MAACBA 2019

Hosted by

RUTGERS

Rutgers Business School
Newark and New Brunswick

GENERAL INFORMATION

CHECK-IN INFORMATION

Sunday, October 20
12:45 pm – 5:00 pm
Lobby at Rutgers Business School
100 Rockafeller Road, North Tower

Monday, October 21
7:30 am – 1:00 pm
Livingston Student Center Concourse
84 Joyce Kilmer Rd, Piscataway, NJ

Tuesday, October 22
7:30 am – 2:30 pm
Livingston Student Center Concourse
84 Joyce Kilmer Rd, Piscataway, NJ

CONFERENCE LOCATION

Rutgers Business School
Livingston Student Center – Main Hall
84 Joyce Kilmer Rd, Piscataway, NJ

SHUTTLE SCHEDULE

Sunday
Shuttles on a continuous loop to and from Heldrich Hotel to 100 Rockafeller Road – in front of the South Tower drop-off
3pm – 8:30pm

Monday
Shuttles on a continuous loop to and from Heldrich Hotel
7:00 am – 9am
4pm – 9pm

Tuesday
Shuttles on a continuous loop from Livingston Student Center, Rutgers Business School, 100 Rockafeller Road to the Heldrich Hotel
7am – 9am
12pm – 2:30pm

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.

WIFI @THE HELDRICH HOTEL

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

A NOTE FROM OUR HOST

Dear MAACBA Attendees, Sponsors, Speakers, and Friends of Rutgers Business School,

It is my pleasure to welcome you to the 69th Annual Mid-Atlantic Association of Colleges of Business Administration Conference on the Rutgers campus in New Brunswick, New Jersey! While Rutgers is located in a large, cosmopolitan area, it retains the flavor of a quintessential college town. We are very proud of our history.

- On the College Avenue Campus, Alexander Hamilton mounted gun batteries on a bluff overlooking the Raritan River. Hamilton held off the advancing British to give George Washington enough time for the army to escape south to Princeton.
- Just a few blocks from the Heldrich Hotel at Christ Church, the third public reading of the Declaration of Independence was made at the foot of the church tower. Rutgers University was chartered in 1766, even before the signing of the Declaration of Independence on July 4, 1776.
- Rutgers is one of the original nine Colonial Colleges, along with Harvard, the College of William and Mary, Yale, Princeton, Columbia, U. Penn, Brown, and Dartmouth. We are the eighth oldest university in the U.S.
- Rutgers Business School is celebrating its 90th Anniversary this year!

We are delighted to share our history and our school with you, and in turn, we look forward to hearing more about the history and traditions of your schools over the next few days together.

Higher education has been one of America's strongest global assets. However, today we face many challenges critical to our success. The fast pace of technology and the shifting business landscape require that we develop new approaches, new teaching methods and new research models to prepare our students in ways that are innovative and responsive to the changing business world. We need to help them become involved, actively-engaged citizens who are open to many viewpoints.

We all face these challenges together. The MAACBA conference continues to provide a forum for business school leaders to share ideas and best practices. In addition to gaining new insights from the conference sessions, this event gives us a great opportunity to network and exchange ideas.

Thank you for your participation in the conference and your dedication to MAACBA. Enjoy the conference and your stay in New Brunswick, New Jersey!

Dr. Lei Lei
2019 MAACBA Conference Host
Dean
Rutgers Business School
Rutgers, The State University of NJ

Dr. Sharon Lydon
2019 MAACBA Conference Host
Associate Dean of MBA Programs
Rutgers Business School
Rutgers, The State University of NJ

WELCOME FROM THE PRESIDENT OF MAACBA

Dear Colleagues,

Welcome to the 2019 MAACBA Conference hosted by Rutgers Business School. Our annual conference provides multiple opportunities for Business School leaders, faculty and successful business professionals 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 Rutgers Business School, Fifth Floor Lounge, North Tower.

Our first conference plenary session features a dynamic entrepreneur who has a passion for experiential learning, Saxbys CEO and Founder, Nick Bayer. The second plenary session is a panel sharing success stories from The PhD Project. Monday's luncheon keynote speaker is Steve Degnan, Chief HR Officer at Nestle Purina who will talk about the future of work and how Nestle Purina's approach to recruitment has evolved. There will also be a number of concurrent sessions on best practices and challenges facing business and educational leaders with topics including mentorship, experiential learning and AACSB accreditation standards.

I'm grateful to our conference host, Dean Lei Lei and Associate Dean Sharon Lydon of Rutgers Business School for overseeing and organizing this wonderful event. I'd also like to thank Assistant Dean Jen Maden of Rowan University who serves as the MAACBA Annual Conference Chair. Jen is 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!

MarySheila E. McDonald J.D.
2019 MAACBA President
Dean
La Salle University School of Business

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The PhD Project: Celebrating 25 Years!

Since 1994, The PhD Project has been encouraging Black/African-American, Latinx/Hispanic-Americans and Native Americans to pursue their Ph.D.'s in business to serve as role models and mentors for minority business students. The Project has quintupled the number of underrepresented business faculty from 294 to over 1,500 today.

The PhD Project hosts an invitation only conference each November in Chicago for minority professionals considering doctoral studies, along with five discipline-specific conferences for current minority doctoral student and faculty members.

www.phdproject.org

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CONFERENCE AGENDA

SUNDAY, OCTOBER 20TH

12:45 pm – 5:00 pm	**Conference Check-in** Lobby at 100 Rockafeller Road, North Tower
1:00 pm – 5:00 pm	**AACSB Accreditation Volunteer Training** Rutgers Business School Flex Room, South Tower Room 1144 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.
3:00 pm – 4:00 pm	**MAACBA Board of Director's Meeting** 100 Rockafeller Road, Executive Boardroom, South Tower Room 5166
4:00 – 5:00 pm	**First Time Attendees Reception** 100 Rockafeller Road, Fifth Floor Lounge, North Tower
5:00 – 7:30 pm	**Cocktail Reception** 100 Rockafeller Road, Fifth Floor Lounge, North Tower

MONDAY, OCTOBER 21ST

7:30 – 1:00 pm
Conference Check-in
Livingston Student Center, Concourse

7:30 – 8:30 am
Continental Breakfast
Livingston Student Center, Main Hall

8:30 – 8:45 am
Welcome Kickoff
Livingston Student Center, Main Hall

8:45 – 10:00 am
Plenary Session: Perspectives on Establishing a Successful Company From a Pundit of Philanthropy, Entrepreneurship, and Social Impact
Livingston Student Center, Main Hall

- Nick Bayer – CEO and Founder of Saxbys

10:00 – 10:15 am
Morning Break with Refreshments
Livingston Student Center, Main Hall

10:15 – 11:45 am
Plenary Session: Rutgers and The PhD Project: A Model for Success
Livingston Student Center, Main Hall

Now celebrating its 25th Anniversary, The PhD Project encourages African-Americans, Hispanic-Americans and Native Americans to become business school professors, serving as role models and mentors to minority students, while dispelling stereotypes for all business students! Since 1994, the number of minority business faculty has quintupled from 294 to over 1,490 as a result of this systemic approach. Rutgers Business School has more PhD Project members than any other majority-serving institution. How has The PhD Project helped Rutgers to achieve this? Collaboration is critical! Hear from Rutgers Provost, Dean, Doctoral Program Director and Faculty.
The Director of Advancement at The PhD Project will also share how MAACBA Schools can adapt the Rutgers success stories to inform their own potential campus initiatives to increase diversity in their faculty, administration and student body, while also ensuring and enhancing student success.

MODERATOR
Jerome Williams
Rutgers Provost

Helen Brown-Liburd
Associate Professor
Rutgers Business School

Nancy DiTomaso
Professor of Management and Global Business
Rutgers Business School

Marie Zara
Director of Advancement
The PhD Project

11:45 – 12:30 pm
Lunch Buffet Open
Livingston Student Center, Main Hall

12:30 – 1:15 pm **The Future of Work is Now:**
Insights for Business School Leaders from Purina's Chief HR officer
Livingston Student Center, Main Hall

- Steve Degnan, Chief HR office at Nestle Purina

Learn how Purina has evolved over the past decade in its approach to recruitment of graduates of undergrad and graduate institutions, explore thoughts on what companies like Purina are looking for from the incoming generation - both concerns and positive elements - and how universities can help them achieve success. Finally, consider the many opportunities available at all of Nestlé's affiliates in the United States.

1:30 – 2:30 pm **Concurrent Sessions A, B & C:**

Session A: Using Personalized Video to Enhance Recruiting
Livingston Student Center, Room 202

- Cathy Toner, Assistant Dean, Villanova School of Business
- Bill Haley, President, Allied Pixel

We will share how VSB is using Personalized Video to enhance its undergraduate and graduate recruiting efforts. The Villanova School of Business, like many colleges and universities today, faces strong competition for students. VSB is using Personalized Video to enhance its recruiting efforts. We will deconstruct VSB's recent early action candidate marketing campaign, focusing on personalized video, showing how it was conceived, constructed and executed. We will show the end result and talk about performance metrics, ROI as well as challenges, opportunities and next steps for using this exciting new technology.

Session B: Executive Mentorship for Students - Establishing a Formal Program
Livingston Student Center, Main Hall

- Irene Scruton, Assistant Dean & Director of MBA Programs,
  School of Business SUNY Oswego
- Jacqueline Wilbur, MIT Executive Director of Undergraduate and
  Master's Programs (retired) and Oswego Adjunct Faculty for Mentorship

Oswego established a formal Executive Mentorship Program matching C-Suite Alumni with graduate students for the semester. Learn about the process and the lesson's learned for moving forward. Executive Mentorship programs are a valuable tool for enhancing the impact factor for Schools of Business and for preparing students to step into leadership roles. Based on a review of best practices in higher education and private industry, SUNY Oswego established a formal mentoring program as a pilot project. Graduate business students were matched with alumni who were C-Suite executives. Over the course of the semester, mentors and mentees were guided through the process of developing personal leadership behaviors to accelerate their career growth and personal development. This session will cover the steps to establish the program, review student outcomes and discuss the lessons learned to continue the program.

Session C: Experiential Programming that Engages Students,
Alumni, Parents and Employers
Livingston Student Center, Room 201

- Missy Gutkowski, Director of Experiential Programs,
  Freeman College of Management, Bucknell University

Learn how Bucknell University Freeman College of Management is offering a variety of experiential opportunities to students while engaging a variety of internal and external constituents. Opportunities that enhance a student's academic experiences and time at Bucknell University are being offered by Freeman College of Management through leveraging alumni and parent relationships. From one day to week long field trips, treks, coffee hours and classroom engagements; experiential programming provides students with exposure, insights and networking connections into the professional world.

2:30 – 2:45 pm

Afternoon Break with Refreshments
Livingston Student Center, Main Hall

2:45 – 3:30 pm

Concurrent Sessions - Sponsors

Session A: The State of GME Today Liaison
Livingston Student Center, Room 201

- Robert Ruiz, Liaison

Apps are down, MBA programs are closing and standardized tests aren't playing the role that they used to in GME admissions. What's behind these trends? What can your institution do about them? During this session, Robert Ruiz, Liaison's vice president of strategic enrollment, will explore how institutions like yours can take back the narrative about GME's present — and future. He'll share what he's heard in conversations with GME program leadership across the country. He'll talk through what they're doing to stay relevant, and he'll offer insights into how to respond to today's employers' needs while developing leaders who are dedicated to driving social good.

Session B: Designing Your Institution for Stakeholder Relevance
Livingston Student Center, Room 202

- Tim Westerbeck, President, Eduvantis

As competition accelerates, it is imperative that business schools design their programs in direct response to the needs and expectations of key stakeholders and best prospects in order to deliver distinctive value. To do this, they must commit to disciplined use of comprehensive data—to establish their strategies, brand positioning, portfolio, delivery models, marketing, selling processes and cultures—if they are to align everything they do toward meeting the unique needs of their stakeholders.

In this one-hour presentation Tim will explore this issue and provide attendees with the 5 key steps all institutions must take in order to ensure they are on track to meet the needs of their most important stakeholders and prospects in a differentiated, value-added manner.

3:45 – 4:45 pm

AACSB Accreditation: Turning the Corner with the 2020 Business Standards
Livingston Student Center, Room 201

- Rachel Dixon-Zudar, AACSB Accreditation Manager
- Joyce Strawser, Dean, Seton Hall University

After months of collecting your feedback on the reimagination of the business accreditation standards, AACSB is ready to share and discuss the first exposure draft of the proposed standards. This session includes time for Q&A and open discussion as we encourage you to share your thoughts on the current and the proposed standards, the accreditation process, and how AACSB can best serve you.

5:00 – 6:00pm

Cocktail Reception
Rutgers Club, 85 Avenue E, 2nd Floor, Piscataway, NJ

6:00 – 8:00 pm

Dinner
Rutgers Club, 85 Avenue E, 2nd Floor, Piscataway, NJ

TUESDAY, OCTOBER 22ND

7:30 – 8:30 am	**Full Breakfast** Livingston Student Center, Main Hall
8:30 – 9:00 am	**Welcome** Livingston Student Center, Main Hall
9:00 – 9:45 am	**Plenary Session: Insights From the World's Oldest Collegiate School of Business.**** Livingston Student Center, Main Hall • Geoffrey Garrett, Dean, Wharton School of Business, University of Pennsylvania**
9:45 – 10:00 am	**Coffee Break with Refreshments** Livingston Student Center, Main Hall
10:00 – 11:15 am	**Plenary Session: Preparing Students to Lead in the 4th Industrial Revolution: Signature Experiences**** Livingston Student Center, Main Hall • Moderator: Marty Markowitz, Sr. Assoc. Dean, RBS • Ann M. Olazábal, Vice Dean for Undergraduate Business Education, U. Miami • Burak Cakmak, Dean, Parsons School of Fashion • Charles Whiteman, Dean, Penn State University • Deborah Merrill-Sands, Dean, U. New Hampshire • Donna Rapaccioli, Dean, Fordham University • Patricia Grant, Sr. Assoc. Dean, Georgetown U.
11:15 – 11:30 am	**Coffee Break** *Afterward, MAACBA Attendees please proceed to* Livingston Student Center, Room 201
11:30 – 12:00 pm	**AACSB Annual Update** Livingston Student Center, Room 201 • Rachel Dixon-Zudar, AACSB Accreditation Manager AACSB Accreditation Manager, Rachel Dixon-Zudar, will provide an update with the latest news coming from AACSB International. This session includes time for Q&A and any follow-up discussion regarding the proposed 2020 Accreditation Standards.
12:15 – 1:00 pm	**Concurrent Sessions** **Session A: Undergraduate Focus** **Authenticity & Intercultural Competency:** **Embracing Diversity, Equity & Inclusion (DEI) in the Undergraduate Classroom** Livingston Student Center, Room 201 • Janée N. Burkhalter, Ph.D., Associate Professor of Marketing & Faculty Liaison, Inclusion & Diversity, Saint Joseph's University AACSB Business Accreditation Standards note the value of DEI as well as exploring these topics in safe, supportive environments. How can we develop our own intercultural competency? And in turn help our students develop theirs? Join us as we talk about seeking out and celebrating DEI as we make business schools more inclusive places for learning, ensuring a more diverse, equitable and inclusive field.

continued

Session B: Graduate Focus
Technology – Do or Die: Creatively Integrating Technology within Curricular and Co-Curricular Activities
Livingston Student Center, Room 202

- Sharon Lydon, Associate Dean of MBA Programs, Rutgers Business School
- Lynn Letukas, Ph.D., Director, Global Academic Programs, SAS Education

We are preparing our students to succeed in a digital era. During this session, we will discuss how MBA programs are incorporating technology within existing curricular and co-curricular activities. What technology & topics are MBA programs teaching students (Excel, R, Python, Tableau, Artificial Intelligence, Block Chain, FinTech, SAS)? How are programs training faculty to utilize new technology in their courses? How are students driving technology content within their clubs? How are our Student Services Teams providing co-curricular technology workshops for our students? We will discuss ways to incorporate technology creatively within existing courses, clubs and workshops.

1:15 – 2:30 pm

Lunch and MAACBA Annual Meeting
Livingston Student Center, Learning Center on the 1st Floor

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 2019 Board members
7. Hospitality Resolution
8. Introduce our new President
9. Thank you to our 2019 President
10. New/Old Business, Wrap Up and Final Farewell

** Rutgers Business School's third Biennial "Innovations in Undergraduate Business Education Conference" (IUBE) will take place on Oct 21-23 in the same venue as the MAACBA Conference. Rutgers Business School is pleased to welcome MAACBA attendees to join the IUBE Conference Welcome session, the opening keynote by Geoffrey Garrett (Dean, Wharton School of Business), and Panel 1 on "Signature Experiences to Prepare Students to Lead in the 4th Industrial Revolution" on Oct 22 Tue morning. Please refer to the IUBE Conference website for the full program and other pertinent information and to register for the conference. Rutgers Business School extends MAACBA attendees a special discount for IUBE conference registration.

PRESENTERS AND BOARD MEMBERS

NICK BAYER

FOUNDER AND CEO
SAXBYS

Nick Bayer has always been in the business of bringing people together, whether it's as one of Philadelphia Business Journal's "Most Admired CEOs" or as a consummate team captain since Little League. So when he created Saxbys in 2005, Nick never really considered it to be a coffee company — instead, it's a social impact company fueled by amazing food, beverage and hospitality. Saxbys has since grown from one corner café to a 30-unit, Philadelphia-based business with a singular mission: Make Life Better.

For Nick Bayer, "making life better" began by fostering an O.D.D (outgoing, detail-oriented, and disciplined) team, committed to the betterment of the communities it serves and aligned by their shared entrepreneurial spirit and Saxbys' core values. Today, that team spans over 500 members across the Northeast that represent the change-makers of tomorrow. To that point, Bayer introduced Saxbys' pioneering Experiential Learning Program (ELP) in 2015 in partnership with Drexel University — the nation's first entirely student-run cafe where students earn full academic credit and wages through a university cooperative education program. Bayer's vision for the program is to embolden the next generation of entrepreneurs, providing undergrad students with tangible experience as a supplement to traditional classroom learning. In three short years, one ELP cafe has blossomed to eight, with several more planned to open by the end of 2018.

Nick is currently the Entrepreneur in Residence at Cornell University's School of Hotel Administration, an adjunct professor at Drexel University and the Executive in Residence at Temple University's Fox School of Business. He serves on the Board of The Franklin Institute, Big Brothers Big Sisters Independence Region, the Community College of Philadelphia, Drexel University's Close School of Entrepreneurship and Drexel's Steinbright Career Development Center, as well as being a Corporate Council Member for the Children's Hospital of Philadelphia.

In 2017, he was named the "Entrepreneur of the Year" by the Greater Philadelphia Chamber of Commerce as well as EY's "Social Entrepreneur of the Year". He resides in Center City Philadelphia with his wife and son.

HELEN L. BROWN-LIBURD

ASSOCIATE PROFESSOR
RUTGERS BUSINESS SCHOOL

Helen is an Associate Professor with tenure at Rutgers Business School (RBS) in Newark, NJ where for the past eight years she has taught graduate and undergraduate accounting students and conducted research in the areas of auditors' and investors' judgment and decision making, and the impact of Big Data and analytics on the audit profession. Before joining RBS, Helen was on the faculty at Boston College for six years. Her teaching interests include Auditing, Accounting Information Systems, and Financial Accounting. Helen earned her Ph.D. from the University of Wisconsin-Madison and a BBA from Bernard M. Baruch College, City University of New York.

Helen is a CPA with over sixteen years of experience in such diverse areas as auditing, financial and operating reporting, and analysis and project management. Immediately prior to entering her doctoral program she worked for Bristol-Myers Squibb (BMS) as a Manager on several company-wide teams established to evaluate and redesign major company-wide processes to achieve a measurable reduction in the cost structures. At BMS she also served as an Internal Audit Manager where her duties included supervising and monitoring the performance of worldwide audits. Prior to BMS Helen worked for Pepsi Cola Company as Manager of Special Projects where she researched, developed and implemented accounting policies and procedures to provide uniformity and consistency among the reporting groups and performed financial reporting for the acquisitions of third party-owned Pepsi Cola bottling companies. She began her career in public accounting as a staff auditor for Main Hurdman (now KPMG) and later moved to Arthur Young (now Ernst and Young) where she was promoted to Audit Manager.

Helen currently serves on the AICPA Board of Examiners and the PCAOB Data and Technology Task Force. She is a KPMG Doctoral Scholar and a University of Wisconsin-Madison School of Business Advanced Opportunity Fellow. Helen is a member of the National Association of Black Accountants, Inc., the American Institute of Certified Public Accountants, and the American Accounting Association.

JANÉE N. BURKHALTER

ASSOCIATE PROFESSOR OF MARKETING
SAINT JOSEPH'S UNIVERSITY

Janée is an Associate Professor of Marketing that teaches and researches at the intersection of entertainment, marketing strategy and social media. She is a marketing scholar, educator and strategist with practical experience in marketing communications, career services, entrepreneurship, diversity & inclusion. Janée's work has appeared in journals such as *Journal of Advertising*, *Journal of Marketing Communications* and *Business Horizons*. She is also co-editor of the book Maximizing Commerce and Marketing Strategies through Micro-Blogging. Janée is a multi-talented & highly-creative servant leader who volunteers as the Director of Media & Communications at Dare to Imagine Church and as an advisory board member for the Sickle Cell Disease Association of American Philadelphia/Delaware Valley Chapter. She earned her B.S. in Business Administration (Marketing) at Florida

Agricultural & Mechanical University, her MBA in Marketing at Florida Agricultural and Mechanical University, and her Ph.D. in Marketing at Georgia State University.

MURRAY M. DALZIEL

DEAN, MERRICK SCHOOL OF BUSINESS
UNIVERSITY OF BALTIMORE

Murray 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. Murray 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. Murray 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. Murray earned his M.A. at the University of Edinburgh and his Ph.D. at Harvard University.

STEVE DEGNAN

CHIEF HR OFFICER
NESTLÉ PURINA PETCARE NORTH AMERICA

Steve has overall Human Resources responsibility at Nestlé Purina PetCare for over 7,000 associates across 22 locations in the United States and Canada, and also provides oversight and support for Purina Latin America. He also oversees labor relations/collective bargaining for all Nestlé operating companies in the United States. Nestlé Purina is recognized as the industry leader in pet foods and is the recipient of multiple Best Places to Work awards and is a wholly owned subsidiary of Nestlé SA, the world's largest food company.

Prior to moving to Nestlé Purina headquarters in 2004, Steve served as VP of HR Operations at Nestlé USA in Glendale, California, overseeing HR for manufacturing and a variety of other functions.

Steve has been with Nestlé for 28 years and spent the first part of his career in leadership roles in production, logistics, and industrial engineering in several factories and distribution centers before joining HR. His work prior to Nestlé includes four years as an officer in the U.S. Army, three of those years spent in Germany in a Pershing Missile Brigade.

Steve sits on the Advisory Committee of the McDonnell International Scholars Academy at Washington University in St. Louis. He is currently serving as President of the Board of Directors for Guardian Angel Settlement Association, one of the oldest charities in St. Louis dedicated to assisting those in poverty and also serves as President of the Board of Directors for Starkloff Disability Institute, a non-profit dedicated to helping those with disabilities find employment. Steve serves on the Board of Trustees of his undergrad Alma Mater, LaSalle University, in Philadelphia, PA, the McDonnell and the Bauer Leadership Advisory Boards, Washington University in St. Louis, MO and the Board of Directors for Tony LaRussa's Animal Rescue Foundation (ARF), Steve holds a Bachelor of Science degree in Management from La Salle University and an MBA from Washington University in St. Louis.

NANCY DiTOMASO

DISTINGUISHED PROFESSOR OF MANAGEMENT AND GLOBAL BUSINESS
RUTGERS BUSINESS SCHOOL—NEWARK AND NEW BRUNSWICK

Nancy's research addresses issues of diversity, culture, and inequality, as well as the management of knowledge-based organizations, and the management of scientists and engineers. Her 2013 book, *The American Non-dilemma: Racial Inequality without Racism* won the C. Wright Mills Award from the Society for the Study of Social Problems and the Inequality, Poverty, and Mobility Section Distinguished Book Award from the American Sociological Association. Nancy won the 2 016 Sage Award for Scholarly Achievement in Gender and Diversity given by the Academy of Management Division on Gender and Diversity. She has co-authored or co-edited five other books and has had articles published in such journals as *Administrative Science Quarterly*, *Academy of Management Journal*, *Annual Review of Sociology*, *Research in Organizational Behavior*, *Leadership Quarterly*, *California Management Review* among other journals. She has received grant support from the Russell Sage Foundation, the National Science Foundation, the Sloan Foundation, and the U.S. Department of Labor among others. Nancy earned her M.S. and Ph.D. degrees in Sociology at the University of Wisconsin, and her B.A. in Sociology at Ohio State University. She also has a Certificate in Business Administration from The Wharton School of the University of Pennsylvania and attended Proyecto Linguistico in Quetzeltenango, Guatemala.

JAYATI GHOSH, PhD

DEAN, SCHOOL OF BUSINESS ADMINISTRATION
WIDENER UNIVERSITY

Jayati leads program development and works with alumni and business leaders. Under her leadership, the Small Business Development Center (SBDC) has raised the level of integration and offers enhanced experiential learning opportunities for the students. She is a member of the Hispanic Chamber of Commerce, Philadelphia. Prior to joining Widener University, Jayati held leadership roles including Associate Dean, Director of the Honors Program and Faculty Development Program at Dominican University of California. She also served as founding executive director of the university's Global Education Office. She held teaching positions at University of Wisconsin-Whitewater and Wilfrid Laurier University, Canada. Jayati participated 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. Jayati also taught courses on cross-cultural management, business environments in Asia, business communication and globalization. Her research interests include economic development, health issues in Africa and Asia and small and medium enterprises. Jatati completed her doctorate at the University of Waterloo and earned an MA from Wilfrid Laurier University in Canada. She also earned an MS from University of Calcutta, India.

Her research interests include economic development, health issues in Africa and Asia and small and medium enterprises. Ghosh completed her doctorate at the University of

Waterloo and earned an MA from Wilfrid Laurier University in Canada. She also earned an MS from University of Calcutta, India.

MISSY GUTKOWSKI

DIRECTOR OF EXPERIENTIAL PROGRAMS
BUCKNELL UNIVERSITY'S FREEMAN COLLEGE OF MANAGEMENT

Missy empowers students to innovate and experiment by immersing them in a variety of organizational landscapes. Her leadership and programming has provided opportunities for students to explore Silicon Valley, step onto the floor of the New York Stock Exchange, innovate with top minds in NYC advertising and enjoy coffee with CEO's from firms around the globe. Missy prides herself on multitasking in a fast paced environment while producing high quality results to meet and exceed the needs and expectations of students, alumni, students, faculty, staff and external constituents. Field trips, student club development, guest speaker appearances, mentorship opportunities, summits and case competitions fall under Missy's responsibilities. She is known as caring and dedicated to all the students that she works with and is passionate about the programming that she creates.

Missy started her career in social services as a workforce case manager engaging with adults. She was quickly promoted to oversee a workforce development site, CareerLink, in Pennsylvania. Her time in higher education started at Bucknell's Career Center where she built and strengthened externship and field trip/industry programs as well as provided career counseling for students. Missyi majored in Sociology at Susquehanna University and has a Masters in Social Work degree from Marywood University. She has experience working with individuals from varied backgrounds, socio-economic classes, opinions and experiences. Missy lives in Lewisburg with her high school sweetheart, Andy, their two children Josie (10), Viktor (7) and their Bich-Poo, Rocky. Her family loves baseball and softball. When not on campus, Ms. Gutkowski can be found assisting with sports practices and games, attending dance recitals or volunteering for local nonprofit boards and organizations. She enjoys shopping, especially for shoes! She always appreciates connections with colleagues across higher education and industry.

BILL HALEY

FOUNDER AND PRINCIPAL OF ALLIED PIXEL

Bill is founder and principal of Allied Pixel, a digital studio doing groundbreaking work in the area of Personalized Video. He is an award-winning producer/director whose credits include Personalized Videos, television commercials, documentaries and independent feature films.

His TED Talk on Personalized Video can be seen at www.alliedpixel.com/2017/10/my-tedx-talk-personalized-video/.

SUSAN L. HOLAK, PHD

FOUNDING DEAN, LUCILLE AND JAY CHAZANOFF SCHOOL OF BUSINESS
COLLEGE OF STATEN ISLAND / CUNY

Susan has served as the Founding Dean of the School of Business at the College of Staten Island / CUNY since its inception in 2013, and continues in that role following the School's recent naming and transition to the Lucille and Jay Chazanoff School of Business. She leads four academic departments, more than 100 full- and part-time staff, and approximately 2,000 students in associate, baccalaureate, and graduate-level programs. Susan 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 establishment and construction of the Con Edison Trading Room, a brand-new experiential learning venue. Susan 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, Susan served as Director of the Macaulay Honors College at the College of Staten Island, and as the College's Associate Provost for Institutional Effectiveness. She earned a BS in Economics (Magna Cum Laude) from Wharton, where she was named to Beta Gamma Sigma. She received an MPhil and PhD in Business from Columbia University. Susan attended the HERS Program (Bryn Mawr) in 2008 and has also completed the SCUP Planning Institute Certificate.

SUE LEHRMANN, PhD

DEAN, ROHRER COLLEGE OF BUSINESS
ROWAN UNIVERSITY

Sue 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, Sue 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). She 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. Sue earned her PhD from the University of California at Berkeley.

LEI LEI

DEAN
RUTGERS BUSINESS SCHOOL

Lei became the Dean of Rutgers Business School in January 2015. Her research expertise includes supply chain network design and optimization, operations planning, scheduling, process recovery after disruptions, demand-supply planning, and resource allocation optimization. Lei has over 50 refereed publications in journals such as *Management Science*, *INFORMS Journal on Computing*, *Interfaces*, *IIE Transactions*, *European Journal of Operations Research*, *Journal of Operational Research Society*, and *Naval Research Logistics*. She is a recipient of five best teacher awards at Rutgers Business School (RBS) since 1990, and was listed in *Business Week* as one of the two Most Popular Business Professors at Rutgers University (*BusinessWeek*, Oct. 2nd, 2000). She was nominated for the U.S. Professor of the Year (2010). In 2015, Lei was selected as one of the Top 50 Women in Business by NJBIZ. Lei became the founding chair of the Department of Supply Chain Management and Marketing Sciences (SCMMS) in 2008. During her tenure, the RBS Supply Chain Management program grew to one of the top-ranked programs in the nation. Lei received her Ph.D. in Industrial Engineering from the University of Wisconsin (Madison) with a minor in Computer Sciences.

LYNN LETUKAS

DIRECTOR OF GLOBAL ACADEMIC PROGRAMS
SAS INSTITUTE

Lynn leads post-secondary workforce development initiatives, including training and enablement in analytics for educators and students. Prior to joining SAS, Lynn was a research scientist at the College Board where she led large-scale evaluations and content validity studies. She is co-editor of *Measuring Success: Testing, Grades and the Future of College Admissions* (JHUP 2018) and author of *Primetime Pundits: How Cable News Covers Social Issues* (Lexington 2014). Prior to joining the College Board, Lynn was an Assistant Professor at the University of Wisconsin-La Crosse in the Department of Sociology. Lynn earned her PhD from the University of Delaware in Sociology with a focus on quantitative research methods.

SHARON LYDON

ASSOCIATE DEAN OF MBA PROGRAMS
RUTGERS BUSINESS SCHOOL

Beyond her role as Associate Dean of MBA Programs, Sharon is also a Professor of Professional Practice in the Supply Chain Management Department, #6 by U.S. News and #7 by Gartner. She teaches leadership, change and professional development courses. She has worked at Rutgers Business School for the past 14 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, Sharon 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. Early in her career, Sharon was a management consultant at Accenture and an associate at the investment bank, D.E. Shaw & Co. She earned her PhD in Organizational Behavior from George Washington University, with a research focus on Entrepreneurial Leadership. She earned a Master's degree from Columbia University and an Undergraduate degree from Gettysburg College. Sharon recently received her Executive Coaching certification at Columbia University.

JENNIFER MADEN

ASSISTANT DEAN AND DIRECTOR OF GRADUATE STUDIES
THE ROHRER COLLEGE OF BUSINESS
ROWAN UNIVERSITY

Jennifer 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. Jennifer 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. Jennifer 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 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. MarySheila 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, she 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. MarySheila earned her Bachelor's degree from College of the Holy Cross and her JD from Temple University School of Law.

SCOTT MILLER, DBA

DEAN, SCHOOL OF BUSINESS
EDINBORO UNIVERSITY

Scott 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. Scott'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. Scott serves as the executive vice president 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. Scott 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.

MICHELLE L. PATRICK, PHD

DEAN, PROFESSOR OF MARKETING
SCHOOL OF BUSINESS AT ROBERT MORRIS UNIVERSITY

Currently, Michelle's focus includes working with RMU's academic departments in an effort to ensure interdisciplinary curricular offerings and expand student engagement opportunities (such as internships, international offerings, co-oops and interactive lab courses) that will help better prepare students for their professional careers. Her research in marketing has been published in a number of journals such as *The Journal of Research in Marketing and Entrepreneurship*, *The Journal of Marketing for Higher Education* and *Marketing Health Services*. Her research stream focuses on marketing issues related to satisfaction, service quality and on factors that influence a company's ability to extract value from its consumer base. Prior to her current Dean role, Michelle was the Dean of the College of Business and Public Management at West Chester University of Pennsylvania. She has held a variety of positions in Market Research firms. Michelle has been honored with several teaching awards in her career and has integrated her research efforts with her teaching interests. She earned her Ph.D. in Marketing from Kent State University and her MBA from Youngstown State University.

JOYCE E. A. RUSSELL, PHD

DEAN, PROFESSOR OF MANAGEMENT
VILLANOVA SCHOOL OF BUSINESS

Joyce serves as the chief executive, academic and fiscal officer for The Helen and William O'Toole Dean of the Villanova School of Business (VSB) and Professor of Management. She represents the school locally and nationally, to the University community and to all external constituencies, including the business community. VSB boasts numerous top rankings for its undergraduate program and its portfolio of specialty master and MBA programs that serve over 2700 undergraduate, graduate, and executive students. Under Joyce's leadership, VSB was recognized as the #2 school in the nation in the *U.S. News & World Report*'s annual Best Online Graduate Business specialty programs ranking and #13 for the Online MBA. Joyce was honored with the 2018 Women of Distinction Award by the *Philadelphia Business Journal*. Factors such as professional achievement, dedication to mentorship and community involvement were some of the most important elements in the selection process. A sought-after keynote speaker, Joyce also consistently volunteers her time to enhancing business knowledge to a variety of audiences by presenting papers and workshops. She is a licensed industrial and organizational psychologist and has more than 30 years of experience consulting with both private and public-sector organizations. Her expertise is primarily in the areas of leadership and management development, negotiation tactics, executive coaching and change management. Joyce earned her PhD in Industrial and Organizational Psychology from the University of Akron, Ohio and her BA degree in Psychology from Loyola University in Maryland.

STEPHEN SCHAPPE, PHD

DIRECTOR, SCHOOL OF BUSINESS ADMINISTRATION
PENN STATE HARRISBURG

Stephen's academic and professional expertise is in human resource management, organizational behavior, and labor-management relations. Stephen'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. Stephen 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. Stephen 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. Stephen earned 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.

DR. IRENE SCRUTON

ASSISTANT DEAN AND DIRECTOR OF MBA PROGRAMS
SUNY OSWEGO'S SCHOOL OF BUSINESS

Irene is responsible for all full time, part time and offsite MBA programs delivered in class and online. The MBA online program was ranked nationally by *US News & World Report* as the #1 MBA online program for public institutions in New York State and 40th nationwide in 2019. She is currently working with SUNY on a statewide pilot program to address online programming for non-traditional students and is developing program and grant opportunities for the business school with external partners. She is a 2019 recipient of the SUNY Chancellor's Award for her contributions in professional service. Irene also teaches Social Entrepreneurship and Contemporary Leadership. Her research interests are in teaching leadership skills online and the impact of gender differences. Prior to joining Oswego, Irene was a senior level executive for 25 years in banking, government and the nonprofit sector. She was appointed to the inaugural board of Syracuse Regional Airport Authority through 2017 and was recently elected to the Board of Directors for the Food Bank of CNY. Irene is also currently serving on the Board of Directors for Microwave Filter, a manufacturer for the satellite and cable industry. Her prior service includes serving as an executive Board member for several regional boards where she received recognition for her community service. Irene earned her Ed.D. from St. John Fisher College, an MBA from Syracuse University and a B.S. from the State University of New York at Buffalo.

JOYCE A. STRAWSER

DEAN, STILLMAN SCHOOL OF BUSINESS
SETON HALL UNIVERSITY

Joyce 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, Joyce has earned awards for her excellence in teaching and service to students. Prior to her appointment as dean, Joyce 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. Joyce 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).

CATHY J. TONER, JD, MJ

ASSISTANT DEAN FOR TALENT AND STAFF DEVELOPMENT, COMMUNITY AND EXTERNAL OUTREACH VILLANOVA SCHOOL OF BUSINESS

Cathy is the Assistant Dean for Talent and Staff Development, Community and External Outreach at the Villanova School of Business (VSB) at Villanova University. She is responsible for all communications and marketing for VSB including alumni and advisory council communications, media relations, advertising, sponsorships, marketing of all graduate and entrepreneurial programs including executive and online programs, and rankings communications. She also leads and manages talent development and community and external outreach for the School. She was previously the Director of Communication and Marketing at VSB.

During her tenure, the VSB BusinessWeek undergraduate ranking improved from #13 to #1 and the online graduate programs are ranked #2 in the nation by US News & World Report. Graduate enrollment has nearly doubled, from 700 to almost 1,200 students in the past five years. Media hits have increased from 455 to over 3,000 in six years, including national publications and networks such as *AP*, *CNN*, *NPR*, *Bloomberg Businessweek*, *Reuters*, and *Forbes*.

Cathy is also an adjunct faculty member in the School of Business, teaching Corporate Responsibility & Regulation and business writing at VSB. Before joining Villanova, Cathy worked at the Vanguard Group in various senior roles in legal, marketing and communications; at CIGNA in corporate communications, and at CoreStates Financial Corp in human resources and communications. She holds a Juris Doctor and a Master of Journalism from Temple University and has an undergraduate degree in Communications from the University of Scranton. Cathy has won many communications awards, recently including two platinum and one gold 2018 MarCom awards; two platinum and three gold 2018 Hermes Creative Awards; gold and silver 2018 CUPPIE awards, and a 2018 IABC Silver Quill.

CAN USLAY

VICE DEAN FOR ACADEMIC PROGRAMS AND INNOVATIONS RUTGERS BUSINESS SCHOOL AT NEWARK AND NEW BRUNSWICK

Can's research interests lie broadly within marketing strategy and theory construction. His work has been presented in numerous International conferences and published in the leading academic journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *European Business Review*, *International Business Review*, *International Journal of Technology Management*, *International Journal of Quality & Reliability Management*, *Journal of Advertising Education*, *Journal of Business Environment*, *Journal of Business Research*, *Journal of Business Strategy*, *Journal of Business-to-Business Marketing*, *Journal of Public Policy & Marketing*, *Journal of Research in Marketing & Entrepreneurship*, *Journal of Strategic Marketing*, *Marketing Education Review*, *Review of Marketing Research*, and the *Rutgers Business Review*. Can has co-edited four and (co)authored two books and over fifty refereed articles/book chapters/sections (eight in re-print). He currently serves as the Chair of the Entrepreneurial Marketing SIG of the American Marketing Association, Area Editor for the *Rutgers Business*

Review, and DSEF and AEF VPP Fellow. He is a recipient of the MAACBA Teaching Innovation Award, winner of the U. Michigan WDI case-writing competition, Rutgers New Brunswick Chancellor's Award, the Valerie Scudder Award, and several Dean's awards for outstanding scholarship, teaching, and service. Can's work experience prior to academia includes consulting at a conglomerate, international marketing, and assisting the State of Georgia for high-tech based economic development. Can received his M.B.A. and Ph.D. from the Georgia Institute of Technology where he also taught for three years.

JACQUELINE A. WILBUR

ADJUNCT INSTRUCTOR
SUNY OSWEGO

Prior to launching her teaching, coaching, and consulting career, Jackie was the Executive Director of Undergraduate and Master's Programs at the Massachusetts Institute of Technology (MIT) Sloan School of Management. In this position, she led the largest administrative unit within the school, generating over $52M annually, and building a highly effective team that delivered outstanding services to all stakeholders including over 1500 students. Previously she served as Senior Director of Career Development at MIT Sloan, and in a similar capacity at The McDonough School of Business at Georgetown University and Babson College.

Jackie earned her BA at the State University of New York at Oswego and her M.Ed. at Northeastern University. During her tenure as executive director at MIT Sloan, she completed MIT's Leader to Leader, the Institute's selective senior leadership development program. She is a founder and Past President of MBA Career Services and Employer Alliance. Her coaching certifications include the MBTI and Hogan Assessment Systems and she has experience with 360 tools, including conducting interviews and interpretation. Jackie lives in the Boston area with her husband Ted and three sporting dogs.

JEROME WILLIAMS

DISTINGUISHED PROFESSOR AND THE PRUDENTIAL CHAIR IN BUSINESS (MARKETING DEPARTMENT), FELLOW OF THE CENTER FOR URBAN ENTREPRENEURSHIP & ECONOMIC DEVELOPMENT (MANAGEMENT AND GLOBAL BUSINESS DEPARTMENT)
RUTGERS BUSINESS SCHOOL-NEWARK AND NEW BRUNSWICK

Jerome has published extensively in the areas of multicultural marketing, Internet privacy, and public health communication. He formerly served as Rutgers-Newark Provost and Executive Vice Chancellor from 2015-2019. Prior to joining Rutgers, he 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 being on the Howard faculty, Jerome was on

the Penn State University Marketing Department faculty for 14 years. He formerly served as Chairman of the Board of Trustees of the American Marketing Association Foundation (AMAF). The AMAF's Williams-Qualls-Spratlen award is named in his honor to recognize marketing scholars for mentoring students from underrepresented backgrounds. In 2009 Jerome received the Academy of Marketing Science Outstanding Marketing Teaching Award. He currently serves as Associate Editor of the *Journal of Public Policy & Marketing*. In 2014 he was inducted into the PhD Project Hall of Fame for his efforts in promoting greater faculty diversity in schools of business. In 2018 Jerome received two national professional career awards because of his long-term commitment to advertising ethics and social responsibility: 1) the American Academy of Advertising awarded him the Kim Rotzoll Lifetime Achievement Award, and 2) the American Marketing Association awarded him the Lifetime Achievement Award for the Marketing and Society Special Interest Group (MASSIG). In 2019 he was awarded another lifetime achievement award by the Race in Marketing organization. Jerome earned his Ph.D. from the University of Colorado in Marketing, with a minor in Social Psychology. He also earned an M.S. degree from Union College and a B.A. degree from the University of Pennsylvania.

MARIE ZARA

DIRECTOR OF ADVANCEMENT
THE PHD PROJECT

Marie received a Bachelor's of Science from Pace University in marketing with a concentration in advertising and holds a Certificate in Fundraising from New York University. She spent close to 20 years in recruitment advertising with JWT Specialized Communications, and then with Bernard Hodes Group, serving clients across a wide array of industries. Major clients included KPMG and The PhD Project, and Marie had been involved with The Project on the marketing side since its inception.

In 2005, Marie joined The PhD Project team when it was launched as a separate 501(c)(3) by the KPMG Foundation. In this role, Marie is responsible for all development activities and donor relations, working closely with PhD Project sponsoring corporations and universities, as well as individual donors. In addition, she oversees all marketing and communications, and is working closely with the White House Initiative on Hispanic Excellence in Education on The PhD Project's commitment to action. Marie resides in Rockland County, NY.

VANA ZERVANOS

ASSOCIATE DEAN OF CONTINUING AND GRADUATE STUDIES AND EXTERNAL AFFAIRS
HAUB SCHOOL OF BUSINESS AT SAINT JOSEPH'S UNIVERSITY

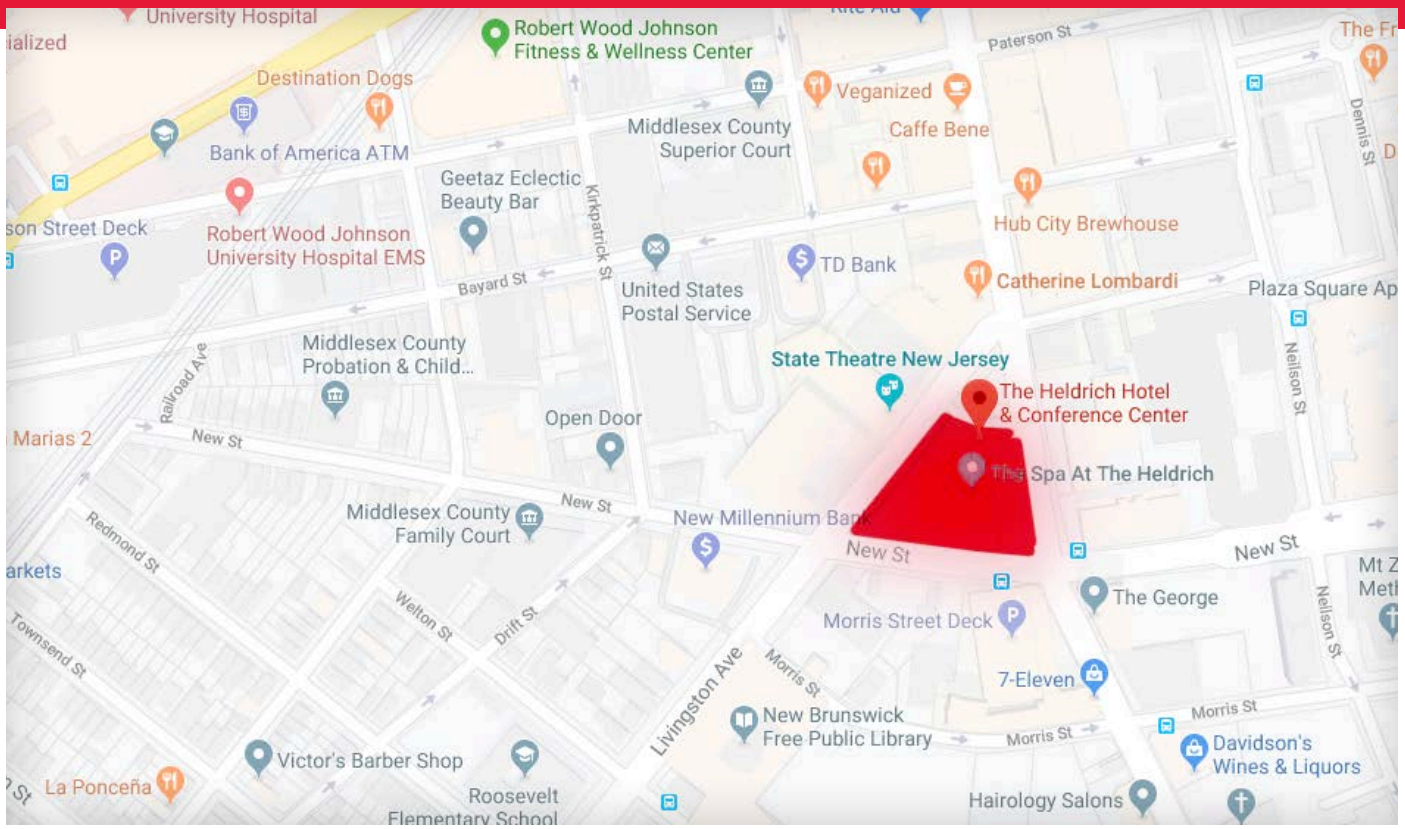
Vana oversees the The Pedro Arrupe Center for Business Ethics and is the co-director and co-founder of The Dean's Leadership Program, an intercollegiate leadership program which is values-based, reflective, and biased toward serving others. She serves on the board of Middle Atlantic Associate of Colleges of Business Administration and is the Co-Chair of the RME Affinity Group for AACSB, the international accreditation body for business schools. Vana 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. 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.

RACHEL DIXON-ZUDAR

MANAGER, ACCREDITATION SERVICES
AACSB

Rachel Dixon-Zudar serves as an accreditation services manager for AACSB International and is the staff liaison for schools throughout the United States. She is responsible for assisting schools with the accreditation standards and processes for initial accreditation and continuous improvement reviews. Prior to joining AACSB in 2014, Dixon-Zudar spent almost five years working in the coffee industry in logistics and marketing. She obtained both her Bachelor of Science in Commerce and Business Administration in Marketing and later her MBA in Strategy from The University of Alabama.

EATING OUT DOWNTOWN IN NEW BRUNSWICK



FINE DINING

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

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

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

ITALIAN

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

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

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

AROUND THE WORLD

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

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

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

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

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

AMERICAN & AFTER HOURS

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

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

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

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

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

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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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CONFERENCE AGENDA AT-A-GLANCE

SUNDAY OCT 20		100 ROCKAFELLER (RBS)
12:45 - 5:00 pm	Conference Check-in	North Tower • Lobby
1:00 - 5:00 pm	AACSB Accreditation Volunteer Training	South Tower Room 1144
3:00 - 4:00 pm	MAACBA Board of Director's Meeting	South Tower Room 5166
4:00 - 5:00 pm	First Time Attendees Reception	North Tower • Fifth Floor Lounge
5:00 - 7:30 pm	Welcome Cocktail Reception	North Tower • Fifth Floor Lounge
MONDAY OCT 21		**LIVINGSTON STUDENT CTR (LSC)**
7:30 - 1:00 pm	Conference Check-in	Concourse
7:30 - 8:30 am	Continental Breakfast	Main Hall
8:30 - 8:45 am	Welcome Kickoff	Main Hall
8:45 - 10:00 am	Plenary Session	Main Hall
10:00 - 10:15 am	Coffee Break	Main Hall
10:15 - 11:45 am	The PhD Project: A Model for Success	Main Hall
11:45 - 12:30 pm	Lunch Buffet	Main Hall
12:30 - 1:15 pm	The Future of Work is Now	Main Hall
1:30 - 2:30 pm	MAACBA Member Presentations: Session A Session B Session C	 Room 202 Main Hall Room 201
2:30 - 2:45 pm	Coffee Break	Main Hall
2:45 - 3:30 pm	Sponsor Presentations Session A Session B	 Room 201 Room 202
3:45 - 4:45 pm	AACSB Accreditation: Turning the Corner with the 2020 Business Standards	Room 201
5:00 - 6:00 pm	Cocktail Reception	Rutgers Club 2nd Floor
6:00 - 8:00 pm	Dinner and Networking	Rutgers Club 2nd Floor
TUESDAY OCT 22		**LIVINGSTON STUDENT CTR (LSC)**
7:30 - 8:30 am	Full Breakfast	Main Hall
8:30 - 9:00 am	Welcome by Dean Lei Lei	Main Hall
9:00 - 9:45 am	Plenary Session - MAACBA/IUBE	Main Hall
9:45 - 10:00 am	Coffee Break	Main Hall
10:00 - 11:15 am	Preparing Students to Lead in the 4th Industrial Revolution - MAACBA/IUBE	Main Hall
11:15 - 11:30 am	Coffee Break	Main Hall
11:30 - 12:00 pm	AACSB Annual Update	Room 201
12:15 - 1:00 pm	Concurrent Sessions: Session A: Undergraduate Focus Session B: Graduate Focus	 Room 201 Room 202
1:15 - 2:30 pm	Lunch & MAACBA Annual Meeting by Board of Directors	Learning Center Room