

2023 IMPACT FOR THE GREATER GOOD



RowanUniversity

WILLIAM G. ROHRER
COLLEGE OF BUSINESS

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IMPACT FOR THE GREATER GOOD

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IMPACT FOR THE GREATER GOOD

We have so much to celebrate.



This year the William G. Rohrer College of Business (RCB) marks 50 years of history. Five decades of unprecedented accomplishments. And the RCB continues its upward trajectory.

Inspired by the entrepreneurial spirit and dedication to service and community of our benefactor, banker and philanthropist William G. Rohrer, we educate future leaders with a global mindset to impact the region and the world.

Shortly after I took the helm of the College seven years ago, I met with more than 200 stakeholders — students, faculty, administrators, advisory council members, business leaders, alumni and others. Their input led to a broad strategic plan that helped the College refine and address seven major goal areas during the last five years.

Today our mission focuses on serving a diverse population, sustainable careers, real-world immersion, entrepreneurial thinking, responsible leadership/societal impact, faculty research with practical applications and teaching excellence.

This report showcases many of our resulting accomplishments and reports data from the last five years (unless otherwise noted).

Our next strategic plan will continue through 2025, based on data gathered through a comprehensive environment scan, benchmarking and input from focus groups that included faculty, students, alumni and the business community.

We continue to collaborate with regional business leaders, industry and nonprofit organizations, and alumni and community members through programs and initiatives, events, and advisory councils and boards. We invite you to join us as we continue to make business history for the global good.

Sue Lehrman

Dr. Sue Lehrman
Dean

Promoting Standards for Excellence

In 2017, the RCB ushered in a new era in business education when it opened the doors to Business Hall. This state-of-the-art building provided the space, technology and environment to expand faculty and staff, professional collaborations and groundbreaking programs. Even more importantly, it enabled the RCB to double student enrollment.

The RCB's recently completed five-year strategic plan reflects its commitment to the purpose-driven, innovation-focused standards of the Association to Advance Collegiate Schools of Business International (AACSB).

Focusing on seven major goal areas, the RCB launched three new Centers of Excellence — the Rohrer Center for Professional Development (RCPD), the Rohrer Center for Experiential Learning (RCEL) and the Rowan Center for Responsible Leadership (RCRL).

In addition, the College reinvigorated the Rowan Center for Innovation & Entrepreneurship (RCIE) and established the School of Innovation & Entrepreneurship. The new school promotes a cross-campus culture of entrepreneurial thinking and generates opportunities for professional startups.

In 2022, the *Princeton Review* ranked Rowan's undergraduate entrepreneurship program among the top 50 in the nation for the second consecutive year, advancing the University's national ranking six places to #44 and naming it #7 in the Northeast.

The RCEL helps students develop hands-on business experience by completing projects for regional clients focused on social media marketing, financial market research, tax preparation, enterprise computing software and other opportunities that bolster their competitiveness in the job market.

The RCPD helps students develop career-ready skills, polish their image and showcase their capabilities to land internships and full-time positions. During the 2022-23 academic year, RCPD rolled out an innovative Career Development 2.0 program, integrating professional development courses into the curriculum.

The RCRL promotes social responsibility, sustainability and organizational ethics among students, faculty and community partners. It embraces the United Nations Sustainable Development Goals and the Principles of Responsible Management Education.

The RCB's efforts are supported by 11 advisory councils of regional leaders who guide curriculum development and provide resources that help prepare students to make a positive impact on the business world.

During the last five years:*

6,000

STUDENTS ENROLLED IN ENTREPRENEURSHIP COURSES

470

entrepreneurship-focused events hosted

B.S. in entrepreneurship majors doubled and minors quadrupled

77

new companies launched in last five years by students who engaged with the RCIE

78%

of these companies are still in business today

2,000+

undergraduate students,

27%

five-year increase in first-year students

250+

graduate students, 68% five-year enrollment growth

8

undergraduate programs

2

graduate programs

27

certificate programs

MORE THAN

60

FULL-TIME FACULTY

*Unless otherwise noted, data in this report apply to the last five years.

Business for a Better Tomorrow

More than a half century ago, the RCB began as the Department of Administrative Studies at then-Glassboro State College.

In 2002, it received accreditation from the Association to Advance Collegiate Schools of Business International (AACSB), a distinction earned by fewer than 5% of schools internationally. The College is one of a few American business schools holding accreditation from AACSB and the Computing Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET) for its MIS program.

In 2005, the William G. Rohrer Charitable Foundation pledged \$10 million to the College, which became the William G. Rohrer College of Business. The Foundation has donated more than \$17 million to the College since 1995.

Mr. Rohrer was a community banker, business owner, philanthropist and the first mayor of Haddon Township. He was dedicated to educational and economic growth in South Jersey. His legacy continues to promote the growth of the College. His example inspires students, faculty and staff to grow business for a better society.

“We talk about purpose, people, planet, profit,” said Dean Sue Lehrman. “Historically, business schools were focused on profit alone, but we look at the quadruple bottom line.”

This focus is evident throughout the College. For instance, IRS-certified volunteers in Rowan’s Volunteer Income Tax Assistance program prepare state and federal income tax forms free of charge for eligible community members. The RCB introduced an MBA concentration

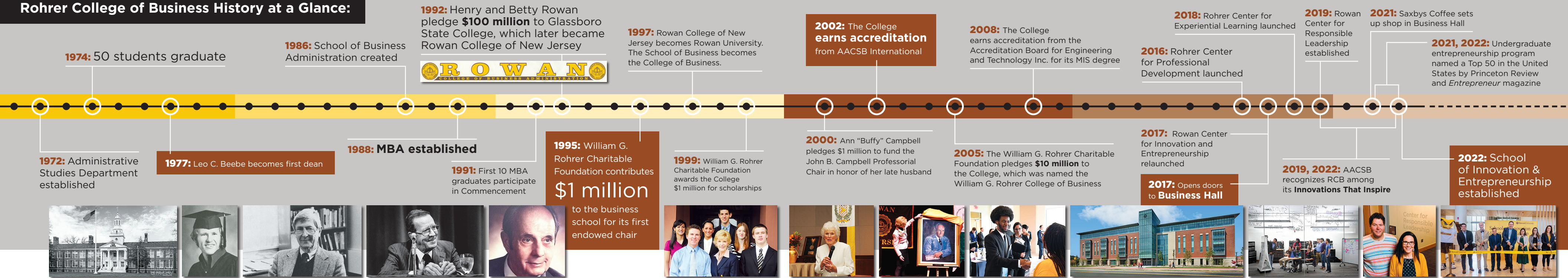
in sustainable business practices. Accelerate South Jersey supports inner-city entrepreneurs. The Think Like an Entrepreneur summer program provides resources to help students apply an entrepreneurial approach to United Nations Sustainable Development Goals such as ending poverty and ensuring access to clean drinking water. In addition, RCB students have helped numerous businesses and nonprofit organizations through project-based learning.

“We’re training businesspeople committed to a higher purpose,” Lehrman said.



Rohrer Creates \$500,000 College Scholarship Fund

Rohrer College of Business History at a Glance:





Tapping Into a Wealth of Resources

First-year RCB student Ezekiel Abrams ’26 wasted no time diving into the array of career development resources offered by the Rohrer Center for Professional Development (RCPD). Only a month after he arrived on campus, he connected with professionals at RCB’s Accounting, MIS and Finance Expo, as well as participating in other programs. Born in Guyana, the accounting major from Egg Harbor Township was eager to learn about accounting and the business world.

Abrams and all first-year RCB students also benefit from this year’s rollout of Career Development 2.0 in which the RCPD expanded its career development modules into courses taught by career services professionals and advisors.

One of these courses, “How to Succeed in Business School,” is required for first-year students.

“Every time I go to that class, there’s something new that builds on what I already know and helps me perform better,” Abrams said.

The RCPD also established a first-year speaker and event series. “It is creating a career culture of engagement and networking, which is so important from the beginning,” said Amie Ryno, RCPD director.

All business students are required to take a career planning and development class before graduation. Their final year they take “The Senior Career Experience,” which is embedded into the business policy capstone course.

The RCB also launched its new Living Learning Community (LLC) in 2022, where approximately 50 business students live together.

“They get to create that bond with people in their classes right away,” said Student Government Association President Paige Bathurst ’24, a supply chain and logistics major from Mantua Township who is an LLC community assistant (CA). “Most of them take at least one, possibly two classes together.”

In addition, Bathurst and her co-CA, John Zerillo, an accounting and finance major, plan monthly programs to assist business students in their LLC.

“We’re really involved in the RCB, so we have the insight that other students might need,” she said.

To meet the needs of RCB’s diverse student population, the RCPD provides a range of events focusing on diversity, equity and inclusion.

“We have had panels where recruiters have discussed diversity and leadership development programs to expose students to different opportunities,” said Elisabeth Parker, RCPD employer relations specialist and advisor of the Diversity, Inclusion and Belonging in Business Club.

Ezekiel Abrams and Paige Bathurst engage in an array of programs that help RCB students shine.
Opposite page: Events like the Accounting, MIS and Finance Expo help students forge vital connections.



Rohrer Center for Professional Development 2021-22 Statistics:



BUILDING A FUTURE THROUGH EXPERIENTIAL EDUCATION

RCB Students Leading the Way

Students build connections, develop professional expertise and learn from business leaders in RCB's 15 student clubs and chapters of national organizations.

RCB's Diversity, Inclusion and Belonging in Business (DIBB) Club promotes diversity, equity and inclusion in the workplace. "DIBB lets students express themselves and be who they are," said club president Ayushi Joshi '25, a finance major and Blackwood resident.

The club welcomes students in all majors, increases awareness of diversity in business and helps them feel acknowledged, she explained.

"We also talk about how companies promote equity and diversity in various departments such as finance, marketing, human resources and technology and how they function in the business as a whole," she said.

Nicole Millemann '24, a finance major from Toms River, is president of Rowan Women in Business.

She joined the club to develop networking skills and for advice from seasoned members.

"It empowers women to succeed," she said.

The club offers resume writing sessions and will present a new Building Our Brand workshop.

Millemann is inspired by businesswomen who present to the club and understand the challenges women face. "It definitely hits home," she said.

Millemann has developed leadership skills as president and enjoys helping younger members.

"Giving women that voice is very important," she said.

Elisabeth Parker, RCPD employer relations specialist and advisor of the DIBB Club, explained that employers offer more opportunities for diverse students to engage with their companies.

"The DIBB club and Women in Business create and showcase opportunities for their members. A lot of our employers engage with those clubs and want to network with members."

Ayushi Joshi (top) and Nicole Millemann lead two of RCB's many student organizations.





Gaining Experience for the Future



RCB students begin developing career-boosting skills long before graduation by engaging in project-based learning and internships, studying abroad and taking advantage of other opportunities.

In 2022, the RCB managed 47 projects, engaging 372 students. Through those projects, some students were asked to participate in follow-up projects and some landed full-time positions.

Sixty-eight RCB students created a marketing plan, studied supply chain and logistics, and provided human resources assistance for the Holy Grounds Coffee program at St. John of God Community Services in Westville. Clients with special needs roast, grind and package Holy Grounds coffee for sale to help support its goals to increase employment opportunities for adults with special needs.

“Experiential learning is ingrained in Rowan University,” said Stephen Kozachyn, director of experiential learning and project-based learning coordinator. “It has an economic impact, helping local community-based companies grow in terms of employment and profit.”

RCB students also cultivate a global mindset through travel to countries like Ireland, China, Hong Kong, Vietnam and Panama. Some will travel to Japan in 2023.

Dr. Berrin Guner, professor, Marketing and Business Information Systems, has accompanied students to numerous regions, with a particular focus on Asia. Of U.S. students who study abroad, an overwhelming majority, roughly 65%, travel to Europe, she said. She seeks to draw attention to Asia and help students learn about this important market, which controls approximately 40% of the global economy and accounts for nearly 60% of the world population.

During these trips, students study various aspects of international business, from marketing to supply chain, and interact and engage with foreign businesspeople.

Cultural understanding will be important regardless of where students work after graduation. “Because our world is interconnected and the workplace is diverse, in almost all organizations people will have intercultural or diverse experiences through teamwork, customers, suppliers or leaders. It is critical to provide numerous opportunities for our students to develop a set of competencies so they can function effectively in those environments. Undoubtedly, a study abroad experience can help students transfer the skills acquired overseas to a work environment here in the United States,” Guner said.

Photos clockwise from upper left: Students gain a global perspective by studying throughout the world and develop career experience through project-based learning for industry and nonprofit organizations such as St. John of God Community Services.

1,762

RCB students completed 199 projects for local businesses (2018-2022)

1,273

RCB students completed supervised internships (2018-2022)

56%

of all graduating students completed an internship (2022)



Real-World Business Experience to Go

As a sophomore, Esha Banga '24, a finance major from Swedesboro, was a daily customer of Saxbys Café in Business Hall.

Little did she know, the following year she would run the café, developing top-level business skills for her future.

More than two dozen students run the Saxbys Experiential Learning Platform (ELP) at Rowan, the Philadelphia corporation's first in New Jersey, where they gain deep entrepreneurial experience that complements their classroom learning. Each semester, one undergraduate student leads operations as Student Café Executive Officer (SCEO), earning a competitive wage, bonus opportunities and a semester of college credit.

Banga was SCEO for the Fall 2022 semester. "I was super interested in the ELP because I've never seen another company do that," she said.

Trained in financial management, community outreach and team development, Banga especially enjoyed outreach and continued marketing efforts the following semester. She became a certified trainer for her café, helping new team members excel, too.

Banga is inspired by her team. "They're some of the most motivated, hardworking people I've met," she said. "When you surround yourself with good people and get to work with them, it's so rewarding. You want to do the best that you can."

The position also drives her dreams for the future. "I have a bookstore-coffee shop idea in my mind," she said. "The café taught me the specifics of every building block that goes into it. This position helped me understand my work ethic and how I work with people. Now I know what I'm very good at and what I want to improve and can use that to fuel my career."



Serving Up Portions of Business Advice and More



RCB students gain career-building advice from business experts in many aspects of their education, including on-campus visits from regional leaders.

During a visit to Business Hall, Wawa President and CEO Chris Gheysens served up generous helpings of career advice, along with coffee, hot chocolate and soft pretzels, to hungry RCB students. His talk featured a question-and-answer session, and he discussed opportunities at Wawa, in the business world in general and his experience in it.

"As a college student speaking to a CEO, especially one who is so close to home, it's nice to be able to ask *the* question: How did you get to where you are today?" said Maksim Berlenbach '22, a marketing major from Egg Harbor Township.

Gheysens described his own career trajectory, including the courses he took, the skills he learned and how students should incorporate them into daily life, said Bryan Emery '23, a dual marketing and management major from Hightstown.

His most valuable advice regarded what to do on the job hunt: Work for a company that aligns with your core values, according to Sarah Moschini '22, a dual management and finance major from Southampton.

The event was part of a series of RCB conversations with C-suite executives.

"Wawa is such a strong brand, and Chris Gheysens has an accounting background, which is such a strong major here," said Elisabeth Parker, employer relations associate, Rohrer Center for Professional Development (RCPD). "We thought his career path would resonate well with our students, so we reached out to Chris and his team happily obliged."

"Chris was very generous with his time," said Amie Ryno, RCPD director. "The biggest takeaway for me was Wawa's people-centered culture and that their CEO leads by example."



Mentoring the Next Generation

The RCB is deeply indebted to the business and industry leaders who sit on its 11 advisory councils and boards. They generously lend their expertise and experience, guide curriculum development and provide mentorship, internships and other opportunities for students.

Colin Cox '19, M'20 helped found the Rohrer Graduate Student & Alumni Advisory Board (RGSAAB) in 2020 to expand networking opportunities for RCB graduate school alumni.

RGSAAB hosts "Ask Me Anything," where graduate students in small group virtual settings can ask experts questions and gain an insider's perspective on their industries and organizations.

"When I was a student at Rowan, I benefited a lot from experiences like this," said Cox, a Williamstown resident, who is director of strategic initiatives for RGSAAB. "I was a part of the Finance Mentorship program, which is geared more towards undergraduate students, but that's how I met an individual with whom I now work."

Cox explained that advisory boards keep the RCB academic community in touch with business.

"It helps round out what professors are doing," he said. "I know in the business school, a lot of the alumni come back and work directly with the students."



Janis Grover, president of Stockton-based Grover Global Food Marketing, serves on the RCB Supply Chain and Logistics Advisory Council.

"I was very excited about the opportunity to talk to the faculty and students about my career in supply chain and logistics. It's been a wonderful career, and I want to pass on that enthusiasm," said the Stockton resident. "It's essential for practicing professionals to have an opportunity to interact with academics and students."

Grover has enjoyed meeting faculty and students. "Professionally it's been eye opening to see how education has evolved because this type of major didn't exist when I was a student," Grover said. "It's also an opportunity for me to talk to people who are very qualified professionals within my industry, who I wouldn't have an opportunity to meet otherwise. We are in the middle of a supply chain crisis, which is unique. Here you are sitting with people who are dealing with it — in their lives, in their businesses. I think it's been an incredible time to be involved in professional discussions about supply chain and logistics."

11 ADVISORY COUNCILS, WITH A TOTAL OF 172 MEMBERS

STUDENT CLUBS 15

Students interact with more than 1,000 business leaders each year

Executives-in-Residence Share Real-World Insights



Rich Miller (left) and Joe Devine discuss leadership issues with assistant dean Jennifer Maden during their podcast.

RCB's executives-in-residence share a unique range of experiences with students.

Joe Devine was president and CEO, Kennedy Health System, and then executive vice president with Jefferson Health, after Kennedy merged with Jefferson. After retiring, he forged a partnership with **Rich Miller**, retired CEO, Virtua Health, creating Miller-Devine Leadership Advisors. He is also an executive coach in his own business, Devine Inspirational Coaching.

Devine and Miller are two of RCB's executives-in-residence. The others are **Jerry Maginnis**, author and a former partner at KPMG in Philadelphia; **Denise Coogan**, environmental partnership manager for Subaru of America Inc. in Camden; and **Joseph Cosgrove**, president and CEO of Leiters, headquartered in Englewood, Colorado.

As a guest lecturer, Devine talks with students about leadership, culture change, how organizations work, change management and building great teams.

He and Miller also joined with the RCB to create the "Practical Leadership Podcast," featuring executives from various industries. "We're hoping that through the practical knowledge we bring to the table, we can help bridge the gap between the academic knowledge people gain as they learn and what is happening in the real world," he said.

"This is a pay-it-forward for us," Devine said. "We feel it's important to make an impact by helping develop future leaders who will become successful with organizations they join or in whatever they do in their career."

Coogan will work with Dr. Jordan Howell, co-director of the Rowan Center for Responsible Leadership and associate professor of sustainable business in the Department of Management.

She explained that students need to understand their role in sustainability and business, both of which the RCB stresses in relation to the United Nations Sustainable Development Goals.

"How do they craft their job and what do they do in their small part of the world to influence those 17 goals in a positive way, so that each business starts thinking about those things?" Coogan said.

Coogan and Howell will empower students to develop a zero-waste program for the University, which they will be able to share with employers.

"It excites me when I see students or employees take a project and make it better," she said. "Once they've made it their own, you can see that sense of pride in their faces. That's when you know education has worked."



Joseph Cosgrove '00, president and CEO of Leiters, a provider of compounded sterile preparations, recently joined the ranks of RCB's executives-in-residence. He was previously chairman, president and CEO of Pentec Health and held executive roles for additional companies.

He serves on numerous boards, including the RCB Executive Advisory Council, as well as boards for Leiters, Arizona State University, Discovery Ministries and Titan Aviation Group LLC.

In 2022, the Rowan University Alumni Association named the business administration and marketing graduate the Distinguished Alumnus of the Year.

He has received numerous accolades from the business community. Among them, Cosgrove was chosen the Marcum Innovator of the Year in 2016, inducted into the Philly 100 CEO Hall of Fame Society and received the National Kidney Foundation Leadership in Business award and the Ernst & Young Entrepreneur of the Year award.



Increasing Opportunities for Graduate Students

11 new certificate programs
6 new graduate concentrations

The Graduate Business Studies program has streamlined its admission process, increased its flexibility and expanded student and alumni engagement — offering hefty benefits for students.

“We can spend a lot of time with our students, providing personalized attention and genuine connections rather than spending that time on transactional tasks,” said Jennifer Maden, assistant dean and director of Graduate Studies. “It established a foundation so we could build a sense of community and connection.”

As part of this effort, the program offers a variety of activity-focused networking events that participants can enjoy with each other and their families.

Among its developments is the Rohrer Graduate Student and Alumni Advisory Board (RGSAAAB). Graduate Business Studies and RGSAAAB collaborated to unveil a virtual industry expert series, “Ask Me Anything.”

In addition, Graduate Studies introduced a new MS in Finance and restructured the MBA program for greater flexibility. Students can choose two cutting-edge concentrations from a total of 11, stacking them onto their MBA or incorporating them into a standalone certificate of graduate studies.

“We created a pathway where students have more say, which gives us greater flexibility to respond to external changes in industry,” Maden said. “We can experiment and deliver new course content.”

In addition, the program established MBA and MS fellowships, where high-achieving students thrive in their academic experiences and build community connections. MBA fellowships are supported by the William G. Rohrer Charitable Foundation.

The graduate program will continue to grow its connections by forming an Industry Advisory Board, which will help ensure that the program provides the education and resources that industry seeks.

GRADUATE CREDIT
HOURS INCREASED BY
68%

Assistant Dean Jennifer Maden details the many unique benefits of the RCB Graduate Business Studies program.

Enhancing Lives as an MBA Fellow

After six years of working with orphaned and vulnerable children at Children Alive Ministries based in Mukono, Uganda, Sarah Atai M’24 knew it would take more than hard work to make a significant difference.

“I realized there was so much more that I could do — or that needed to be done,” she said. Witnessing enormous need, Atai wanted to be part of the sustainability effort for nonprofit organizations in her country and over sub-Saharan Africa. “So many organizations were shut down because there were no resources or funding. It always hurt me so much to see that because it meant that the groups they supported were left hopeless or helpless,” Atai said.

Since arriving at Rowan, she earned an RCB certificate of graduate study and is continuing her education as an MBA Fellow in Innovations and Impact, a program supported by the William G. Rohrer Charitable Foundation. “I hope all of the different activities I participate in will help me grow and direct me toward the path I want to take,” she said.

As part of her fellowship, Atai is working with Samaritan Healthcare & Hospice in Marlton, in collaboration with the Rowan Center for Responsible Leadership (RCRL). Through the Global Partners in Care Foundation, Samaritan partners with Kawempe Home Care in Uganda, which provides free services and medical care to people with HIV/AIDS, cancer and tuberculosis, and offers palliative care, food and more for children with cancer through New Hope Youth Hostel.

RCRL will work with Atai to support this project through Rotary Clubs in the South Jersey area. Atai also is advancing Samaritan’s commitment to inclusion, diversity and access.

Atai is deeply driven to help children and youth in her country. “I grew up in a large family, but I was fortunate for both of my parents to be working and able to provide for all of our needs,” she said. “But it was clear that there were so many other children who were struggling, and my heart always went out to them.”

Atai always wanted to do what she could to help. “There is still a great need out there, and I want to be part of this process to help,” she said.

RCB LAUNCHED
M.S. IN FINANCE DEGREE

THE NUMBER OF MBA
GRADUATES INCREASED BY
76%



Sarah Atai, MBA Fellow in Innovations and Impact, is driven to improve the lives of others.

Research for Societal Impact

RCB researchers focus on several areas that link to the United Nations Sustainable Development Goals (SDGs), impacting education, curriculum and the community.

SUSTAINABLE DEVELOPMENT GOALS



RESEARCH HUB:
ENTREPRENEURIAL
MINDSET,
ROWAN CENTER
FOR INNOVATION &
ENTREPRENEURSHIP (RCIE)

RESEARCHERS: Dr. Eric Liguori, founding head of RCB’s School of Innovation and Entrepreneurship, as well as Dr. Michael Dominik, Dr. Susana Santos, Dr. Lee Zane and Professor Greg Payton

RESEARCH: Liguori led a series of efforts demonstrating the RCB’s commitment to entrepreneurial thinking and entrepreneurship education, which generated a range of entrepreneurship-focused peer-reviewed articles. Liguori often speaks nationally and internationally on these and other entrepreneurial topics.

TEACHING: More than 120 Rowan faculty and staff completed a one-year RCIE Faculty Certificate program, helping them integrate entrepreneurial thinking into their courses throughout the campus. A teaching resource portal developed in partnership with the library offers resources for faculty integrating entrepreneurship into their courses.

ENGAGEMENT: The Princeton Review and *Entrepreneur* magazine named the RCB entrepreneurship program one of the nation’s top 50 undergraduate entrepreneurship programs. The program also received two AACSB Innovations That Inspire Awards for its maker space, Studio 231, and its Think Like an Entrepreneur Academy. RCIE maintains an Entrepreneurship Advisory Council that consists of entrepreneurs and innovators who help support Rowan’s academic and co-curricular entrepreneurship programming.



RESEARCH HUB:
RISK ASSESSMENT
AND CRISIS
MANAGEMENT

RESEARCHERS: Dr. Robert Fleming, professor of management and professor of crisis and emergency management, along with Drs. Michelle Kowalsky, Erika Kordrostami, Darren Nicholson, Joel Rudin and Professor Patrice Patterson.

RESEARCH: Fleming has published numerous related articles in AACSB’s *Biz Ed* and *Insights* newsletter and in the popular press for business, crisis management and emergency management practitioners. He speaks to professional audiences and the media utilizing his textbook *Emergency Incident Media Coverage*.

TEACHING: Fleming received grant funding to support the integration of crisis management learning modules into four business core courses taken by all business students, reaching more than 1,300 students in the first semester of implementation. RCB faculty and business leaders contributed to these crisis management modules.

ENGAGEMENT: Fleming, a recognized leader in crisis and emergency management, has held numerous operational and leadership positions at the local, state and national levels, including serving as the chair of the National Fire Academy Board of Visitors within the Department of Homeland Security.



RESEARCH HUB:
ENTREPRENEURSHIP
IN ADVERSITY,
ROWAN CENTER
FOR INNOVATION &
ENTREPRENEURSHIP

RESEARCHERS: Dr. Susana Santos, associate professor of entrepreneurship, as well as Dr. Eric Liguori and Dr. Michael Dominik

RESEARCH: Santos co-authored a prominent book, published numerous articles and received the 2021 Bright Idea Award for innovation and impact for one of her papers on this topic.

TEACHING: A required MBA course on responsible leadership was introduced that includes an exercise associated with making an impact on poverty. A lecture module on entrepreneurship and poverty was integrated into the MBA social entrepreneurship curriculum. A module on leadership through the pandemic was added to the “Comprehending COVID-19” course.

ENGAGEMENT: Dominik, senior lecturer of entrepreneurship, and the RCIE partnered with the Global Partnership for Poverty and Entrepreneurship at the University of Notre Dame to launch Accelerate South Jersey, a program that supports the development of new ventures and growth to reduce poverty in Camden. Student interns recently began working on project-based learning initiatives for minority-owned startups.



RESEARCH HUB:
BUSINESS AND
ENVIRONMENTAL
SUSTAINABILITY,
ROWAN CENTER FOR
RESPONSIBLE LEADERSHIP (RCRL)

RESEARCHERS: Dr. Jordan Howell (recycling) and Dr. Jooh Lee (Corporate Sustainability and Corporate Social Responsibility), as well as Dr. Daniel Folkinshteyn, Dr. Jordan Moore, Senior Associate Dean Morris Kalliny, Dr. Ayishat Omar, Dr. James Roh and Dr. Jia Wang

RESEARCH: Howell uses market mechanisms to achieve preservation goals and published on this topic. He has collaborated with colleagues to secure related funding. Lee published on corporate sustainability and corporate social responsibility and its impact on organizations.

TEACHING: The RCB added a 4 + 1 MBA/BA in Environmental & Sustainability Studies, MBA concentration in sustainable business and a required MBA course on responsible leadership. Similar modules were integrated into undergraduate core courses. The RCRL introduced fellowship programs to support sustainability-related teaching, launched a one-year faculty certificate program and collaborated with the Global Interdependence Center for a 2022 conference.

ENGAGEMENT: RCRL produced or co-sponsored more than 30 events since 2019, reaching more than 1,000 participants. Through the RCRL, Rowan is a member of the Association for the Advancement of Sustainability in Higher Education and participates in the PSE&G Green Teams internship program.



Dr. Jordan Howell, who is teaching a new sustainability course, authored a new book, *Garbage in the Garden State*.

Sizing Up Sustainability

Graduate students in a new business course are developing sought-after skills to address urgent environmental challenges.

Through the course, “Topics in Sustainability Innovation and Problem Solving,” launched in 2023, students will learn to implement sustainability innovations, perform assessments and prepare a comprehensive sustainability impact report for Rowan University.

The project feeds into the University’s sustainability initiatives. The assessment will follow the Sustainability Tracking, Assessment & Rating System (STARS®), which colleges and universities use to measure sustainability performance.

The course features guest speakers, such as Denise Coogan, RCB executive-in-residence and environmental partnership manager for Subaru of America Inc. in Camden. Coogan is also a guest mentor.

“Denise has lived this as part of her career at Subaru, so she has many valuable insights,” said **Dr. Jordan Howell**, co-director of the Rowan Center for Responsible Leadership and associate professor of sustainable business in the Department of Management. “It’s good for students to hear the voice of someone who does this as their career.”

It is an important business function to contribute to sustainability reporting, he said.

“More companies, organizations and governmental agencies are starting to look at their environmental and sustainability impact,” Howell said. “Measuring that impact and gathering the data are valuable career skills.”

In addition to developing a STARS® report, students will identify a project for the University, demonstrating its financial and sustainability value. Their findings are expected to increase awareness and drive more sustainability-focused action at Rowan.

“We expect this to be a starting point for improving environmental and social performance,” Howell said.



HELP MAKE A DIFFERENCE FOR RCB STUDENTS

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