Welcome to the Innovations in Undergraduate & Graduate Business Education (IUGBE) Conference at Rutgers Business School!

This will be our 6th Innovations in Business Education conference since we started in 2016, alternating annually between focusing on undergraduate and graduate business education. We paused the conference in 2020 due to the pandemic and hosted a virtual conference in 2021 that joined both undergraduate and graduate business education. We are continuing that trend for this year’s IUGBE conference.

We are happy to bring back many business school leaders who have joined our previous conferences where we exchanged innovative ideas from developing new curriculum, fostering more diversity and inclusion, to the impact of technology on teaching and learning, and the corporate perspective on developing future business leaders. We look forward to meeting new colleagues and learning from their unique experiences. It is through this spirit of collaboration that the theme for the 2023 conference was determined: United by Purpose.

Business schools are facing significant challenges as a result of disruptive economic, technological, social, and demographic changes in the landscape of higher education. We have many prominent academic and industry leaders joining us to tackle today’s most pressing issues. From ensuring our graduates have the necessary knowledge and skills to thrive in the global workforce of the future, to navigating the complexities of our own institutions, creating a truly diverse and inclusive community, and driving value to individuals, organizations and society, these complex topics and more will be explored in-depth during the conference.

Together, I know we are up for the challenge! Through innovative ideas and knowledge sharing, we can all help students realize their potential and deliver on the promise of a business education.

This program booklet provides schedule information, session descriptions, and general conference information to keep you organized throughout the event.

Thank you for joining us at the IUGBE Conference and for contributing to the advancement of innovative undergraduate and graduate business education. I look forward to seeing everyone and hope to meet each of you personally.

Enjoy the conference and your time at Rutgers!

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

MONDAY
OCTOBER 23, 2023

The Rutgers Club
85 Avenue E, Piscataway NJ 08854
2nd Floor

5:00 – 6:00 PM
Dean’s Report

Presenter
John Byrne
Founder & Editor-In-Chief
Poets&Quants

Join us for a special session before our Welcome reception. Poets&Quants CEO and Editor-In-Chief will discuss the state of graduate business education.

6:00 – 7:00 PM
Welcome Reception and Networking

TUESDAY
OCTOBER 24, 2023

Livingston Student Center
84 Joyce Kilmer Ave, Piscataway NJ 08854
Livingston Hall

8:00 – 9:00 AM
Breakfast

PANEL DISCUSSION
9:00 – 9:30 AM
Welcome Address

- Lei Lei
  Dean
  Rutgers Business School
  Rutgers University
- Prabhas Moghe
  Executive Vice President for Academic Affairs
  Rutgers University

9:30 – 10:30 AM
PANEL DISCUSSION

Panelists:
- Paul Almeida
  Dean
  McDonough School of Business
  Georgetown University
- Sharon Matusik
  Dean
  Stephen M. Ross School of Business
  University of Michigan
- Lillian Mills
  Dean
  McCombs School of Business
  The University of Texas at Austin
- Ann M. Olazábal
  Interim Dean
  Herbert Business School
  University of Miami
- Matthew Slaughter
  Dean
  Tuck School of Business
  Dartmouth College

Moderator
Anil Makhija
Dean
Fisher College of Business
The Ohio State University

This panel will discuss the dynamic nature of the business environment and the key challenges organizations face in today’s rapidly evolving landscape, including technological advancements, changing consumer behaviors, globalization, sustainability concerns, talent management, and regulatory shifts.

10:30 – 11:00 AM
Coffee Break
Sponsored by PSE&G

PANEL DISCUSSION
11:00 – 12:00 PM
Business Industry Panel on Job Skills of Future Leaders

The business industry panel will discuss innovative initiatives within their companies and the skills our graduates need to thrive in the global workforce of the future.

Moderator
Andrew Jack
Global Education Editor
Financial Times

- Sandy Balkin
  SVP Strategy and Analytics
  Royalty Pharma
- Keith Banks
  Vice Chair and Chief Investment Officer of the Pension and Benefits Plan
  Bank of America
- Thomas Bartlett
  President and CEO
  American Tower Corp.
- Gary Cohen
  CEO and Co-founder
  Maternal Newborn Health Innovations
- Jane Connell
  SVP and CIO
  Verizon
- Ashish Gupta
  Vice President – Global Supply Chain Strategy
  GSK
- Joe Moroney
  Partner
  Apollo Global Management Inc

QR Code:
Scan this QR code to see bios for all of IUGBE’s 2023 speakers.
12:00 – 1:00 PM
Lunch and Keynote Address
Sponsored by Salesforce and Hermann Total Distribution Service

The keynote address will discuss the importance of getting mission and economic alignment of stakeholders through ideal financial and governance models of our institutions, with special emphasis on the role of philanthropy in an increasingly polarized world. Financial and governance issues are especially important in educational institutions where there is no real owner of capital demanding a return on investment, which in turn is what can drive innovation and change in other parts of the economy.

**Introduction**
Vallabh Sambamurthy  
Dean  
Wisconsin School of Business  
University of Wisconsin

• Michael Knetter  
CEO  
University of Wisconsin Foundation

1:00 – 2:00 PM
Rethinking the Rankings: Call for a Paradigm Shift

Many have criticized business school rankings for a myriad of reasons, including reliability, methodology, and data collection. With the increased popularity and demand for specialized master’s programs, online degrees, and life-long learning isn’t it the time to rethink rankings in a broader way?

**Moderator**  
John Byrne  
Founder & Editor-In-Chief  
Poets&Quants

• Jeff Brown  
Dean  
Gies College of Business  
University of Illinois Urbana-Champaign

• Kathy Farrell  
Dean  
College of Business  
University of Nebraska-Lincoln

• Andrew Karolyi  
Dean  
Cornell SC Johnson College of Business  
Cornell University

• Amy Kristof-Brown  
Dean  
Tippie College of Business  
University of Iowa

2:00 – 2:15 PM
Coffee Break
Sponsored by GMAC

2:15 – 3:30 PM
CEO Council: Public, Private Partnerships & the Benefits

The CEO Council arose from meetings with Governor Murphy’s Restart and Recovery commission and was originally made up of the CEOs of BD, Campbell Soup, Johnson & Johnson, Merck, Prudential, PSEG, RWJBarnabas and Verizon. RBS Center for Supply Chain Management was asked to form a Procurement Center of Excellence to support the execution of this ambitious target.

**Moderator**  
John Impellizzeri  
Assistant Professor of Professional Practice & Director of Center for Supply Chain Management  
Rutgers Business School  
Rutgers University

• Len DeCandia  
Former Chief Procurement Officer  
Johnson & Johnson

• John Harmon, Sr.  
Founder, President and CEO  
The African American Chamber of Commerce of New Jersey

• Ralph LaRossa  
Chair, President and Chief Executive Officer  
Public Service Enterprise Group Inc. (PSEG)

• Candice M. Alfonso  
Chief Diversity Officer & Director  
NJ Office of Diversity & Inclusion

2:00 – 2:15 PM
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NJ Office of Diversity & Inclusion

4:00 PM
Board Bus to NYC

7:00 PM
Broadway Show: Hamilton
WEDNESDAY
OCTOBER 25, 2023
Heldrich Hotel Ballroom
10 Livingston Ave, New Brunswick NJ 08901
(866) 609-4700

8:00 – 9:00 AM
Breakfast and
Sponsor Presentations

KEYNOTE ADDRESS
9:00 – 10:00 AM
Diversity, Equity and Inclusion
How do we encourage a whole community (faculty, staff and students) to engage with DEI programs and initiatives? What are the responsibilities, challenges, opportunities, and best practices? Join a panel of experts who have an awareness and understanding of how to build a diverse and inclusive community.

Moderator
Joyce Russell
Dean Emeritus
Villanova School of Business
Villanova University

• Charles A. Brown
  Assistant Dean
  Office of Inclusion, Diversity, Equity, and Access (RBS IDEA Office)
  Rutgers Business School
  Rutgers University

• Parthiban David
  Dean
  Kogod School of Business
  American University

• Ash Soni
  Dean
  Kelley School of Business
  Indiana University

• Terrill L. Drake
  Chief Diversity, Equity & Inclusion Officer
  Harvard Business School
  Harvard University

• Dale Vander Wall
  Higher Education Industry Advisor
  Salesforce

CONCURRENT SESSION A
10:00 – 11:00 AM
Value Proposition
The panel will explore the ever-changing needs of the business world, overlay the current disruptors and examine the current and future opportunities for B-Schools to redefine their role in driving value to individuals, organizations and society.

Moderator
Alexander Triantis
Dean
Carey Business School
Johns Hopkins University

• Jenny Darroch
  Dean
  The Farmer School of Business
  Miami University, Ohio

• Gareth James
  Dean
  Goizueta Business School
  Emory University

• Paul Pavlou
  Dean
  C. T. Bauer College of Business
  University of Houston

• Simon Sheather
  Dean
  Gatton College of Business and Economics
  University of Kentucky

• GJ de Vreede
  Interim Dean
  Muma College of Business
  University of South Florida

11:00 – 11:15 AM
Coffee Break
Sponsored by Miles Education and Knack

CONCURRENT SESSION B
10:00 – 11:00 AM
AI in the Business Curriculum
This session will explore the integration of artificial intelligence (AI) within business education.

Moderator
Mark Anquillare
Former President & Chief Operating Officer
Verisk Analytics

• Bill Boulding
  Dean
  The Fuqua School of Business
  Duke University

• Jeff Brown
  Dean
  Gies College of Business
  University of Illinois Urbana-Champaign

• Jake Cohen
  Senior Associate Dean
  Sloan School of Management
  MIT

• Saby Mitra
  Dean
  Warrington College of Business
  University of Florida

• Ian Williamson
  Dean
  The Paul Merage School of Business
  University of California, Irvine

11:15 – 12:15 PM
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  Dean
  Warrington College of Business
  University of Florida

• Ian Williamson
  Dean
  The Paul Merage School of Business
  University of California, Irvine

Speaker Bios
Scan this QR code to see bios for all of IUGBE’s 2023 speakers.
CONCURRENT SESSION B
11:15 – 12:15 pm
Why Accreditation Matters
More Than Ever
AACSB passed new business accreditation standards in 2020. Panelists will provide examples of some of your most frequent questions and challenges.

Moderator
Stephanie Bryant
Global Chief Accreditation Officer
AACSB

• Michael Casson
Dean
College of Business
Delaware State University

• Kenneth Kahn
Dean
Strome College of Business
Old Dominion University

• Sylvia Maxfield
Dean
School of Business
Providence College

• Venkat Mummalaneni
Senior Associate Dean
School of Business
Virginia State University

• Deborah Spake
Dean
Ambassador Crawford College of Business and Entrepreneurship
Kent State University

• Anthony Wheeler
Dean
School of Business Administration
Widener University

12:15 – 12:30 pm
Closing Remarks and
Grab & Go Lunch

12:30 pm
Bus to Newark Airport
Meet in front of the Heldrich Hotel, 10 Livingston Ave, New Brunswick NJ.

WIFI@RUTGERS
1. Go to the list of available networks on your device and select RUWireless.

2. 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.

3. Read the Terms of Service Agreement, scroll to the bottom of the page and click I Accept.

4. Once you have successfully authenticated to RUWireless, you will be forwarded to the RUWireless home page.

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1. Choose The_Heldrich Network.

2. Click Join.
Rutgers Business School
Revolutionizing Curricula, Research, Teaching, and the Student Experience

Rutgers Business School adheres to the principles of academic excellence, cutting-edge research, and public service that have defined Rutgers, The State University of New Jersey for more than 250 years. We come from many diverse cultures, backgrounds, and perspectives, which collectively foster traits that reflect the essence of our brand. The 4 R’s are the pillars we stand on. We are fortified in our Resilience, creative in our Resourcefulness, empowered by our Responsibility and strategic in individual and collective Reinvention.

RESILIENT
In the face of challenges and difficult circumstances, we lead and persevere while adhering to our values.

RESOURCEFUL
We strategically resolve problems through creative, analytical, and innovative thinking. Our entrepreneurial mindset fuels our decisions.

RESPONSIBLE
We exercise ethical judgement and are accountable for our performance. We act with integrity and strive to make a positive impact in our communities.

REINVENT
Our passion to pursue new knowledge and skills through lifelong learning prepares us for transformative change.