

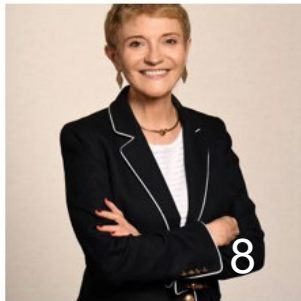
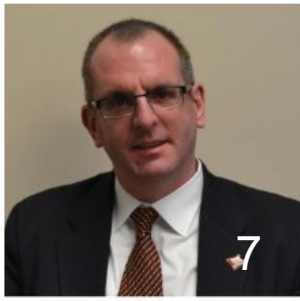
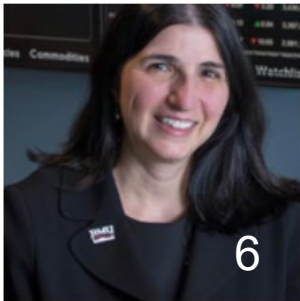
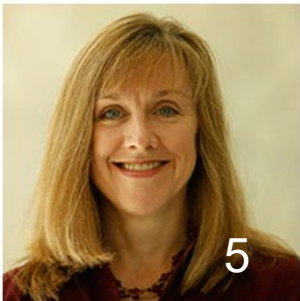
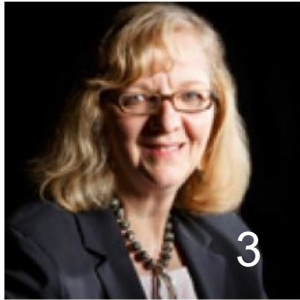
2019 CONFERENCE AGENDA

The 69th Annual MAACBA Conference October 20 – 22

Hosted by Rutgers Business School



Welcome Kickoff by MAACBA Board of Directors



1. MarySheila McDonald
2. Jayati Ghosh
3. Susan Holak
4. Murray Dalziel
5. Joyce Strawser
6. Michelle Patrick
7. Scott Miller
8. Susan Lehrman
9. Sharon Lydon
10. Vana Zervanos
11. Stephen P Schappe
12. Jennifer Maden

Perspectives on Establishing a Successful Company from a Pundit of Philanthropy, Entrepreneurship, and Social Impact



Nick Bayer
CEO and Founder
Saxbys

The PhD Project: A Model for Success

Moderator: **Jerome Williams**
Prudential Chair and Distinguished Professor of Marketing
Rutgers Business School



Dr. Helen Brown-Liburd
Faculty
Rutgers Business School



Dr. Nancy DiTomaso
*Professor of Management
and Global Business*
Rutgers Business School



Marie Zara
Director of Advancement
The PhD Project

The Future of Work is Now: Insights for Business School Leaders from Purina's Chief HR Officer



Steve Degnan
Chief HR Officer
Nestle Purina

Concurrent Sessions 1:30 – 2:30 pm

Session A: Using Personalized Video to Enhance Recruiting

Session B: Executive Mentorship for Students –
Establishing a Formal Program

Session C: Experiential Programming that Engages Students,
Alumni, Parents and Employers

Concurrent Sessions 1:30 – 2:30 pm

Session A: Using Personalized Video to Enhance Recruiting



Cathy Toner
Assistant Dean
Villanova School of Business



Bill Haley
President
Allied Pixel

Concurrent Sessions 1:30 – 2:30 pm

**Session B: Executive Mentorship for Students –
Establishing a Formal Program**



Irene Scruton
Assistant Dean
& Director of MBA Programs
School of Business SUNY Oswego



Jacqueline Wilbur
Adjunct Instructor
SUNY Oswego

Concurrent Sessions 1:30 – 2:30 pm

Session C: Experiential Programming that Engages Students,
Alumni, Parents and Employers



Missy Gutkowski

Director of Experiential Programs
Freeman College of Management
Bucknell University

Concurrent Sessions 2:45 – 3:30 pm

Sponsor Presentations

Session A: The State of GME Today
(Graduate Management Education)

Session B: Designing Your Institution for
Stakeholder Relevance

Concurrent Sessions 2:45 – 3:30 pm: Sponsor Presentations

Session A: The State of GME Today
(Graduate Management Education)



Robert Ruiz

Vice President

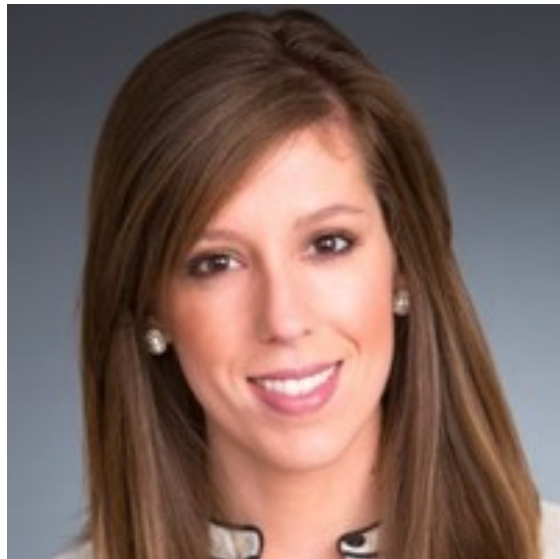
Strategic Enrollment at Liaison / Business CAS

Concurrent Sessions 2:45 – 3:30 pm: Sponsor Presentations
**Session B: Designing Your Institution for
Stakeholder Relevance**



Tim Westerbeck
President
Eduvantis

AACSB Accreditation: Turning the Corner with the 2020 Business Standards



Rachel Dixon-Zudar
Manager, Accreditation Services
AACSB International



Joyce Strawser
Dean
Seton Hall University

Final Day Kickoff by MAACBA Board of Directors Conference Welcome by Lei Lei, Dean, Rutgers Business School



Lei Lei
Dean
Rutgers Business School

**Innovations in
Undergraduate
Business Education**



Insights from the World's Oldest Collegiate School of Business



Geoffrey Garrett

Dean

Wharton School of Business
University of Pennsylvania

Innovations in Undergraduate Business Education



Preparing Students to Lead in the 4th Industrial Revolution: Signature Experiences

Moderator: Marty Markowitz, Sr. Assoc. Dean, Rutgers Business School



Donna Rapaccioli,
Dean
Gabelli School of
Business,
Fordham University



Ann M. Olazábal
Vice Dean
Undergraduate Business
Education,
University of Miami



Patricia Grant
Sr. Associate Dean
McDonough School of
Business,
Georgetown University



Burak Cakmak
Dean
Parsons School
of Fashion



Charles Whiteman
Dean
College of Business
Penn State University



Deborah Merrill-Sands
Dean
Paul College of Business,
University of
New Hampshire

AACSB Annual Update

Learn the latest news coming from AACSB International, including follow-up discussions regarding the proposed 2020 Accreditation Standards.

Concurrent Sessions 12:15 – 1:00 pm

Session A: Undergraduate Focus

Authenticity & Intercultural Competency:
Embracing Diversity, Equity & Inclusion (DEI) in
the Undergraduate Classroom

Session B: Graduate Focus

Do or Die: Creatively Integrating Technology
within Curricular and Co-Curricular Activities

Concurrent Sessions ~ Session A: Undergraduate Focus
Authenticity & Intercultural Competency: Embracing Diversity,
Equity & Inclusion (DEI) in the Undergraduate Classroom



Janée N. Burkhalter, Ph.D.
*Associate Professor of Marketing & Faculty Liaison,
Inclusion & Diversity
Saint Joseph's University*

Concurrent Sessions ~ Session B: Graduate Focus

Do or Die: Creatively Integrating Technology within Curricular and Co-Curricular Activities



Sharon R. Lydon, Ph.D.
Associate Dean, MBA Programs
Rutgers Business School-Newark



Lynn Letukas, Ph.D.
Director, Global Academic Programs
SAS Education

Lunch and MAACBA Annual Meeting by MAACBA Board of Directors

1. Kickoff
2. Innovation in Teaching Awards
3. Beta Gamma Sigma
4. Treasurer's Report
5. Last Year's Meeting Minutes approval
6. Vote on proposed 2020 Board members
7. Hospitality Resolution
8. Introduce new President
9. Thank current year President
10. New/Old Business, Wrap Up and Final Farewell

On behalf of Dean Lei Lei and everyone at
Rutgers Business School, thank you for participating in
the 69th Annual MAACBA Conference.
You bring MAACBA to life.

