



2018 CONFERENCE



Hosted by



WILLIAM G. ROHRER
COLLEGE OF BUSINESS

GENERAL INFORMATION

Check-in Information

Sunday, October 7

3:00 pm – 5:00 pm

Business Hall, Home of the William G. Rohrer
College of Business, Rowan University

Monday, October 8

7:30 am – 1:00 pm

Rowan University's Eynon Ballroom located in
the Chamberlain Student Center

Tuesday, October 9

7:30 am – 1:30 pm

Business Hall, Home of the William G. Rohrer
College of Business, Rowan University

Conference Location

**William G. Rohrer College of Business
at Rowan University**

201 Mullica Hill Road, Glassboro, NJ 08028

Courtyard by Marriott

Glassboro, Rowan University

Shuttle Schedule

Sunday

Continuous loop from

Courtyard by Marriott to Business Hall

3:00 pm – 8:30 pm

Monday

Continuous loop from

Courtyard by Marriott to Chamberlain Student Center

6:45 am – 9:00 am

4:00 pm – 9:00 pm

Tuesday

Continuous loop from

Courtyard by Marriott to Business Hall

6:45 am – 9:00 am

12:00 pm – 2:30 pm



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A NOTE FROM OUR HOST

Dear MAACBA Attendees, Sponsors, Speakers, and Friends of Rowan University,

On behalf of Rowan University and the Rohrer College of Business, welcome to South Jersey for the 68th Annual MAACBA Conference. This year's program focuses on innovation, collaboration, and partnerships in business education. We've made sure to add plenty of opportunities for networking and exchanging ideas, and we encourage you to stroll the beautiful Rowan campus while you're here, soaking up the ambiance of the Garden State with Philadelphia just a short drive away.

This year's conference includes sessions covering topics ranging from the changing landscape of higher education as viewed through the eyes of four college presidents, tips for creating a robust entrepreneurial community across your campus, diversity and inclusion—how to achieve it and why it's important—preparing the Generation Z for the workforce, and so much more. We're particularly pleased to welcome President, Auntie Anne's Pretzels, Heather Neary, who will share her inspiring story during Monday's luncheon.

The Rohrer College of Business is gratified to host this year's Annual MAACBA Conference and hope you will take the opportunity to explore our state-of-the-art building that opened in January of 2017. In accordance with MAACBA's mission, and with the collaboration of the board and many others, we're confident that you will find this year's conference full of exceptional panels, keynote speakers, and various other sessions covering content that is as current and relevant as it is forward thinking and innovative. This program booklet includes detailed session descriptions and general conference information to keep you organized throughout the event.

Thank you for participating in the conference and for your dedication to MAACBA.

Enjoy the conference and your stay in South Jersey!

Warm Regards,



Dr. Sue Lehrman
2018 MAACBA Conference Host
Dean
Rohrer College of Business
Rowan University



Jennifer Maden
2018 MAACBA Conference Host
Assistant Dean for Graduate Studies
Rohrer College of Business
Rowan University

WELCOME FROM THE PRESIDENT OF MAACBA

Dear Colleagues,



Welcome to the 2018 MAACBA Conference hosted by the William G. Rohrer College of Business at Rowan University. Our annual conference provides an excellent opportunity for business leaders and faculty to network, exchange ideas, and share insights.

The conference begins Sunday afternoon with an AACSB Accreditation Volunteer Training session for those interested in serving as accreditation volunteers, followed by an evening networking reception at the Rohrer College of Business's new facility, Business Hall.

Our first conference plenary session features university presidents addressing the changing landscape of higher education, and at the second plenary session, a panel of business faculty will discuss how to facilitate interdisciplinary entrepreneurship education. The speaker for our third plenary is Dr. Brandi Baldwin-Rana, Founder and CEO of Millennial Ventures, and Monday's luncheon keynote speaker is Heather Neary, President of Auntie Anne's Pretzels. There will also be a number of concurrent sessions on best practices and challenges facing business and education leaders.

I'm grateful to our conference host, Dean Susan Lehrman of the Rohrer College of Business, for overseeing and organizing this wonderful event. I'd also like to thank Assistant Dean Jen Maden; she serves as the MAACBA Annual Conference Chair, and she has been a tremendous resource bringing the program and conference together. I appreciate the generosity of our sponsors and others who have provided financial support to ensure the success of our annual meeting.








I want to thank my fellow MAACBA Board of Director colleagues for their input to the conference program and for their efforts throughout the year supporting MAACBA's mission.

Thank you for attending, and enjoy the conference and your stay in Glassboro.

A handwritten signature in dark ink, appearing to read 'Stephen P. Schappe', with a long horizontal line extending to the right.

Stephen P. Schappe, Ph.D.
Director
School of Business Administration
Penn State Harrisburg
2018 MAACBA President

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Campus Map

inside back cover

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Peregrine Academics peregrineacademics.com

Wharton Research Data Services whartonwrds.com




AGENDA AT-A-GLANCE



Sunday, October 7

- 3:00 – 5:00 pm** **Conference Check-in** Business Hall, Rohrer College of Business, Rowan University
- 1:00 – 5:00 pm** **AACSB Accreditation Volunteer Training** Business Hall, Room 101
- 3:00 – 4:00 pm** **MAACBA Board of Director's Meeting** Business Hall, Room 427
- 4:00 – 5:00 pm** **First Time Attendees Reception** Business Hall, Room 209
- 5:00 – 7:30 pm** **Cocktail Welcome Reception** Business Hall Atrium

Monday, October 8

- 7:30 – 1:00 pm** **Conference Check-in** Rowan University Campus, Chamberlain Student Center
- 7:30 – 8:30 am**  **Continental Breakfast** Chamberlain Student Center, Eynon Ballroom
- 8:30 – 8:45 am** **Welcome Kickoff** Chamberlain Student Center, Eynon Ballroom
- 8:45 – 10:15 am** **Plenary Session 1: The Changing Landscape of Higher Education: Perspectives from Four University Leaders** Chamberlain Student Center, Eynon Ballroom
- 10:15 – 10:45 am**  **Morning Break with Refreshments** Chamberlain Student Center, Eynon Ballroom
- 10:45 – 12:15 pm** **Plenary Session 2: Entrepreneurship Across the Campus: A Design Process Approach to Silo Busting** Chamberlain Student Center, Eynon Ballroom
- 12:30 – 2:00 pm**  **Lunch & Keynote Address** Chamberlain Student Center, Eynon Ballroom



Keynote Speaker

Heather Neary, President, Auntie Anne's

People First to Accelerate Growth in a Tech-Focused World

2:15 – 3:15 pm	Concurrent Sessions
	Session A: Best Practices for Establishing Business School Professional Development/Career Centers Chamberlain Student Center, Room 144 Session B: Why Diversifying Matters and How to Achieve it Chamberlain Student Center, Eynon Ballroom
3:15 – 3:30 pm	 Afternoon Break with Refreshments Chamberlain Student Center, Eynon Ballroom
3:30 – 4:30 pm	Concurrent Sessions: Panel Discussions
	Session A: Business Schools in the Age of Disruption, Part II: Effective Practices for Surviving and Thriving Chamberlain Student Center, Eynon Ballroom Session B: Navigating Today's GME Landscape: The Investments You Make, the Challenges You Face and the Outcomes You Expect Chamberlain Student Center, Room 144
5:00 – 6:00 pm	Cocktail Reception Chamberlain Student Center, Eynon Ballroom
6:00 – 8:00 pm	 Dinner Chamberlain Student Center, Eynon Ballroom

Tuesday, October 9

7:30 – 8:30 am	 Continental Breakfast Rowan University, Business Hall Atrium
8:00 – 9:00 am	AACSB International Business Hall, Business Center
9:15 – 10:15 am	Plenary Session 3: Engaging and Preparing Millennials for the Workplace of the Future Business Hall, Business Center
10:15 – 10:45 am	 Morning Break with Refreshments Business Hall Atrium
10:45 – 11:45 am	Concurrent Sessions Business Hall, Business Center and Center for Innovation and Entrepreneurship Session A: Undergraduate Session Business Hall, Center for Innovation and Entrepreneurship Session B: Graduate Session Business Hall, Business Center
12:00 – 1:30 pm	 Lunch and MAACBA Annual Meeting Business Hall, Business Center

CONFERENCE AGENDA



Sunday, October 7

3:00 – 5:00 pm

Conference Check-in Business Hall, Rohrer College of Business, Rowan University

1:00 – 5:00 pm

AACSB Accreditation Volunteer Training Business Hall, Room 101

Volunteer training is for individuals who are interested in assisting AACSB in its accreditation work by serving as a mentor, peer review team member, and/or accreditation committee member. The training provides an overview of the different volunteer responsibilities, addresses the philosophies behind the accreditation standards, and provides a detailed description of the accreditation process.

Workshop Leaders:

- **Stephanie Bryant**, Executive Vice President and Chief Accreditation Officer, AACSB
- **Michael Wiemer**, Senior Vice President and Chief Officer, Americas, AACSB

3:00 – 4:00 pm

MAACBA Board of Director's Meeting Business Hall, Room 427

4:00 – 5:00 pm

First Time Attendees Reception Business Hall, Room 209

5:00 – 7:30 pm



Cocktail Welcome Reception Rohrer College of Business, Business Hall, Business Center

Monday, October 8

7:30 – 1:00 pm

Conference Check-in Rowan University Campus, Chamberlain Student Center

7:30 – 8:30 am



Continental Breakfast Chamberlain Student Center, Eynon Ballroom

8:30 – 8:45 am

Welcome Kickoff Chamberlain Student Center, Eynon Ballroom

8:45 – 10:15 am

Plenary Session 1: The Changing Landscape of Higher Education: Perspectives from Four University Leaders Chamberlain Student Center, Eynon Ballroom

Four experienced and respected higher education leaders, representing public/private and small/larger institutions, will come together in this dynamic panel discussion to share their thoughts on a range of topics including Gen Z student learners, technological change, higher education policy in an age of polarization, access and affordability, first amendment rights on campus, public/private partnerships, and more. In addition to addressing current and predicted macro-level challenges to higher education, panelists will share institution-specific strategies for addressing change and creating opportunities.

Moderator:

- **Michael Klein**, Interim Executive Director of the William J. Hughes Center for Public Policy at Stockton University

Panelists:

- **President Ali Houshmand**, Rowan University
- **President Kim Schatzel**, Towson University
- **President Clifton M. Smart**, Missouri State University
- **President Julie Wollman**, Widener University

10:15 – 10:45 am



Morning Break with Refreshments

10:45 – 12:15 pm

Plenary Session 2: Entrepreneurship Across the Campus: A Design Process

Approach to Silo Busting Chamberlain Student Center, Eynon Ballroom Side A

Campus entrepreneurship leaders will guide us through a design-thinking process to (1) map campus entrepreneurship education ecosystems through expert input and personal stories, (2) identify the key actors and their needs within that ecosystem, (3) convert these needs into opportunities, and (4) frame those opportunities in terms of action steps to facilitate interdisciplinary entrepreneurship education within and between our institutions. The outcomes of this session will be translated into a call to action and disseminated widely following the conference.

Facilitators:

- **Cesar Bandera**, New Jersey Institute of Technology
- **Dean William Lamb**, Iona College
- **Dr. Eric Liguori**, Rowan University
- **Dean Jo-Ann Rolle**, Medgar Evers College, CUNY

12:30 – 2:00 pm



Lunch Chamberlain Student Center, Eynon Ballroom Side A



Keynote Speaker –

People First to Accelerate Growth in a Tech-Focused World

Speaker: Heather Neary, President, Auntie Anne's

Auntie Anne's was founded on the premise of giving back to others. Learn how the company excels by continuing to honor its founding principles, focusing on people, philanthropy and culture. Auntie Anne's is the world's largest franchisor of soft pretzels and has successfully grown by maintaining a focus on its core values and doing the right things for the right reasons. In a world of technology, AI and less "face" time, Auntie Anne's is focused squarely on the fundamentals of "People First" to keep the iconic brand thriving in an increasingly competitive marketplace.

2:15 – 3:15 pm

Concurrent Sessions:

Session A: Best Practices for Establishing Business School Professional Development/Career Centers

Chamberlain Student Center, Room 144

Hear from a panel of career service professionals who have been instrumental in the establishment of business school embedded Professional Development/Career Centers with services, events, and employer engagement tailored to the needs of business students and the business community. Panelists will discuss the inception and growth of their centers, how they are working to build a "career culture" in their schools, and the unique models and best practices they have utilized.

Panelists represent centers ranging in size from one to twelve staff members.

Moderator: Jill Gugino Panté, University of Delaware

Panelists:

- **Lisa M. DeLuca**, Drexel University
- **Megan Panaccio**, Temple University
- **Amie Ryno**, Rowan University
- **Brenda Stover**, Villanova University

Session B: Why Diversifying Matters and How to Achieve it
Chamberlain Student Center, Eynon Ballroom Side B

Since 1994, The PhD Project has increased the number of African-American, Hispanic-American, and Native American business faculty from just 294 to over 1,500 today, creating role models and mentors for minority business students while dispelling stereotypes. Join us to discuss why—now more than ever—this is critical. And, what you can be doing on your campus to foster diversity.

Facilitator: Miles Davis, President, Linfield College

Panelists:

- **Oscar Holmes, IV**, Director of Access & Outreach, Rutgers University
- **Jerome Williams**, Provost, Rutgers University

3:15 – 3:30 pm



Afternoon Break with Refreshments Chamberlain Student Center, Ballroom

3:30 – 4:30 pm

Concurrent Sessions:

Session A: Business Schools in the Age of Disruption, Part II: Effective Practices for Surviving and Thriving

Chamberlain Student Center, Eynon Ballroom Side B

Strategically Right-Sizing Your Program Portfolio

Is your program portfolio too big—perhaps on overload? Are some programs performing better than others? Can you afford to run them all sustainably? How do you decide what to do and the basis for doing so? Tim Westerbeck, President of Eduvantis, will provide insightful analysis of this challenge, based on the firm's work with more than 60 business schools. Data from a survey conducted of MAACBA members on this topic prior to the conference will also be presented. The presentation focus will be on essential steps your institution can take to answer these critical questions with confidence.

- **Tim Westerbeck**, President, Eduvantis

Session B: Navigating Today's Graduate Management Education (GME) Landscape: The Investments You Make, the Challenges You Face and the Outcomes You Expect

Chamberlain Student Center, Eynon Ballroom Room 144

Join this interactive, simulated priority-setting session to share your own enrollment strategies and learn from those of your peers. The agenda will include:

- Prioritizing social responsibility in the MBA curriculum.
- Increasing applicant pool diversity despite uncertain international program interest.
- Demonstrating the ROI of your program.
- Leveraging technology to do more with less.
- Harnessing the benefits of globalization to benefit your students, programs and GME overall.

• **Robert Ruiz** and **Bob Alig**, BusinessCAS by Liaison

5:00 – 6:00 pm



Cocktail Reception Student Center, Eynon Ballroom Lobby

5:00 – 7:00 pm



Dinner Chamberlain Student Center, Eynon Ballroom Side B

Tuesday, October 9

7:30 – 10:00 am

Conference Check-in Business Hall

7:30 – 8:30 am



Continental Breakfast Business Hall Atrium

8:00 – 9:00 am

AACSB International Business Hall, Business Center

AACSB's Executive Vice President and Chief Accreditation Officer, and Senior Vice President and Chief Officer Americas, will provide a joint update with the latest news including Business Accreditation Task Force (BATF). The purpose of the BATF is to examine both the processes around AACSB business accreditation, and the standards themselves, with a goal of supporting the primary strategic objective for AACSB accreditation to "be recognized worldwide as the premier mission-driven accreditation for business education, employing a peer review and principles-based methodology that leverages technology to streamline the accreditation process." The task force will seek input from around the world regarding what improvements to the current standards and processes AACSB should consider implementing. The goal is for the new standards to be voted on by the Accreditation Council at ICAM 2020 (AACSB's International Conference and Annual Meeting).

- **Stephanie M. Bryant**, Ph.D., Executive Vice President and Chief Accreditation Officer, AACSB
- **Michael D. Wiemer**, MBA, Senior Vice President and Chief Officer Americas, AACSB

9:15 – 10:15am

Plenary Session 3: Engaging and Preparing Millennials for the Workplace of the Future Business Hall, Business Center

Dr. Brandi, a Leadership Psychologist and serial entrepreneur, will share her philosophy on millennial engagement and leadership development, and a concept that she calls “career freedom”. Dr. Brandi has been tapped by organizations like Comcast, Discover, and the Federal Government to provide her unconventional insights on creating inclusive workplaces, attracting and retaining millennial talent, teaching HR leaders to think like business leaders, and much more. She looks forward to both sharing her thoughts and engaging in a dialog with the audience.

- **Dr. Brandi Baldwin-Rana**, Founder and CEO, Millennial Ventures

10:15 – 10:45 am



Morning Break with Refreshments Business Hall Atrium

10:45 – 11:45 am

Concurrent Sessions:

Session A: Undergraduate Session Business Hall, Center for Innovation and Entrepreneurship, Room 209

Through the use of peer tutors, the Excel Tutoring Program has proven effective in increasing Excel competencies of freshmen business students at the Haub School. This scalable and cost-effective way to teach the basics of Excel has not only enhanced students’ proficiency, but the program has also expanded the use of Excel throughout the business curriculum.

- **Gregory Tanzola**, Excel Peer Tutoring Program

Session B: Graduate Session Business Hall, Business Center

According to AACSB, there are 269 accredited online MBA programs. We all know that our busy graduate students want the flexibility of delivery methods with online, hybrid and in-person classes. More and more of our MBA programs are offering online courses and fully online programs in a saturated market. What are the pros and cons of offering an in-house MBA Program? What are the types of outsourcing learning platforms available? The panel will discuss challenges and solutions for in-house online graduate programs and outsourcing learning platforms. Come with your questions about online graduate programs and our panel will provide guidance based on their knowledge and vast experience within the online space.

Moderator: Sharon Lydon, Associate Dean and Executive Director of MBA Programs at Rutgers Business Schools

Panelists:

- **Michael Ciocco**, Director of Rowan Online, Rowan University
- **Dr. Janet M. Duck**, Assistant Professor of Management for Pennsylvania State University and the Faculty Director for the Online MBA (Smeal)
- **Elizabeth Rosini**, Associate Dean for Graduate and Continuing Education, Feliciano School of Business
- **Dr. David M. Setley**, Eugene C. Fish Endowed Professor of Business Director, Master of Business Administration, Lebanon Valley College

12:00 – 1:30 pm



Lunch and MAACBA Annual Meeting Business Hall, Business Center

- Teaching Award presentation
- Beta Gamma Sigma Awards and annual meeting
- Vote on new members, minutes, jovial poem dedication, thank current year president
- Wrap up and final farewell
- Lunch served

PRESENTERS &

BOARD MEMBERS



Brandi Baldwin-Rana

Founder and CEO
Millennial Ventures Holding Company



Brandi Baldwin-Rana, PhD, is the founder and CEO of Millennial Ventures Holdings, the parent company to a portfolio of brands comprised of YouAdvise.Me, Leader-ish Media, the Center for Millennial Engagement, and Jump Button Studio. Baldwin-Rana completed her doctoral degree in Educational Leadership & Policy before the age of thirty and published her first book, “Put in Work”, one year later. Baldwin-Rana speaks at over 30 corporations and conferences annually, with companies like Discover and Comcast inviting her to share her unconventional insights on millennial employee engagement, entrepreneurship, leadership, and business. She was named as one of Philadelphia’s Most Influential African Americans Under 40 by the *Philadelphia Tribune* in 2017. Her insights can be found on Huffington Post, Medium.com, and an array of local and national media outlets. Although her professional pursuits may appear impressive, Baldwin-Rana remains humble thanks to her husband and two small children who know her as nothing more than “mom.”

Cesar Bandera

Assistant Professor of Entrepreneurship, Martin Tuchman School of Management
New Jersey Institute of Technology



Cesar Bandera, PhD, is Associate Professor of Entrepreneurship at the Martin Tuchman School of Management of the New Jersey Institute of Technology. His research interests include cross-cultural entrepreneurship education, knowledge management within entrepreneurial ecosystems, and the incubation of innovation-driven ventures. He is also a serial entrepreneur in the industry of mHealth (use of mobile devices in medical care).

Bandera received his PhD in Electrical and Computer Engineering from the University at Buffalo, NY. His work has yielded the NASA Space Act award, Small Business of the Year Nominations from the US Department of Defense, four patents, book chapters, and publications in research journals. Bandera is Program Director of the Academy of the International Council for Small Business, Associate Editor of the Journal of Translational Engineering in Health and Medicine, and Senior Member of the Institute of Electrical and Electronics Engineers.

Stephanie Bryant

EVP and Chief Accreditation Officer
AACSB



Stephanie Bryant, PhD, is a part of AACSB's executive leadership team. She provides vision, leadership, and oversight of AACSB's accreditation-related services, including the coordination of nearly 550 volunteers from business schools and business who play an essential role in helping schools achieve their mission through accreditation. As an established thought leader, Bryant acts as spokesperson and advocate for the advancement of quality business and accounting education. She engages business stakeholders to help business schools prepare future leaders with the right skills and mindset to lead in a changing, diverse and global world. Before joining AACSB in 2017, Bryant served as dean of the College of Business at Missouri State University. Under her leadership, the AACSB-accredited school rose to become the 34th largest college of business in the United States. During her tenure, enrollment grew by 890 students to 5,500 students, making it one of the largest colleges of business at any public university in the central Midwest.

Her area of academic specialty is Information Technology Security and Control, and she has co-authored two textbooks along with more than 30 academic articles. She is actively involved in civic and community activities, including membership in Beta Alpha Psi.

Michael Ciocco

Director of Rowan Online
Rowan University



Since 2007, Michael Ciocco has served as the Director of Rowan Online, a department within the Division of Rowan Global Learning & Partnerships of Rowan University. He participates in online program development and is responsible for program instructional design, technology, and support services. Today, Rowan Online is vitally responsible for the delivery of over 49 online academic degree programs and certificates, and services over 10,000 students annually across the university. Michael earned an MS in Electrical and Computer Engineering from Rowan University in 2002.

Murray M. Dalziel

Dean, Merrick School of Business
University of Baltimore



Murray Dalziel, PhD, is the 12th Dean of the University of Baltimore's Merrick School of Business. He is an academic thought leader, longtime business developer, and adviser to senior executives in a number of top global companies, particularly in the U.S. and Europe. He frequently coaches and advises senior executives, and is active in advising and investing in early-stage businesses. His expertise is in Organizational Behavior, Human Resource Management, and Global Business Strategy. Dalziel takes pride in developing business and the people to deliver it. In his previous role as dean of the University of Liverpool's Management School, he led the team that obtained AACSB accreditation.



Miles K. Davis

President
Linfield College

The 20th president of Linfield College, Miles Davis has a PhD in Human and Organizational Sciences from George Washington University, an MA in Human Resource Development from Bowie State University, and a BA in communications from Duquesne University. He was the inaugural chair of the management science department at the Harry F. Byrd Jr. School of Business at Shenandoah University, and became the founding director of its Institute for Entrepreneurship.

Davis is an authority on entrepreneurship whose most recent work focuses on integrity, values and principles in the business world, as well as faith-based entrepreneurship. He helps organizations manage cultural and structural changes, strategic planning, leadership development and strategic growth initiatives.

He is a member of the Society of Leadership Fellows at St. George's House, an organization based out of Windsor Castle in England that brings together world leaders in a variety of fields to analyze contemporary issues. Davis is also the first college president to come out of The PhD Project, a network that helps members of underrepresented communities attain doctorates and become leaders in higher education.

Lisa DeLuca

Director, Deborah and Dominic Caruso Undergraduate Services Office
at the LeBow College of Business
Drexel University



Lisa DeLuca has been at Drexel University for 14 years, serving as an Executive Recruiter before founding the Deborah and Dominic Caruso Undergraduate Services Center in 2005. She has a BS in Business Administration, major in Accounting, from LaSalle University, having graduated summa cum laude. She began her career in public accounting at Arthur Andersen, at which time she earned her CPA license.

As part of her role in Undergraduate Career Services, DeLuca co-created a career management capstone course for LeBow seniors in 2007 and has continued to manage all aspects of this capstone, including creating course materials, hiring and training adjunct faculty, and teaching sections of this course. DeLuca was recently a co-winner of the 2018 Drexel University Assessment Award.

Janet M. Duck



Assistant Professor of Management and Faculty Director
for the Online MBA at the Smeal College of Business
Pennsylvania State University

Janet Duck earned her PhD in Workforce Development from Pennsylvania State University, and an MBA from Lebanon Valley College. Her teaching and research focus on change management, the impact of collaborative teaching models, group development in online teaching, and the influence of team formation models on enhanced team performance. She has over 16 years experience teaching in online environments and over 15 years of industry experience with change management expertise in domestic and international markets. Duck was awarded the Outstanding Online MBA Faculty in 2007-2009, 2011-2015.

Jayati Ghosh



Dean, School of Business Administration
Widener University

Jayati Ghosh, PhD, assumed her position at Widener in July 2016. Prior to that, she served as Associate Dean of the Barowsky School of Business at Dominican of California.

Ghosh joined the faculty at Dominican University in 2002 and served first as director of the Honors Program, then as director of the Faculty Development Program. She also served as founding executive director of the university's Office of Internationalization and Global Education, now the Global Education Office. Recognizing the need to prepare students for a global environment, she successfully led the university's efforts to establish programs for incoming international students and secure authorization to sponsor student and faculty exchanges.

As Associate Dean, Ghosh took the lead on accreditation, curriculum redesign and assessment initiatives. She represented the school at the Aspen Institute's Undergraduate Business Education Consortium, designed to promote liberal arts education in professional programs. She also participated in the White House Convening of Business School Deans and the Business Community on Expanding Opportunities for Women in Business as part of her commitment to recruit and retain diverse faculty, staff and students. Ghosh also taught courses at Dominican on cross-cultural management, business environments in Asia, business communications and globalization. Her research interests include economic development, health issues in Africa and Asia and small and medium enterprises in BRIC economies. Her research projects have involved students, and many are interdisciplinary, involving faculty from education, nursing, occupational therapy and the sciences.



Susan L. Holak

Dean, School of Business
College of Staten Island (CUNY)

Susan Holak, PhD, has served as the Founding Dean of the School of Business at the College of Staten Island (CUNY) since its inception in 2013. She leads four academic departments, more than 100 full- and part-time staff, and over 2,000 students in associate, baccalaureate, and graduate level programs. Holak has supported the development of undergraduate and graduate curricula in areas including business data analytics, information systems and informatics, sports management, and healthcare management. She was the catalyst for the construction of the Con Edison Trading Room, a brand-new learning venue.

Holak holds faculty rank as a professor of Marketing and served as Area Chair for that discipline. She has taught hundreds of students and has also published widely in respected international journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Letters*, *Journal of Product Innovation Management*, *Journal of Retailing*, *Journal of Business Research*, and *Consumption Markets and Culture*. Prior to assuming the dean's position, Holak served as Director of the Macaulay Honors College at CSI, and as the college's associate provost for institutional effectiveness.

Holak earned a BS in Economics (Magna Cum Laude) from Wharton, where she was named to Beta Gamma Sigma. She has received an MPhil and PhD in Business from Columbia University. Holak attended the HERS Program (Bryn Mawr) in 2008 and completed the SCUP Planning Institute Certificate.

Oscar Holmes IV

Assistant Professor of Management, Director of Access Outreach in Business Education
Rutgers School of Business-Camden



In his role as professor, Oscar Holmes, PhD, teaches executive education, graduate, and undergraduate courses in Leadership, Organizational Behavior, Negotiation, and Crisis Management. He earned his PhD and MA in Management from the Culverhouse College of Business at The University of Alabama, MLA from The University of Richmond and a BS with honors from Virginia Commonwealth University. He is a 2006 alum of Stanford University's Graduate School of Business Summer Institute of General Management.

With an expertise in organizational behavior and human resource management, Holmes' research interests include investigating how leaders can maximize productivity and well-being by fostering more inclusive environments. His research has been published in several top-tier academic journals and books. He is a resident expert for *Psychology Today* (PT), and hosts his own PT column entitled, "Beyond the Cubicle: Managing Human Capital." While on sabbatical in 2016, he was a Visiting Research Professor of Management at the LeBow College of Business at Drexel University and a Research Fellow at the University of Pretoria in South Africa. In 2018, he was named one of *Poets & Quants* 40 Under 40 Best Business School Professors in the world. In addition to his scholarship being covered in various news and media outlets, he is a highly sought-after speaker, organizational consultant, and has made numerous media appearances, including *Huffington Post Live* and television and radio interviews.

Ali A. Houshmand

President
Rowan University



Ali Houshmand, PhD, became Rowan University's seventh president in June 2012 after serving approximately six years as provost/senior vice president, CEO and interim president.

As provost/senior vice president for Academic Affairs, Houshmand helped established the College of Graduate and Continuing Education, oversaw the restructuring of the summer school and graduate school, created a University-wide revenue-sharing model, and established the Office of Institutional Effectiveness and Planning.

During his interim presidency and the early part of his presidency, Rowan University continued to partner on some of the most important projects in its history, including the co-founding of Cooper Medical School of Rowan University (CMSRU) with Cooper University Health Care and the construction of Rowan Boulevard, a historic public-private-public development. Under his leadership, in 2012 Rowan opened CMSRU in Camden and, in 2013, integrated the School of Osteopathic Medicine (SOM) in Stratford from the former University of Medicine and Dentistry of New Jersey (UMDNJ). Rowan also acquired the Graduate School of Biomedical Sciences in Stratford from UMDNJ.

Houshmand is an active, engaged partner on Rowan Boulevard, the \$400 million collaboration between private developers, the Borough of Glasboro and the University. He seeks to grow Rowan's enrollment to 25,000 students by 2025, increase research funding from \$25 million to \$100 million annually, and increase Rowan's operating budget from \$400 million to \$1 billion, making Rowan one of the region's most important economic engines.

Raised in Iran, Houshmand earned his bachelor's and master's degrees in mathematics and mathematical statistics from the University of Essex, United Kingdom. He earned a second master's degree and a doctoral degree in industrial and operations engineering from the University of Michigan, Ann Arbor.

Michael W. Klein

Interim Executive Director, William J. Hughes Center for Public Policy
Stockton University



Before joining the Hughes Center, Michael Klein, PhD and JD, served the New Jersey Association of State Colleges and Universities, first as director of government and legal affairs, followed by five years as executive director. He was the primary author of the 2010 report of the New Jersey Higher Education Task Force, chaired by former Governor Tom Kean. Before his career in higher education, Klein served in the Office of New Jersey Governor Christine Todd Whitman, as legislative director to then-Assemblyman Leonard Lance, and as an associate at the law firm of Pitney Hardin Kipp & Szuch. He has published articles on higher education policy, finance, and law in journals including the *Annals of the American Academy of Political and Social Science*, the *Journal of Education Finance*, and the *Journal of College and University Law*. He has made presentations before the Organization for Economic Cooperation and Development (OECD) in Paris, the Oxford Education Research Symposium,

the Consortium of Higher Education Researchers at the University of Cambridge, the National Collegiate Athletic Association (NCAA), the American Education Research Association (AERA), and the Association for the Study of Higher Education (ASHE).

Klein volunteers as Pro Bono Legal Counsel to the World Council of Comparative Education Societies. He received a BA in history cum laude from Princeton University, a JD from Boston College Law School, a certificate in Professional Achievement in Nonprofit Management from the Kellogg School of Management at Northwestern University, and a PhD in Higher Education Administration from New York University.

Will Lamb

Dean, School of Business, and Professor of Management
Iona College



Will Lamb, PhD, has expertise in knowledge management, technology management, and the birth and growth of higher technology industries. His research also has focused on the link between financial performance and corporate social performance.

Lamb's research has appeared in such outlets as *IEEE Transactions on Engineering Management, Business & Society, Industry & Innovation, International Journal of Innovation Management*, and the *New England Journal of Entrepreneurship*. He has won teaching awards at three universities: Virginia Tech, Millsaps College, and Ohio University.

Prior to Iona, Lamb served for three years as Murata Dean of the F. W. Olin Graduate School of Business at Babson College. Previously, he spent 13 years at Ohio University in Athens, OH, where he performed a variety of administrative roles, including associate dean and department chair. In addition to considerable experience with online learning, he helped launch two new centers: The Walter Center for Strategic Leadership and the Center for Entrepreneurship.

Sue Lehrman

Dean, Rohrer College of Business
Rowan University



Sue Lehrman, who earned her PhD from the University of California at Berkeley, serves as dean of the William G. Rohrer College of Business at Rowan University, where she is a leader in the development of innovative academic programs and entrepreneurial activities. She utilizes a collaborative approach in working with business leaders to create opportunities for her students. Prior to her time at Rohrer, Lehrman served as Dean of the Philadelphia University School of Business Administration, as Founding Dean of the Providence College School of Business, and as Founding President of Union Graduate College (an independent spin-off of Union College in Schenectady, NY). Lehrman had a 10-plus-year career in health care management before pursuing an academic career, which remains a strong passion and an area of research.

Eric Liguori



Professional Chair of Entrepreneurship, Rohrer College of Business, and Executive Director of the Rowan Center for Innovation and Entrepreneurship
Rowan University

Eric Liguori holds a BS in Human Resource Management from Florida State University, an MBA from University of South Florida, and PhD in Entrepreneurship from the E.J. Ourso College of Business at Louisiana State University. Liguori currently serves as President Elect of United States Association for Small Business and Entrepreneurship (USASBE). In addition, he is the Executive Editor of *Entrepreneurship Education and Pedagogy*, Co-Editor of the *Annals of Entrepreneurship Education and Pedagogy*, and Associate Editor for the *Journal of Small Business Management*. He has authored or co-authored 3 books and 33 peer reviewed journal articles published in leading outlets including *Forbes*, *USA Today*, and *U.S. News and World Report*.

Sharon Lydon



Associate Dean and Executive Director of MBA Programs
Rutgers Business School

Beyond her role as Associate Dean and Director of MBA Programs, Sharon Lydon, PhD, is also a Professor of Professional Practice in the Supply Chain Management Department, ranked #7 by Gartner and #6 by *U.S. News*. She teaches leadership, change and professional development courses in RBS's highly-regarded Executive MBA program, International Executive MBA Program in China, and Center for Executive Education at Rutgers Business School. She has worked at Rutgers Business School for the past 12 years serving as the Associate Dean of the Undergraduate Program and the Senior Associate Dean of Academic Programs previously.

Prior to her tenure at Rutgers, Lydon worked at Estée Lauder Companies in New York City in their Global Management Strategies Department, conducting training and development seminars and succession planning. In addition, she created professional development plans for high-performing teams and high potential employees. Lydon also worked in Estée Lauder Companies' International Marketing department as well as their Specialty Brands Division, which includes such brands as Crème de La Mer, Jo Malone, Kate Spade Beauty, Aramis and Prescriptives.

Lydon has a PhD in Organizational Behavior from George Washington University, with a research focus on Entrepreneurial Leadership. She has been awarded a Master's from Columbia University and Undergraduate degree from Gettysburg College.



Jennifer Maden

Assistant Dean and Director of Graduate Studies for the Rohrer College of Business
Rowan University

Jennifer Maden has led initiatives and teams in areas including accreditation, market research, marketing, recruiting, admissions, and academic advising. While her quantifiable professional accomplishments focus on improved operations, she is an educator at the core, and has a passion for creating a shared vision among stakeholders in complex situations, and building pathways to achieve goals. Her approach incorporates creating a sense of ownership and empowerment with team members, with a focus on improving outcomes and impact.

Maden has developed curriculum for and taught intercultural communications for business purposes at universities and corporations in New York and Philadelphia. She has held leadership roles at Drexel University, University of Pennsylvania, Columbia University, and SUNY's Fashion Institute of Technology. Maden earned her BS in Finance from Rutgers University, an MA in Teaching English as a Second Language from West Chester University, and an MBA from Drexel University.



MarySheila E. McDonald

Dean, School of Business
La Salle University

Beyond her role as Dean of La Salle University's School of Business, MarySheila McDonald, JD, is a long-time member of MAACBA's executive board. She joined La Salle in March, 2011 and served as the Associate Dean for 6 years. Under her leadership, La Salle launched a 100% online MBA, increased undergraduate enrollment, developed a Leadership Fellows program and facilitated a partnership with Uber, their first with a Philadelphia university, to bring convenient and low-cost transportation to students, faculty and staff. She has worked to ensure that La Salle's School of Business receives external recognition, including the Princeton Review's list of Best Business Schools as and ranking in *US News and World Report's* Best MBA programs and Best Job placement for Full-time MBA programs.

Prior to joining La Salle, McDonald was an Assistant Dean at Philadelphia University (now Jefferson) for 12 years. She is a member of the Forum of Executive Women, Pennsylvania Bar, American Academy of Legal Studies in Business, Beta Gamma Sigma, Delta Sigma Pi and Delta Mu Delta. McDonald earned her Bachelor's degree from College of the Holy Cross and her JD from Temple University School of Law.

Scott E. Miller

Dean, School of Business
Edinboro University



Scott Miller, PhD, joined the Edinboro University faculty in 2010, has been Dean of the School of Business since 2012, and was named the Dean of EU's College of Arts, Humanities, and Social Sciences (CAHSS) in 2015. In these roles, he has worked with department chairs and faculty to lead strategic planning, budgeting and curriculum development for the college, with the academic leadership at the university to advance the academic affairs goals, and with university advancement in support of various college, school, and university initiatives.

Miller's research has been published in various national and international peer-reviewed journals. In addition, he is an active CPA and attorney, and continues to teach by serving as a professor of accounting in a doctoral program in Indiana where he also serves as a dissertation advisor.

Miller serves as the vice president and general counsel of the Erie Philharmonic, the vice chair of the Tom Ridge Environmental Center Foundation, vice chair of the Board of Directors for the National Hemophilia Foundation in New York City and on the Executive Board for Ignite Erie.

Miller earned a BS in Accounting, summa cum laude, from Gannon University, a Juris Doctor from the University of Pittsburgh School Of Law, and a Doctor of Business Administration in Accounting from Anderson University. He also holds a certificate from the Institute for Management and Leadership in Education at Harvard University's Graduate School of Education.

Heather Neary

President
Auntie Anne's



Heather Neary was named President of Auntie Anne's in November 2015. She joined the company in 2005, and has held various roles in the company in which she was responsible for the oversight of marketing, communications, the franchise business consultant team, research and development, product innovation, and the franchisee leadership team. Most recently, Neary served as Vice President, Global Marketing.

Prior to joining Auntie Anne's, Neary held roles in marketing and as a managing editor for a business magazine. She received a BA from Millersville University and an MBA from Penn State University, serves on the Board of Directors for the Lancaster YMCA and the Board of Advisors for Penn State Harrisburg, and is a mentor for the Lancaster Chamber of Commerce Women in Business program.



Megan L. Panaccio

Director of Corporate Relations, Fox School Center for
Student Professional Development (CSPD)
Temple University

Megan Panaccio creates opportunities for employers and undergraduate and graduate students to interact at CSPD, in the classroom and at employer sites. This includes coordination of student mock interviews, resume critiques, professional development workshops, employer site tours, seminars and employer-sponsored case studies. Panaccio also collaborates with the Fox School's academic departments to coordinate industry-specific events designed to educate students about career paths.

Panaccio joined CSPD in May 2004 and has served as Assistant Director, Career Competencies, and Associate Director, Corporate Relations, before her promotion to her current role in September 2011. Previously, she served as a Human Resource Specialist for Towers Perrin, where she consulted with business leaders on all staffing related initiatives.

Panaccio earned her Bachelor of Business Administration from the Fox School and her Master of Education, concentrating in Higher Education Administration, from Temple's College of Education.

Jill Gugino Panté

Director, Lerner Career Services Center
University of Delaware



Jill Gugino Panté has been at the University of Delaware for 10 years and was at Drexel University for 2 years prior. She earned a Bachelor's degree in Criminal Justice from the University of Dayton, and Master of Education in Counseling in Higher Education from the University of Delaware. From 1999 through 2001, she served in the Peace Corps in Micronesia as a health education volunteer. After her service, she traveled the world and returned to the United States to serve as a leader in an AmeriCorps VISTA program for one year, recruiting and training other volunteers to set up mentoring programs in K-12 schools in Delaware.

In addition to managing the Lerner Career Services Center, Panté teaches in the MBA program, and two undergraduate online courses covering topics around career agility, branding, communication, the entrepreneurial mindset, interviewing and social media.

Jo-Ann Rolle

Dean, School of Business
Medgar Evers College



Jo-Ann Rolle holds a Bachelor's in Business Administration from the University of Miami, a Master of Arts in Economics from Southern Illinois University and a PhD in Economics from Howard University. She has over three decades of experience in higher education, corporate and government operations and is a former administrative fellow of Harvard University, former fellow in the Price-Babson Symposium for Entrepreneurial Educators, former George Washington University Rehabilitation fellow, and former IBM visiting professor to Hampton University.

Elizabeth Rosini

Associate Dean for Graduate and Continuing Education, Feliciano School of Business
Montclair State University



Elizabeth “Betsy” Rosini, EdD, has been at Montclair State University for 10 years. Having entered as a Program Director in the College of Education and Human Services, she worked on a state-funded program for former Wall Street and financial services professionals who were fast tracked to become high school Math Teachers (“Traders to Teachers”). She moved to the School of Business in 2010 to manage the accreditation and assessment of learning processes as assistant dean. In 2016 assumed responsibility for the MBA program.

Her background includes twenty years of experience in corporate and executive recruiting, and senior HR management at firms including Spencer Stuart & Assoc., Ziff Communications and Polo Ralph Lauren. She was a vice president, Human Resources for the consumer magazine division of PRIMEDIA and for the Capital Markets and Treasury division of Chemical Bank.

Amie Ryno

Manager, Center for Professional Development at the Rohrer College of Business
Rowan University



Amie Ryno came to Rowan in 2016 to open the Center for Professional Development, and has built an office where business students can engage in professional development, career preparedness training and employer engagement. Prior to joining the team at Rowan, she worked in the corporate sector as the head of University Relations at Comcast NBCUniversal, and served in various roles at Lincoln Financial Group, mostly in talent management. Her experience also includes working in the Career Center at Saint Joseph's University, where she developed a passion for assisting students on their career journey.

Ryno holds a BA in Communications from The College of New Jersey, and a Master of Arts in Management and Organizational Communication from Emerson College. She actively serves on a number of professional development committees, as well as the Women's ACE Network at Rowan University and a number of outside organizations including NACE, EACE and SHRM.



Stephen Schappe

Director, School of Business Administration
Penn State Harrisburg

Stephen Schappe received his PhD in labor and human resources from The Ohio State University, from which he also holds a master's degree in the same area. His academic and professional expertise is in human resource management, organizational behavior, and labor-management relations. Schappe's scholarly work has been published in such journals as *Group & Organization Management*, *Journal of Business and Psychology*, *The Journal of Psychology*, and the *Journal of Organizational Behavior*. In recognition of his scholastic achievement, he has been inducted into Beta Gamma Sigma.

Schappe has been consulted by organizations to identify strategic human resource needs, improve organizational communication, develop performance management systems, improve employee morale and motivation, and to assess the impact of corporate downsizing efforts.

Schappe has been employed by the General Motors Corporation and by Bernie Hoffman Associates, a health care management consultant. He has also presented lectures and conducted workshops on the globalization of higher education, workplace diversity, organizational justice, transformational leadership, and corporate citizenship behavior. He is a member of several Boards of Directors including the Capital Region Economic Development Corporation (CREDC), the Pennsylvania Economic Development Institute, and ExecuStar, the region's premier entrepreneurial development program.

Kim Schatzel

President
Towson University



Kim Schatzel, PhD, began leading Towson University as its 14th president on January 26, 2016. During her tenure, with more than 190 partnerships at work, TU has strengthened its commitment as an anchor institution for Greater Baltimore. She established the Office of Inclusion and Institutional Equity and hired the university's inaugural vice-president to lead its advancement. She also created a strategic communications strategy to retell the contemporary story of Towson University and its significant positive impact on Baltimore, MD and the entire Mid-Atlantic Region.

Schatzel began her academic career as an Assistant Professor of Marketing for the College of Business at the University of Michigan-Dearborn. She served as the College's Associate Dean starting in 2005 and as its dean from 2008-2012. Schatzel served from 2008-2016 as the Provost and Executive Vice President of Academic and Student Affairs at Eastern Michigan University. She retained that role while guiding the university as its Interim President for six months.

Schatzel has extensive business and private sector experience, having spent more than 20 years as a corporate leader and serial entrepreneur in the technology and advanced manufacturing sectors. As part of her new venture experience, Schatzel founded and served as the President, COO, and later CEO of a multinational advanced manufacturing firm with more than 1,500

employees on four continents. She serves on the Board of Directors for the University of Maryland St. Joseph's Medical Center, Coalition of Urban and Metropolitan Universities, and the CollegeBound Foundation. She has also been honored by the Associated Black Charities as the 2017 "Champion for More in the Middle" for her leadership in advancing diversity and inclusion at TU.

David M. Setley



Eugene C. Fish Professor of Business, Chairperson of the Department of Business and Economics, and Director of the MBA program
Lebanon Valley College

David Setley, PhD, is the Eugene C. Fish Professor of Business, the Chairperson of the Department of Business and Economics and the Director of the MBA program at Lebanon Valley College in Annville, PA. After nearly three decades as an entrepreneur, business owner, and manager, Setley accepted an offer to teach a course in executive leadership, an opportunity that changed his professional life. While continuing to lead his business ventures, he became a regular adjunct instructor for a number of colleges and universities in central PA while working toward his doctorate. In 2005, upon conferral of his Doctorate of Business Administration degree, Setley accepted a full-time position as an assistant professor of Management at Kutztown University's College of Business. In 2008 he accepted an offer to become an assistant professor of Business at Lebanon Valley College.

Setley earned his BSBA and MBA from Kutztown University and his doctorate from Nova Southeastern University. In addition to his administrative duties as chair and director of the MBA program, Setley regularly teaches courses in Strategic Management, Business Ethics, Management, and Leadership in the Undergraduate and Graduate Programs at LVC. Setley led and championed the multi-year effort to earn external accreditation for the MBA program in 2017. His current areas of scholarly and academic research include business ethics, business strategy and online education.

Lawrence Singleton



Dean and Professor of Accounting and International Business, School of Management
Marist College

Lawrence Singleton, PhD, came to Marist from George Washington University in Washington, D.C. There, he held many leadership positions, most recently serving as associate dean, where he was responsible for all aspects of School of Business undergraduate programs. He has served as president of the Mid-Atlantic Region of the American Accounting Association, secretary/treasurer of the board of directors of the Human Resource Certification Institute, and as a member of its executive and HR committees. He worked in the audit and national SEC practice groups of Ernst & Young LLP, and was a visiting professor at Grenoble Ecole de Management in France and Peking University in China. He has also served as a consultant to many of the world's leading companies and organizations, including Cisco Systems, Inc., Harley-Davidson Motor Company, NASDAQ, and more.

Singleton is a member of the American Institute of Certified Public Accountants, Beta Gamma Sigma, Beta Alpha Psi, the American Accounting Association, the National Investor Relations Institute, and the Society for Human Resource Management.

Singleton earned his PhD, MS, and BS degrees in accounting from Louisiana State University.

Clifton M. Smart III

President
Missouri State University



Clifton Smart, JD, has served as the 11th president of Missouri State University since June, 2011. Under his leadership, the university has set new enrollment records each year, increased the percentage of underrepresented and international students, increased retention and graduation rates, maintained college affordability, and significantly upgraded campus facilities. In addition, he has implemented new bachelors, Masters and doctoral degree programs, and achieved a Silver STARS rating from the Association for the Advancement of Sustainability in Higher Education.

In recent years, Smart has served as the president of the Council on Public Higher Education in Missouri, on the NCAA Division I Board of Directors, on the Board of Directors for the Hawthorn Foundation, and on the Board of Directors for Missouri Partnership. He has also served on boards and committees for the Missouri Department of Higher Education, Springfield Area Chamber of Commerce, CoxHealth, Arc of the Ozarks, Springfield Innovations, Inc., Isabel's House, First Baptist Church and numerous other professional and community organizations.

Brenda Stover

Executive Director, O'Donnell Center for Professional Development
Villanova University



Brenda Stover has proudly served Villanova University for over 25 years. In her current role, Stover manages a team that delivers the Backpack-to-Briefcase professional development curriculum, drives experiential education efforts, produces career education and networking programs, provides guidance to 25+ business societies, and delivers the VSB Mentor Program. Stover joined VSB in 2002 to launch the Center for Student Advising and Professional Development (CSAPD), Villanova's first in-college student service center and the precursor to the Clay Center. Stover began her Villanova tenure in the University Career Center as a Career Counselor, later serving as Assistant Director for Students Services. She has previously held student services roles at York College, Gettysburg College, and Shippensburg University. She earned her undergraduate degree in marketing and Master's degree in counseling from Shippensburg University.



Joyce A. Strawser

Dean, Stillman School of Business
Seton Hall University

Joyce Strawser, PhD, joined the faculty of Seton Hall University in 1995 and has taught courses in many of the subfields of accounting, at both the undergraduate and graduate levels. As a faculty member, Strawser has earned awards for her excellence in teaching and service to students.

Prior to her appointment as dean, Strawser served as the Stillman School's Associate Dean of Undergraduate and MBA Curricula. In this role, she provided oversight for all matters related to undergraduate and MBA curriculum development, as well as all aspects of the school's undergraduate and MBA assessment processes.

Strawser has provided advice and counsel to business schools seeking to develop learning outcomes assessment programs, and has made several conference presentations on business program outcomes assessment. She is currently a member of the AACSB's Initial Accreditation Committee (IAC) and previously served on the AACSB Continuous Improvement Review Committee (CIRC) and Business Accreditation Policy Committee (BAPC).



Gregory Tanzola

Accounting and Technology Instructor
Saint Joseph's University

Gregory Tanzola has over 25 years of professional experience in Accounting and Information Technology, with expertise in the areas of Corporate Budgeting, Forecasting, and Planning Analytics. After working at Coopers & Lybrand and attaining his CPA, Tanzola continued his career in both the cable and pharmaceutical industries in various management accounting and IT roles. He has worked in IT consulting since 1999 and continues to work independently as a consultant in the areas of reporting, planning, and budgeting.

Tanzola relays his professional knowledge by teaching various graduate and undergraduate classes in the area of accounting and technology. He is a graduate of Saint Joseph's Preparatory School, Saint Joseph's University, and attained his MBA at Villanova University.



Tim Westerbeck

President
Eduvantis

In his role as President of Eduvantis, Tim Westerbeck has advised leading institutions including The Wharton School, The Kellogg School of Management, The Fuqua School of Business, The University of Sydney Business School, The Cheung Kong Graduate School of Business, AACSB International, The Graduate Management Admission Council, the Owen School of Business at Vanderbilt University, Chicago Booth, the Stanford Graduate School of Business, and many others.

As a periodic columnist for Bloomberg/Business Week, and commentator in *The Wall Street Journal*, *The New York Times* and other global media, and a regular presenter at

global industry forums such as the Indian Management Conclave, AACSB International, The European Foundation for Management Development and the Executive MBA Council, Tim is regarded as one of the foremost experts on management education.

Eduvantis, the leading data-driven strategic consulting firm serving the global business school market, has worked with more than 60 business schools to develop enrollment growth strategies, capture new markets, gain market share, and design more effective product, digital marketing and recruitment models to enhance competitive standing.

Michael Weimer

Senior Vice President and Chief Officer of the Americas
AACSB International



Michael Wiemer holds regional responsibility for strategic development and advancing AACSB's mission across the Americas. As a member of AACSB's senior and extended leadership teams, he provides executive support to the Latin American & Caribbean Advisory Council, the AACSB Nominating Committee, and the AACSB-GRLI global alliance. He has operationalized strategic initiatives in the European, Latin American, North American, and Asia Pacific Regions. Since joining AACSB in 2004, Wiemer has served as vice president of outreach, and assistant vice president of global professional development. He is credited with accelerating AACSB's globalization efforts through regional strategy and alliance development, leading the rapid worldwide expansion of AACSB's educational programming portfolio, and developing the AACSB Global Outreach operations.

Prior to AACSB, Wiemer was director of international programs at the University of Chicago Booth School of Business. He earned an MBA in international business from Dominican University, and a BA in international relations from the University of Minnesota. He studied executive leadership at Babson College, as well as advanced Mandarin Chinese at the National Taiwan Normal University while living and working in Asia.

Jerome Williams

Executive Vice Chancellor and Provost
Rutgers University-Newark



Jerome Williams, PhD, is Executive Vice Chancellor and Provost of Rutgers University-Newark, as well as a Distinguished Professor and the Prudential Chair in Business, and Fellow of the Center for Urban Entrepreneurship & Economic Development in the Rutgers Business School-Newark and New Brunswick. He formerly served as the RBS PhD Program Director.

Prior to joining Rutgers, Williams held endowed chair positions at four different universities, including: the Whitney M. Young, Jr. Visiting Associate Professor in the Wharton Business School at the University of Pennsylvania; the Anheuser-Busch/John E. Jacob Professor at Howard University; the F.J. Heyne Centennial Professor at the University of Texas at Austin; and the Wee Kim Wee Professor at Nanyang Technological University in Singapore. Prior to joining the faculty at Howard, he served on the faculty of the Penn State University Marketing Department for 14 years.

Williams received his PhD from the University of Colorado in Marketing, with a minor in Social Psychology. He also has an MS degree from Union College and a BA degree from the University of Pennsylvania.

Julie E. Wollman

President
Widener University



The tenth president of Widener University, Julie Wollman, PhD, has been a passionate, fearless, and effective advocate and leader in higher education for more than 25 years. She is nationally recognized for her commitment to building community and bringing people from varying perspectives together to engage in conversation. In the fall of 2017, Wollman launched Common Ground, an ongoing university-wide initiative designed to encourage reasoned civil discourse on challenging topics.

Wollman serves on the boards of several local, regional, and national organizations, including the Riverfront Alliance of Delaware County, the Global Philadelphia Association, Pennsylvania Campus Compact, the Middle Atlantic Conference of the NCAA, the Baldwin School, and the American Association of University Administrators.

Prior to joining Widener, Wollman served as president of Edinboro University. She holds degrees from Harvard University, University of Pennsylvania, and New York University, and is a frequent commentator and dynamic speaker on education-related public policy issues, higher education affordability, and leadership, appearing regularly in print, online, and broadcast media outlets.

Vana Zervanos

Associate Dean of Continuing and Graduate Studies and External Affairs
Haub School of Business at Saint Joseph's University



Vana Zervanos is the Associate Dean of Continuing and Graduate Studies and External Affairs at the Haub School of Business at Saint Joseph's University. She earned a BA degree in psychology from Dickinson College; a master's degree in counseling psychology from the University of Connecticut; an MBA in international marketing from Saint Joseph's University, and is currently pursuing her EdD in Higher Education Management from the University of Pennsylvania.

Zervanos serves on the board of Middle Atlantic Associate of Colleges of Business Administration and is the Co-Chair of the RME Affinity Group for AACSB, the international accreditation body for business schools. Zervanos is a member of the Commission on the Status of Women, and chaired a task force which established the first women's center at Saint Joseph's. Zervanos oversees the The Pedro Arrupe Center for Business Ethics and is the co-director and co-founder of The Dean's Leadership Program, an intercollegiate leadership program which is values-based, reflective, and biased toward serving others.

LOCAL AMENITIES



Grab & Go

7-Eleven

324 Rowan Blvd, Glassboro, NJ 08028

Open 24 hours 7 days a week

Convenience store with grab-and-go bites & beverages

Ry's @ Rowan

330 Rowan Blvd, Glassboro, NJ 08028

Monday to Friday 8 am-4 pm

Freshly baked bagels daily, homemade butter and cream cheese & coffee

Breakfast, Lunch & Dinner

PRIME

322 Rowan Blvd, Glassboro, NJ 08028

856-243-2191

Monday to Thursday 11:30 am-9 pm

Friday to Saturday 11:30 am-10 pm

Sunday 11:30 am-7pm

Hamburger restaurant with customizable burgers, shakes & craft brews

Chickie's & Pete's

234 Rowan Blvd, Glassboro, NJ 08028

856-307-2490

Monday to Thursday 11 am-12 am

Friday & Saturday 11 am-1 am

Closed Sunday

Local sports-bar chain offering happy hour food, drinks & speedy service

Tony Luke's

222 Rowan Blvd, Glassboro, NJ 08028

856-243-5863

Monday to Wednesday 11 am-8 pm

Thursday to Saturday 11 am-10 pm

Sunday 11 am-7 pm

Quick bite offerings of cheesesteaks, subs, burgers & fries

Little Sicily Pizza

2254, 46 N Main St, Glassboro, NJ 08028

856-881-7977

Monday to Thursday 11 am-11 pm

Friday & Saturday 11 am-12 am

Sunday 11 am-10 pm

Eat in or takeout pizza parlor with Italian and American comfort food

Mexican Mariachi Grill & Tequila Bar

206 Rowan Blvd, Glassboro, NJ 08028

856-881-5196

Monday to Wednesday 11 am-10 pm

Thursday to Saturday 11 am-2 am

Sunday 11 am-9 pm

Traditional Mexican food, award winning nachos & a bar

Ciconte's Italia Pizza

321 Mullica Hill Rd, Glassboro, NJ 08028

856-881-5196

Sunday to Thursday 11 am-10 pm

Friday & Saturday 11 am-11 pm

Pizza takeout with late night hours

Italian Affair Restaurant

1440, 900 Delsea Dr, Glassboro, NJ 08028

856-881-2121

Sunday to Thursday 11 am-10 pm

Friday & Saturday 11 am- 11pm

Italian eatery serving traditional fare with outdoor seating and fire pit lounge & happy hour

Hibachi Grill

884 Delsea Dr, Glassboro, NJ 08028

Sunday to Thursday 11 am-10:30 pm

Friday & Saturday 11 am- 11pm

Buffet of Chinese food, sushi, hibachi-grilled dishes & take-out menu

Peking Buffet

753 Delsea Dr, Glassboro, NJ 08028
856-881-4055
Sunday to Thursday 11 am-10:30 pm
Friday & Saturday 11 am-11 pm
Low-key Chinese all-you-can-eat buffet

Tomo Sushi Japanese Restaurant

806 Delsea Dr, Glassboro, NJ 08028
856-582-6699
Monday to Saturday 11:30 am-10 pm
Sunday 1 pm-10 pm
BYOB hibachi & all-you-can-eat sushi

Landmark Americana

1 Mullica Hill Rd, Glassboro, NJ 08028
856-863-6600
Monday to Sunday 11 am-2 am
Lively restaurant sports bar with everyday food and drink specials

Angelo's Glassboro Diner

26 N Main St, Glassboro, NJ 08028
856-881-9854
Monday to Saturday 5 am-9 pm
Sunday 5 am-8 pm
Old school diner serving American classics

Steve's Grilled Cheese And Quesadilla Co.

22 High St E, Glassboro, NJ 08028
856-612-5524
Sunday to Thursday 11 am-8 pm
Friday & Saturday 11 am-10 pm
Sandwich shop offering comfort food for sit in or takeout

Snacks

Cookie Munchers

217 Rowan Blvd, Glassboro, NJ 08028
Sunday to Tuesday 1 pm-1:30 am
Wednesday to Saturday 1 pm-3:30 am
Warm cookies for a late night sweet tooth

Playa Bowls

328 Rowan Blvd, Glassboro, NJ 08028
Sunday to Thursday 9 am-9 pm
Friday & Saturday 9 am-10 pm
Juice shop offering fresh fruit bowls & smoothies

Yogo Factory

306 Rowan Blvd, Glassboro, NJ 08028
Monday to Friday 12 pm-9:30 pm
Self-serve frozen yogurt

Necessities

Shoprite

201 William Dalton Dr, Glassboro, NJ 08028
Monday to Sunday 6 am-12 am
Supermarket chain with groceries, bakery & a deli

Barnes & Noble

201 Rowan Blvd, Glassboro, NJ 08028
Monday to Friday 9 am-8 pm
Saturday & Sunday 10 am-6 pm
Starbucks Café, seating area & bookstore

Walgreens

221 Delsea Dr, Glassboro, NJ 08028
Monday to Sunday 8 am-10 pm
Closest drugstore to campus

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(856) 256-4025 Rowan Rohrer College of Business Building

(856) 256-4606 Chamberlain Student Center Information Desk

(856) 881-0048 Courtyard by Marriott

(856) 227-7493 Shuttle Information: South Jersey Trans. Authority

(856) 256-4922 Rowan Police (Non-emergency)

(856) 256-4911 Rowan Police (Emergency)

(856) 256-4575 Rowan Parking Services



Welcome

Admission Tours begin at Savitz Hall (#1)
For 24-hour Public Safety assistance, call 856-256-4922.
Parking for visitors is available in Lot H, near the
welcome gate across from Savitz Hall.

-  Welcome Gate & Visitor Parking
-  Parking
-  Wellness Center

ACADEMIC BUILDINGS

- | | |
|----------------------|-----------------------------------|
| 2. Campbell Library | 15. Bozorth Hall |
| 4. Recreation Center | 16. Bunce Hall |
| 5. Esbjornson Gym | 39. R.O.T.C. |
| 6. James Hall | 44. Enterprise Center |
| 7. Robinson Hall | 53. 260 Victoria |
| 8. Wilson Hall | 56. Fitness Center (332 VICTORIA) |
| 9. Rowan Hall | |
| 10. Engineering Hall | |
| 11. Business Hall | |
| 12. Westby Hall | |
| 13. Science Hall | |
| 14. Hawthorn Hall | |

RESIDENCE HALLS & APTS

- | | |
|--------------------|--------------------------------|
| 20. Evergreen Hall | 27. Edgewood Park Apartments |
| 21. Mullica Hall | 29. Triad Hall Apartments |
| 23. Mimosa Hall | 30. Townhouses |
| 24. Willow Hall | 42. Whitney Center |
| 25. Magnolia Hall | 46. 220 Rowan Boulevard |
| 26. Chestnut Hall | 48. Rowan Boulevard Apartments |
| | 49. Holly Pointe Commons |
| | 50. International House |
| | 54. 230 Victoria Street |
| | 55. 223 W. High Street |
| | 57. 57 N. Main Street |
| | 58. 114 Victoria Street |

ADMINISTRATIVE & SUPPORT

- | | |
|-------------------------------------|---------------------------------|
| 1. Savitz Hall (ADMISSIONS) | 35. Hollybush Mansion |
| 3. Chamberlain Student Center | 37. Hering Heating Plant |
| 17. Memorial Hall | 38. Cassidy Facilities Building |
| 18. Laurel Hall | 40. Girard House |
| 19. Oak Hall | 41. 600 Whitney Avenue |
| 22. Wifrans Hall (WELLNESS CENTER) | 43. Courtyard Marriott Hotel |
| 28. John Green Team House | 45. Barnes & Noble Bookstore |
| 31. Bole Hall (ADMINISTRATION) | 47. 301 High Street |
| 32. Sangree Greenhouse | 51. Shippen Hall |
| 33. Bole Hall Annex (PUBLIC SAFETY) | 52. 6 High Street |
| 34. Carriage House | |

CAMPUS PARKING

- VISITORS: Lot H
- COMPUTERS: Lots A, B-1, C, D, D-1, F-1, O, R, Y, 411 Ellis Street
- RESIDENTS: Lots B, Chestnut, Chestnut-1, Edgewood, F-Triad, J, W
- GARAGES
 - Townhouse Garage
Townhouse residents (LEVEL 1 & 2 ONLY)
 - Rowan Boulevard Garage
Rowan Boulevard Apartments, Whitney Center & Holly Pointe Commons residents (UPPER LEVELS ONLY)
- EMPLOYEES: Lots A-1, A-2, C-1, D-2, E, G, H, H-1, K, M, N, O-1, O-2, P, S, Shippen, T, U and Z-1



MAACBA, the Middle Atlantic Association of Colleges of Business Administration, serves colleges and universities in Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia and Washington D.C. Our mission is to promote and improve collegiate education for business in all areas within the jurisdiction of the Middle States Association of Colleges and Schools.

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