



UNITED BY PURPOSE
OCTOBER 23-25, 2023



RUTGERS

Business School
Newark and New Brunswick

CONFERENCE LOCATIONS

Monday, 10/23

5:00 p.m. – 7:00 p.m.
The Rutgers Club
85 Avenue E, Piscataway NJ 08854

Tuesday, 10/24

7:30 a.m. – 3:30 p.m.
Livingston Student Center Concourse
84 Joyce Kilmer Ave, Piscataway NJ 08854

Wednesday, 10/25

8:00 a.m. – 12:30 p.m.
Heldrich Hotel
10 Livingston Ave, New Brunswick NJ 08901

SHUTTLE SCHEDULE

Monday, 10/23

Shuttle leaves Heldrich Hotel
to The Rutgers Club
4:15 p.m. for Bonus Session
5:15 p.m. for Cocktail Reception

Returns from The Rutgers Club
to the Heldrich Hotel
6:00 p.m.
7:00 p.m.

Tuesday, 10/24

Shuttles on a continuous loop
from Heldrich Hotel to
Livingston Student Center
7:30 a.m. – 8:45 a.m.
3:45 p.m. – 4:30 p.m.

Bus to New York City to see Hamilton
*Departs directly from conference center
with Grab & Go dinner*
4:00 p.m.

Bus to Heldrich Hotel for attendees
who are not seeing Hamilton
Includes Grab & Go dinner
4:00 p.m.

Wednesday, 10/25

Bus to Newark Airport
12:30 p.m.



United by Purpose: Student Success is Our Shared Success

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!

A handwritten signature in black ink, appearing to read 'Lei Lei'.

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



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

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



PANEL DISCUSSION

9:30 – 10:30 AM United by Purpose

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.

Moderator
Anil Makhija
Dean

Fisher College of Business
The Ohio State University

- **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

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 Cofounder
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



Speaker Bios

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

PANEL DISCUSSION**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

PANEL DISCUSSION**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

EVENING ENTERTAINMENT**4:00 PM****Board Bus to NYC****7:00 PM****Broadway Show: Hamilton****Speaker Bios**

Scan this QR code to see bios for all of IUGBE's 2023 speakers.

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 Keynote Address

An interactive discussion about innovation at the university level regarding our deep “why,” and how we can help students overcome cognitive obstacles so they may realize their true potential.

- **Rich Lyons**
*Associate Vice Chancellor for
Innovation and Entrepreneurship
UC Berkeley*

CONCURRENT SESSION A

10:00 – 11:00 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 B

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 A

11:15 – 12:15 PM 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



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.

@THE HELDRICH HOTEL

1. Choose **The_Heldrich** Network.
2. Click **Join**.



RUTGERS

Business School
Newark and New Brunswick

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.

2023 SPONSORS

