



RUTGERS SCHOOL OF BUSINESS-CAMDEN 2024–2025 Impact Report

A Catalyst for Transformation

MISSION

As a leading public business school, Rutgers School of Business–Camden (RSBC) applies high-quality research and industry knowledge to provide a holistic academic experience that prepares our students to be responsible professionals and influential leaders. By fostering collaboration between academia and practice, RSBC delivers impactful student evolution, advances faculty research, and enriches our alumni, corporate partners, and community.

VISION

To serve as a catalyst for transformation through research, academic excellence, and engagement

CORE VALUE PROPOSITION

- Rutgers brand
- Diverse, inclusive, and beloved community in an urban setting
- Internationally recognized faculty
- Opportunity creation
- Mentorship





MESSAGE FROM THE DEAN

Delivering on our Promise of Transformation

At Rutgers School of Business–Camden (RSBC), we believe transformation does not wait for perfect conditions – it requires purpose, resolve, and shared commitment to lead. Guided by our vision to be a catalyst for transformation, RSBC has continued to make bold progress on our strategic priorities, even in the face of constrained resources.

This year, we launched high-impact programs in **Entrepreneurship & Innovation**, **Financial Planning**, and **Real Estate**, while welcoming 32 students into our inaugural **Business Honors Program**. We have also infused our graduate and undergraduate curricula with short skills courses, such as cybersecurity, AI, and business process improvement. Yet, our commitment to student transformation extends beyond the classroom. More than 190 students participated in experiential learning—from corporate site visits and case competitions to immersive global programs in South Africa and Sri Lanka. Programs, such as the **Pathway to Financial Planning** and **Rutgers Leaders Mentoring**, continue to connect students with professionals who guide their transition into the workforce. These offerings reflect our identity as a student-centered, future-facing business school that delivers excellence with intention.

Our faculty are producing insights that inform business practice, advance scholarship, and deepen classroom learning. RSBC scholars published 34 peer-reviewed articles this year, including 17 in top-tier journals. Notably, **Dr. Yuxiang Zheng's** research appeared in three of the most prestigious accounting journals. Faculty, like **Dr. Kristie McAlpine** and **Dr. Tom Fewer**, are pushing boundaries in inclusive leadership and cross-border collaboration, delivering thought leadership that shapes business practice.

Investing in our people is one of our three strategic priorities. Training participation increased by 30%, with staff and faculty engaged in enhancing their expertise in leadership development, inclusive advising, and AI integration for teaching, research, and operational excellence. Across RSBC, a culture of continuous learning is taking root and strengthening our ability to adapt, innovate, and serve.

What makes RSBC exceptional isn't just what we have accomplished – It's how we have done it: with lean, dedicated teams, responsible stewardship of resources, renowned faculty who teach our students directly, and a culture that turns constraints into opportunities.

None of this progress would be possible without your steadfast support – our alumni, donors, partners, and campus leadership. Your belief in our mission fuels our momentum. I am especially grateful to the Dean's Leadership Council and our Finance and Accounting advisory boards for their continued partnership and for helping us expand what is possible.

As we look ahead, we invite you to continue this journey with us by supporting us through scholarships and mentorship, and by opening doors. We are proud of what we have built and are even more energized by what comes next.

Monica Adya, Ph.D.

Dean, Rutgers School of Business–Camden



Strategic Priority I:

Deliver impact through student transformation and research excellence

This priority focuses on what defines us as a public business school: equipping students with industry-relevant, high-quality education and creating scholarship that advance both business and society.

A. High quality industry relevant curricula

New Academic Programs

- **Business Honors Program:** 32 inaugural students, 21 engagement events
- **B.S. in Entrepreneurship and Innovation** (launching Fall 2025)
- **Real Estate Minor** (launching Fall 2025)
- **MS in Finance–Financial Planning:** CFP Registered, with Fintech/Leadership tracks and experiential learning

Industry Relevant Skills

- Launched multiple seven-week/one-credit, industry-focused online courses for undergraduate and graduate students, including:
 - » Lean Six Sigma Green Belt Certification Part I
 - » Lean Six Sigma Green Belt Training Certificate Part II
 - » Data Visualization with Tableau
 - » Prompt Engineering and Generative AI for Professionals
 - » Business Process Redesign
 - » Sales Methods and Tools (Using Salesforce)
 - » Intro to Python



Dr. Yuliya Strizhakova traveled with six RSBC students to the Direct Effect Innovation Challenge Marketing Competition in Nashville, Tennessee



Business Honors Program students with Rutgers Alumni at JP Morgan Chase



Inaugural Cohort of the Business Honors Program

B. Internationally Recognized Faculty Scholarship and Teaching

RSBC faculty published 34 articles over the past year, including 17 in *Financial Times 50 Journals*.

Below is a sample of their high-quality publications and teaching innovations.

Brennan, M. (2024). Revisiting equity in urban operations management 50 years later: What do city planners have to say? *Production and Operations Management*, 1-8.

Dwertmann, D. J. G., Boehm, S. A., McAlpine, K. L., & Kulkarni, M. (in press). Organizational burden or catalyst for ideas? Disability as a driver of cognitive flexibility and creativity. *Administrative Science Quarterly*.

George, G., **Fewer, T.**, Lazzarini, S., McGahan, A., Puranam, P. (2024). Partnering for grand challenges: A review of organizational design considerations in public-private collaborations. *Journal of Management*, 50(1), 10-40.

McAlpine, K., Bell, B., & Leon, E. (in press). It matters how you got there and who else is doing it: Examining the effects of two social-contextual characteristics of working from home. *Human Resource Management*.

Tran, H.A., **Strizhakova, Y.**, Bach, N., & Johnson, S. (2024). Expressions of customer rumination in online posts and firm responses. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-024-01061-6>

Zheng, Y. (2025). Can investors learn from patent documents? Evidence from textual analysis. *Contemporary Accounting Research*, 1-28. <https://doi.org/10.1111/1911-3846.13036>

Valentine, K., Zhang, J.L., & **Zheng, Y.** (2025), Strategic scientific disclosure: Evidence from the Leahy-Smith America Invents Act. *Journal of Accounting Research*. <https://doi.org/10.1111/1475-679X.12605>

Zheng, Y., Xiao, Z., & Chu, Y. (Forthcoming). The industry expertise channel of mortgage lending. *Journal of Financial and Quantitative Analysis*.

Due to their leading innovations in teaching, several faculty received teaching awards, including:

Drs. David Pedersen and **Ed Werner** received recognition for online teaching and program development. Both were recognized at the **Rutgers Online Conference** that was held on March 17th.

1. **David** was the recipient of the **2025 Excellence in Online Teaching Award** in the category of Online Course Design.
2. **Ed** received an **honorable mention** in the category of **Online Program Design**.

Dr. Deeksha Singh is one of the recipients for this year's **Chancellor's Teaching Excellence Award for Tenured and Tenure-Track Faculty**.

Digital Innovation and Transformation

Accounting Information Systems
Data Analytics and Decision Making
Digital Marketing
Emerging and Disruptive Technologies and Risk Management
Innovation
Operations and Supply Chain Management
Systems and Software Design



Organizational Strategy and Sustainability

Emerging Markets
Entrepreneurship
Healthcare Management
Intellectual Property
International Business

IT Strategy
Marketing Strategy
Mergers and Acquisitions
Strategic Management



Behavioral Science in Organizations

Analyst Behavior
Behavioral Theory of the Firm
Consumer Behavior and Experiences
Consumer Preference and Sentiment
Investor Behavior
Technology and People



Markets and Pricing

Asset Pricing
Brand Management
Capital Markets
Consumer Pricing
Estimation and Forecasting
Financial Markets and Pricing



Environmental, Social, and Corporate Governance

Accounting and Audit Standards / Regulation of the Firm
Corporate Governance
Decision Making
Ethical Leadership in Financial Reporting
Social Responsibility
Sustainability



People and Organizations

Cross-Cultural Management
Group and Team Dynamics
Talent and Performance Management
Work and Workplace Design
Workplace Health and Well-Being



Leading in the Workplace

Diversity, Equity, and Inclusion
Leading in the Workplace
Leadership Development and Training
Organizational Culture and Climate



**Faculty
Research
Clusters**
43 Areas of Expertise

Strategic Priority II:

Enhance RSBC's growth and reputation

As a School committed to access and affordability, RSBC aims to grow its visibility, influence, and impact. By elevating faculty scholarship, expanding enrollment pipelines, and offering flexible learning pathways, we strive to strengthen our reputation and attract the resources needed to serve learners at every stage.



TOTAL 2025 ENROLLMENT: 1,650

64.5% Undergraduate

35.5% Graduate

+2.42%

Increase in
Enrollment
2024-25

\$4,243,815

in Scholarships
2024-25

UNDERGRADUATE

25
Average Age



28.3%
First Generation



93.5%
In-State
Residency

Enrollment1,065

Female.....42.4%
Male.....57.6%

Demographics

White, Non-Hispanic.....42.3%
Hispanic.....24.6%
Black/African American.....14.5%
Asian.....13.4%
More than one race.....2.7%
Unknown.....2.4%
American Indian/
Alaskan Native.....0.1%

College Path

% Transfer Students.....58.8%

Avg. Retention Rate
(to 2nd Fall).....80.1%
(Combined Entering Cohorts F2013-F2023)
Avg. 4-yr Graduation Rate..65.4%
(Combined Entering Cohorts F2013-F2020)

% First Year Students.....41.2%

Avg. Retention Rate
(to 2nd Fall).....76.9%
(Combined Entering Cohorts F2013-F2023)
Avg. 6-yr Graduation Rate...61.5%
(Combined Entering Cohorts F2013-F2018)

International.....6.6%

Non-citizen, permanent
resident.....3.80%
Non-citizen, non-permanent
resident.....2.80%

Programs

BS.....48.3%
Online BBA.....34.0%
Off-Campus BBA.....17.7%

Undergraduate Major Headcount

Accounting.....113

Business
Administration.....550

Finance.....145

Human Resource
Management.....7

Management.....123

Marketing.....104

Pre-business.....22

GRADUATE

33
Average Age



77.1%
In-State
Residency



5.1%
International

Enrollment585

Female.....51.4%
Male.....48.6%

Demographics

White, Non-Hispanic.....40.9%
Hispanic.....20.0%
Asian.....17.9%
Black/African American.....15.7%
Unknown.....3.6%
More than one race.....1.5%
Other.....0.2%
Native Hawaiian or
Pacific Islander.....0.2%

Programs



A Catalyst
for Transformation

Programs

Online MBA.....54.9%
Online Master of
Accountancy (Macc).....17.3%
MS in Business Analytics...16.6%
On Campus MBA.....6.0%
Online Master of Science
in Finance: Financial
Planning (MSF).....3.8%
Professional MBA.....1.4%



Student Placements

\$61,250

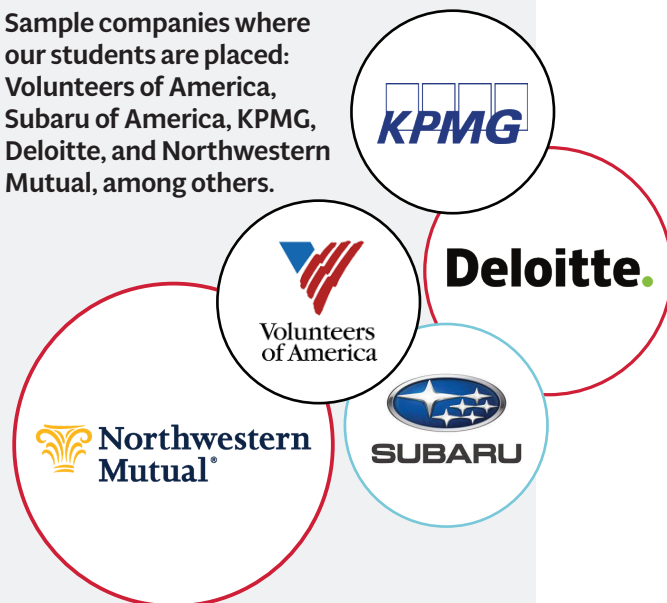
Average starting undergraduate salary

PLACEMENT DATA:

63% of respondents indicated they would be working full-time, while

10.9% indicated they would be working part-time

Sample companies where our students are placed: Volunteers of America, Subaru of America, KPMG, Deloitte, and Northwestern Mutual, among others.



A. Faculty Visibility

RSBC Faculty were featured 14 times in media outlets, including *The Wall Street Journal*, National Public Radio, Marketplace, and Wallethub, among others. Here are a few samples:

- **Dr. Thomas Fewer:** “CEO’s with strong political views may also have more instances of misconduct” on National Public Radio
- **Dr. Robert Schindler:** “\$10.24 for a burrito? Here’s why some restaurants don’t round up” in Marketplace
- **Dr. Yuliya Strizhakova:** “Keurig Dr Pepper Said Its K-Cups Could Be Recycled. Not So, Says SEC” in *The Wall Street Journal*

B. International Partnerships and Engagement

- RSBC signed MOU with Great Lakes Institute of Management, India.
- **Dean Adya** met with eight Indian universities in March to have initial connections on student and faculty exchange as well as program partnerships.
- RSBC launched a new study abroad program in Sri Lanka.

C. Marketing and Outreach

- Revamped the audience targeting and messaging of our advertising and marketing, which doubled the pipeline of prospective students.
- Incorporated new outlets into the marketing mix, including the Eagles Playbook, the Philadelphia Center City Business Association (CCBA), and billboards in South Jersey.
- Overall increased submitted applications by 1/3 across the undergraduate and graduate programs.
- Continued to increase the number of enrolled students across the school. This was particularly momentous for the UG programs, which had historically seen declines.
- Maintained regular engagement with social media for both awareness and community building.

62M
Impressions

16,686
Engagements

6,207
Post Click Links



Inve\$t in Her Future Event



Steve Selfridge (SBC '79), RSBC Executive-in-Residence



2025 Business Symposium: The Changing Face of Entrepreneurship



**Wilma Espiritu-Crowley
- Embrace Opportunity
Award Winner**

D. Student Engagement, Development, and Success

- 190+ students participated in hands-on, experiential learning activities throughout the academic year.
- Coordinated the Doing Business in South Africa Study Abroad Program for the 28th year and a new Study Abroad Program in Sri Lanka.
- Participated in various case competitions and alumni panels.
- Launched Mentorship Programs:
 - » Pathways to Financial Planning
 - » Rutgers Leaders Mentoring Program: pilot program with MAcc students. In Fall, the program will expand to all graduate students.
- Hosted the RSBC Showcase on September 17, 2024, and two Creative Writing for Your Résumé Workshops.
- Steve Selfridge (SBC '79) continued his service as Executive-in-Residence for the second year. In this role, he guest lectures and supports student development through mentorship, career readiness, and industry connections.
- Hosted a return visit for Suzanne Ackerman, international Professor of Practice at Rutgers University–Camden, chairman of the Ackerman Pick n Pay Foundation, and founder of the Feed the Nation Foundation, in October 2024.
- Expanded the Corporate Partner Scholarship Program to include Thayer Distribution, Hellmann Worldwide Logistics, and TriCare Medical Transportation.



Corporate Site Visit to Campbell's Company

E. Corporate and Community Engagement

- Sustainability Conference – Sustainably Planning in the Age of Climate Change: September 25, 2024
- Women in Business and Entrepreneurship Chat and Chew – Suzanne Ackerman: October 16, 2024
- Business Symposium – The Changing Face of Entrepreneurship: April 17, 2025
- Corporate Site Visits to Thayer Distribution, Subaru of America, The Campbell's Company, and American Water

Women in Business and Entrepreneurship Chat and Chew (from left to right): Hagar Ezzo, Suzanne Ackerman, Christina Broderick, and Michelle Sudler



F. Workforce and Community Impact:

- Lifelong Learning: Professional and Executive Education at Rutgers (PEER)
 - » Delivered Lean Six Sigma training for three major healthcare systems.
 - » Launched New programs in Generative AI, Supply Chain, and Real Estate.
 - » Relaunched and co-hosted the Ragone Center for Excellence in Accounting Conference that serves to develop community between accounting students and professionals.
 - » Continued supporting the retraining needs of individuals through the workforce development program.
- Small Business Development Center: <https://rsbdc.org/>
 - » Akeel Gaines joined RSBC as the Director of the Rutgers-Camden NJ Small Business Development Center.
 - » Advised 259 clients through 1500 consulting hours, leading to 65 new businesses launched.
 - » Aided in securing \$2.5 million in funding for new businesses.

G. Alumni and Friends Engagement

- Hosted events: "Picture in a Pitcher," Homecoming, and casual meet-ups.
- Will be launching outreach campaign for volunteerism and idea-sharing.
- Connected 150+ students with donors at the April 17 Scholarship Reception.
- Donor contributions supported global learning, mentoring, and student success:
 - » For Rutgers Giving Day, we modified our outreach strategies, which increased the amount of donations by 65% and the number of unique donors by 212%.
 - » With one month left in the cycle, we hope to reach similar donation targets as last year.

Year	Sum of Amount	Count of Donors
2024-2025	\$41,775.34	223
2023-2024	\$59,307.46	218



Strategic Priority III:

Grow internal capabilities to deliver on strategic goals

In a resource-constrained environment, RSBC must operate with agility and intention. This means fostering a culture of innovation, supporting professional growth for faculty and staff, and building the infrastructure needed to sustain long-term success.

A. Faculty and Staff Development

- Increased both training and social activities, including 30% more attendees and 30% more hours of training opportunities, under the coordination of the Employee Engagement and Development Committee. Key events include a staff retreat, various AI workshops, Excel training, and a Mardi Gras Celebration.
- Implemented AI to enhance courses and staff administrative work:
 - » **Faculty**
 - » Enhance course development
 - » Develop specific in-class activities, such as a generated “conversation” with a forensic financial analyst and how to manage tone in messaging
 - » Incorporate prompt development and AI use in the classroom
 - » **Staff**
 - » Develop and/or enhance promotional/marketing messages
 - » Prepare summaries of data and information
 - » Transform messages to prospective and current students
 - » Utilize AI templates for accreditation summaries
- Community Service by Faculty: 10 faculty members participated in business-related community service, including serving on the Board of Directors for Latin American Economic Development Association (LAEDA), EgoPo Productions, Space and Financial Planning Committee, as well as a board member for Bethanykids and a committee member for Help HOPE Live (Non-Profit Organization).
- Several staff participated in specialized training programs, including Search Inside Yourself (SIY) and the Clifton Strengths finder.
- Staff also participated in various conferences, including the 2025 Carnegie Higher Ed Conference, or served as panelists for conferences, including the RCBC BRAVE (Men of Color) Conference.

137

Total Employees

48

Full-Time Faculty

54

Lecturers

35

Staff

B. Faculty and Staff Awards

FACULTY EXCELLENCE AWARDS FOR TEACHING

Full-Time Faculty Award: **Dr. Kenneth Kendall**, Distinguished Professor, Management

Teaching Innovation Award: **Dr. Tengfei Zhang**, Assistant Professor, Finance

Part-Time Faculty Award: **Prof. Mark Camma**, Lecturer, Accounting and Finance

FACULTY EXCELLENCE AWARD FOR RESEARCH

Dr. Thomas Fewer, Assistant Professor, Management

Dr. Yuxiang Zheng, Assistant Professor, Accounting

STAFF EXCELLENCE

Michelle Dilugi, Business Assistant I, Budget and Planning

Shannon Traum, Student Counselor, Undergraduate Academic Services Office

RISING STAR

Ana Estevez, Student Counselor, Graduate Academic Services Office

STAFF RECOGNITION

Ferin Speaks, Assistant Dean II, Graduate Academic Services Office

Michelle Sudler, Administrative Coordinator, Office of the Dean

C. Staff Accomplishments

- Two staff received Chancellor's Staff Development Grant.
- Several staff served on the campus-wide committees, including the appointment as the Chair of the Civil Rights Committee for URA.

D. Faculty and Staff Enhancements

- Successful recruited for five new faculty across key areas (Accounting, Marketing, Management), who will start in Fall.
- Hired six new staff members for the Office of the Dean, Academic Services Office, Marketing and Recruiting Team, PEER team, and the Small Business Development Center.



E. Infrastructure Enhancements

- Converged Learning Classroom (2)
- Business Honors Lounge
- New carpet on the 4th floor of BSB

F. Eminent Scholar Series

Big Data and Machine Learning in Environmental, Social, and Governance (ESG) Research by Dr. Kai Li, Canada Research Chair in **Corporate Governance** and W. Maurice Young Endowed Chair in Finance at the UBC Sauder School of Business, University of British Columbia.
S: October 25, 2024



PRESIDENTIAL AWARD Rutgers Lifetime Contribution (Staff)



Cal Maradonna
Manager, Off-Campus
BBA Program and
Learning Abroad

Looking Forward

Looking ahead, RSBC remains focused on strengthening the systems, relationships, and culture that drive long-term success. We will continue to invest in the people and practices that make innovation sustainable – from deepening engagement with students and alumni to equipping our teams to thrive in a rapidly evolving technological and social landscape. As we continue to grow with purpose, we are also sharpening our institutional voice and impact by ensuring that what we stand for is as clear as the results we deliver. With purposeful alignment across academic programs, operations, and partnerships, we aim to strengthen the foundation for a more connected, resilient, and forward-looking business school.

We invite you — our partners, alumni, and supporters — to help us bring these priorities to life through continued engagement, investment, and collaboration.

Strategic Priority 1	Strategic Priority 2	Strategic Priority 3
Refine and align RSBC's academic portfolio to address workforce needs, expand access, and amplify societal impact	Grow overall enrollments by 2% by expanding strategic partnerships, international engagement, and lifelong learning pathways	Equip faculty and staff to lead in a rapidly evolving digital and operational landscape through innovation, AI integration, and inclusive leadership
Expand student mentorship and professional development pathways that improve career outcomes	Enhance alumni engagement through mentorship, storytelling, and ambassador programs	Establish school-wide norms for ethical and effective use of emerging technologies
Integrate mission-driven programming into curriculum, research, and school-wide initiatives	Improve how RSBC communicates its value to prospective students, parents, partners, and donors	Strengthen internal communications and collaboration to improve responsiveness and coordination



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