected to the RUWireless login web page. Click the "I want guest Internet access" button.
- Read the Terms of Service Agreement, scroll to the bottom of the page and click "I Accept."
- Once you have successfully authenticated to RUWireless, you will be forwarded to the RUWireless home page.

At The Heldrich Hotel **ONLY ONE DEVICE PER GUEST******

- Choose The_Heldrich Network
- Once you open Internet Explorer, Google Chrome, etc. a splash page will show.
- Scroll down and click Password.
- Guests will receive the Username and Password at check-in.

Team Room Availability:

If you need a team room on Tuesday at the Livingston Student Center, please go to the conference information table. In Livingston Hall, we have reserved rooms 201 and 202 on the second floor.

NYC Show – Tootsie

Those of you who have pre-registered for the NYC show, Tootsie, please bring everything with you that you will need, on the morning of Tuesday, October 22, 2019. The bus to NYC will leave directly from the Livingston Student Center, 84 Joyce Kilmer Blvd., Piscataway, NJ at the conclusion of the conference.

Boxed Dinner for Tootsie show will be available for pick up at the back of Main Hall.

Parking

The Heldrich Hotel

Self-Parking at the Morris Street Parking Deck

Operated by the New Brunswick Parking Authority

Address: 70 New Street, New Brunswick, NJ 08901

Capacity: 824 spaces

Parking Rate by Hours:

0 to 1	\$3.00
1 to 2	\$6.00
2 to 3	\$8.00
3 to 4	\$10.00
4 to 5	\$11.00
5 to 6	\$12.00
6 to 7	\$13.00
7 to 8	\$14.00
8 to 9	\$16.00
9 to 10	\$16.00
10 to 11	\$17.00
11 to 12	\$18.00
12 to 13	\$19.00
13 to 24	\$20.00

Lost Ticket Fee: \$25.00 per day.

Machine Operated: Take ticket and pay at Paystation in Main Lobby BEFORE returning to vehicle.

Valet Parking at The Heldrich Hotel

Operated by the New Brunswick Parking Authority

Parking Rate by Hours:

0 to 3	\$10.00
3 to 8	\$15.00
8+	\$25.00 +++++

Overnight Parking: \$25.00 per day

Rutgers Business School

Livingston Campus Parking Lots

Visitors may enjoy complimentary parking without permits in the **Green Lot** and the **Yellow Lot** on Monday, 10/21 and Tuesday, 10/22. (See separate attachment for map of the Livingston campus.)

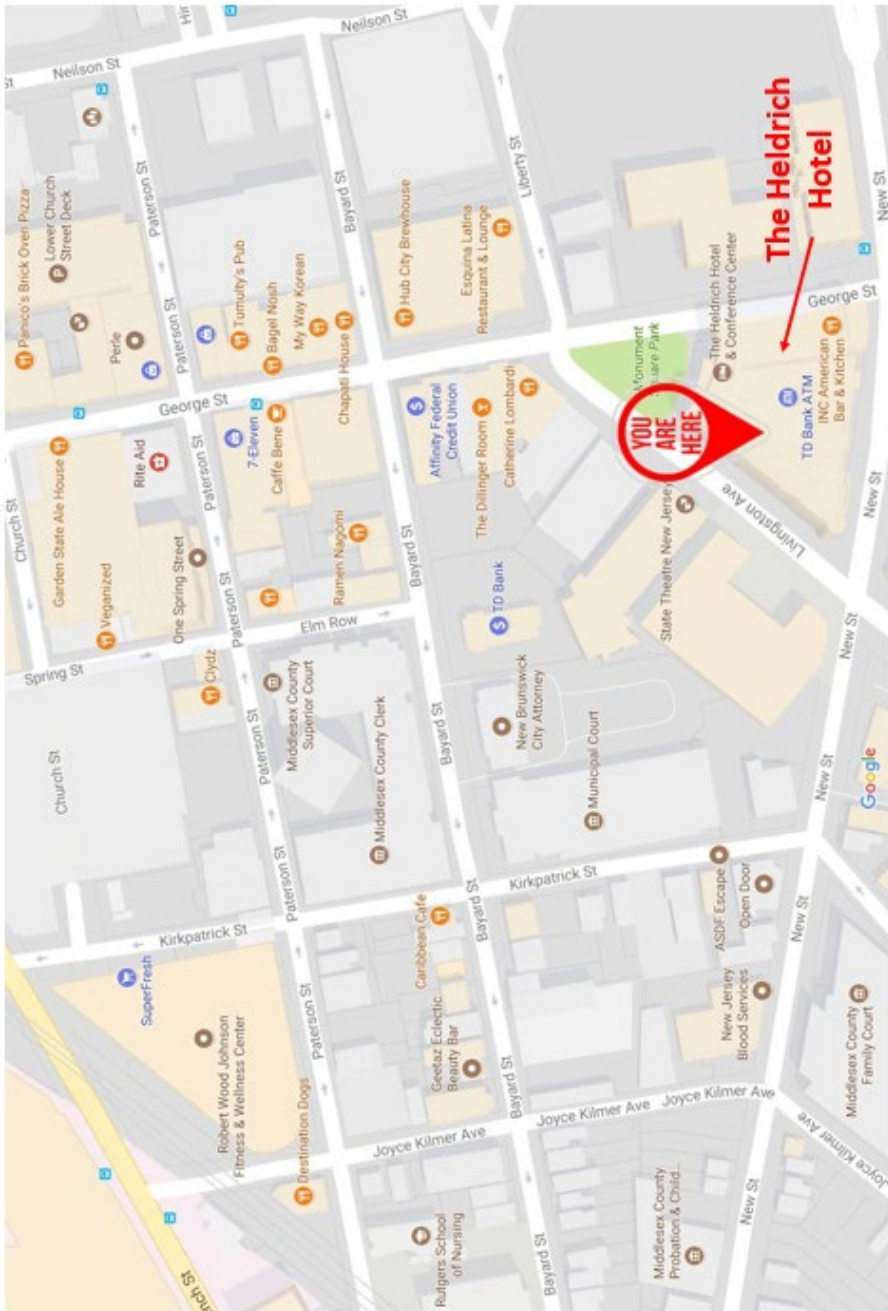
Other Means of Transportation

Uber/Lyft

AAA Car Service: 732-951-0111

Yellow taxis at the train station

Local Area Map



New Brunswick Area Dining

FINE DINING

The Frog & The Peach
9 Dennis St.
(732) 846-3216
frogandpeach.com

Stage Left
5 Livingston Ave.
(732) 828-4444
stageleft.com

Steakhouse 85
85 Church St.
(732) 247-8585
steakhouse85.com

ITALIAN

Due Mari
78 Albany St.
(732) 296-1600
duemarinj.com

Catherine Lombardi
3 Livingston Ave.
(732) 296-9463
catherinelombardi.com

Panico's Italian Restaurant
94 Church St.
(732) 545-6161

panicorestaurant.com

AROUND THE WORLD

Delta's
19 Dennis St.
(732) 249-1551
Southern Eatery
deltasrestaurant.com

Esquina Latina
25 Liberty St.
(732) 543-1630
Cuban/Latin American
esquinalatinarestuarant.com

Kasai
350 George St.
(732) 987-9440
Asian Fusion
kasairestaurant.com

Blackthorn
Restaurant & Irish
Pub
61 Church St.
(732) 745-4611
Irish Pub fare
blackthornpub.com

Veganized
1 Elm Row
(732) 342-7412
Vegetarian & Vegan
veganizedfoods.com

AMERICAN & AFTER HOURS

Harvest Moon
392 George St.
(732) 249-6666
Brewery
harvestmoonbrewery.com

Hub City Brewhouse
335 George St.
(732) 543-1804
Pub
hubcitybrewhouse.com

INC
302 George St.
(732) 640-0553
America
increstaurant.com

Old Man Rafferty's
106 Albany St.
(732) 846-6153
American
oldmanraffertys.com

Redd's Biergarten
5 Easton Ave.
(732) 246-6800
Pub
reddsnewbrunswick.com