

ZSB Report to the General Faculty

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School runs Ph.D. in Business programs jointly by Baruch College and the CUNY Graduate Center.

We are in the process of hiring up to 9 new faculty members on top of 31 faculty members who joined the Zicklin School as of fall 2013. All departments except Law are engaged in recruiting efforts with some departments targeting multiple hires.

In addition to new faculty hiring, the Zicklin School of Business has actively engaged in the search for the Willem Kooyker Dean of the Zicklin School of Business. Three candidates visited the campus during late February and it is expected that a new dean will be selected in the near future.

Associate Dean Phyllis Zadra is on Travia leave in preparation for her retirement. Professor Clifford Wymbs has assumed the role of Executive Director of the Undergraduate Programs. The Zicklin School is also completing its search for the new Director of the Office of Budget and Administration. The Zicklin School is also finalizing a contract with CoreBrands, a marketing firm. CoreBrands will advise Zicklin on its marketing efforts, particularly to potential graduate students.

The Zicklin School of Business is preparing for its 2014 Continuous Improvement Review, which is part of the AACSB reaccreditation process. The Peer Review Team has been appointed and consists of John Kraft (Team Chair and Dean, Warrington College of Business Administration, University of Florida), Francois Ortalo-Magne (Business Member and Dean, University of Wisconsin – Madison, Wisconsin School of Business), George Krull (Accounting Chair and National Director [retired], Grant Thornton), and Galen Sevcik (Accountancy Member and Director and Professor, Accountancy, Georgia State University). The dates for the visit are October 26-28, 2014.

In preparation for the visit, the Zicklin Executive Committee is now using the revised Faculty Qualifications Policy to review all full-time and part-time faculty. Lisa Vaia is reviewing and cataloguing all graduate and undergraduate assessment materials for inclusion in the final report.

In its February meeting, the Zicklin faculty ratified the Zicklin School of Business 2014-2019 Strategic Plan. This plan is to be included in the AACSB report. This plan has also been shared with all the candidates for the Willem Kooyker Dean of the Zicklin School of Business. The five initiatives identified in the strategic plan are:

- Support a Preeminent Public Business Education Environment
- Develop Global Citizens and Global Presence
- Continue a Program of World Class, Impactful Research

- Enhance a Program of Community Engagement
- Build a Forward-thinking Sustainable Business Model

The full strategic plan can be found on the Zicklin Faculty Resources site (<http://zicklin.baruch.cuny.edu/zk/resources>).

The Zicklin Undergraduate Program accepted over 1400 new students into the program since September 2013. To ensure maximum student attendance, we offered orientation sessions in January, February and early March. Students were welcomed by Interim Dean Myung-Soo Lee, provided overviews of the academic programs by Executive Director Cliff Wymbs and their major advisors, student life by Dr. Ronald Aaron and career opportunities by Dr. Patricia Imbimbo.

The Zicklin Undergraduate Program continued its work in the learning assurance assessments. In an effort to improve our students' written communication skills that was identified as a deficiency area in the Spring 2012 assessment, writing programs in our pre-business and business based course were developed in the Summer of 2013 and implemented in the curriculum in Fall 2013 and Spring 2014. In Spring 2014, proficiency in the discipline assessment is being conducted in International Business and the results from Marketing and Finance assessments are being evaluated. Also this year, the BBA learning goal "Technological Skills" will be evaluated. The Learning Assurance committee has discussed and will implement assessment tools that are essay based which will be embedded into graded assignments. The Dean's office in conjunction with the Schwartz Communication Institute, is also reviewing several alternative writing initiatives, some of which could be combined with Excel training, which if successful will be both scalable and effective. Because of the increasing percentage of transfer students, this training now makes the most sense when students first enter Zicklin. To increase the quantitative skills of our students, an on-line Excel course is being trialed in pre-business and business core classes in Spring 2014.

The Zicklin faculty continues to evaluate and move forward on programs such as the two-repeat policy, that will encourage all students to be more diligent, studious and successful earlier in their academic career, graduate at a faster rate, and reduce their waiting time to take key courses. It also has the added benefit of reducing the number of adjuncts required and will likely improve overall Zicklin teaching quality. Departments particularly affected by the large influx of students are thinking creatively on ways to improve course quality and delivery. We are also evaluating the use of the electronic swiping of student IDs to take attendance in large lecture halls, rather than the extremely inefficient manual method currently employed.

Though in the preliminary phase, the Center for Teaching and Learning and the Dean's Office is likely to undertake a concerted effort this summer on ways to encourage faculty to consider teaching hybrid courses. The technical, behavioral, and incentive aspects of faculty teaching will be addressed.

As with the remainder of the school, we will be: 1) Planning for the implementation of CUNYfirst over the next few months. Many of our permissions and waiting list systems will have to be reconstructed with the help of BCTC and we are working toward a seamless transition for our students, 2) Creating

with the graduate divisions the AACSB accreditation package due in October 2014, 3) Implementing Pathways and we are in process of arranging a meeting among the three schools to identify areas where efficiencies can be improved.

The Zicklin Undergraduate Honors Program (ZUHP) continues to exceed expectations. Its first cohort of 20 students will graduate in June 2014. These high achieving students won awards and prestigious internships while in the program, and they are receiving job offers from organizations ranging from BlackRock to NASA as they near graduation. With internship offers from firms such as Morgan Stanley and JP Morgan, cohorts two and three promise to continue the tradition of excellence.

As word about ZUHP has spread among students, applications for the fourth cohort, which will be selected this spring, increased by 50%, and a new cohort of 28 students will soon join us.

In addition to offering four honors seminars each semester as part of its General Minor in Advanced Business Analysis, ZUHP continues to enhance the students' experience with mentors provided by Executives on Campus and a variety of co-curricular activities. In addition to workshops on topics ranging from Excel to LinkedIn, recent events have included a trip to Citi with a tour of the trading floor; a luncheon with Keith Anzel, Chief Tax Officer at Citi and a ZUHP board member; a luncheon with John Ross, recently retired CEO of Deutsche Bank USA; and a luncheon and presentation in the board room of Korn Ferry hosted by Jeffrey Wierichs, a partner at Korn Ferry and member of ZUHP's board.

ZUHP's advisory board chaired by Baruch alumnus Bill Roskin, '63, and seven additional outside members (representing the business community) continues to meet and offer guidance to the program.

The Zicklin Graduate Programs updates on applications, enrollment, recruitment, program changes and recognitions:

- The Office of Graduate Admissions has modified its admissions processes to allow more flexibility for applicants (for example, rolling admissions and conditional admissions) along with enhancing its recruitment opportunities by scheduling more classroom visits and by having Saturday office hours.
- A total of 1,195 MBA students (230 new and 965 continuing) and 817 MS students (280 new and 537 continuing) were enrolled in Fall 2013. In Spring 2014, 1,909 MBA and MS students enrolled (74 new MBA and 1,033 continuing; 157 new MS and 645 continuing).
- As of March 18, applications to the Full-Time MBA program are up 27%. Offers of admission are also up 35%. Some of this is driven by our adding an application round (there are now three rounds), with the first deadline being November 15. Although it was difficult to predict how successful that early round would be in terms of volume or quality, we were pleased to see 54 first-round candidates and over 30 high-value candidates, with an average GMAT of 650, were interviewed – 21 of which were offered admission.

- The Stan Ross Department of Accountancy revised the MS and MBA-Accountancy programs (changes approved in spring 2013, effective spring 2014). The changes increase the ability of students to work with advanced, rather than basic, accounting concepts, and allow for more course choices. Additional changes to the MS ensure better preparation in managerial and communications skills through coursework similar to that required of MBA students.
- In addition to the cohort-based executive format, we will now offer the MS-Finance curriculum in a new non-cohort flexible format. We are accepting applications for the flexible format MS-Finance program beginning Fall 2014.
- The Executive MS-FSA program is not accepting applications at this time.
- Effective July 1, the MBA in Healthcare Administration will move from the Office of Graduate Programs to the Executive MBA program office.
- During Fall 2013 the Office of Graduate Programs reinstated its tutoring program with the assistance of the Student Academic Consulting Center (SACC). Tutors were hired through the Graduate Assistantship program for Accounting 9110/9112, Finance 9770 and Statistics 9708.
- An on-line application system developed for the Graduate Committee on Academic Standing is undergoing testing and is scheduled to go live in August 2014.
- Zicklin was selected to host the GMAC Regional Roundtable in November 2013. This meeting is held each fall across several regions of the US. Our regional is typically held in New York and this fall was the first time Zicklin hosted. Aside from sharing GMAC research updates and application trends, the day-long meeting offered us the opportunity to showcase the Subotnick Financial Services Center – where the meeting was held – as well as network with graduate management colleagues from 30 schools.
- Zicklin's MBA programs were once again ranked among U.S. News and World Report's Best Graduate Schools: the Full-Time MBA program was ranked #82 overall and #6 for financial value at graduation, while the Part-Time MBA was ranked #57 overall.
- For the third consecutive time Forbes ranked the Full-Time MBA among its top 70 for Return on Investment (ROI) in its bi-annual survey of alumni five years post-MBA, at #66.
- For the fourth year in a row the Full-Time MBA was ranked in Poets & Quants' Top 100 US MBA Programs. We were #75 this year, up slightly from #77 last year and significantly better than #97 in 2011.

The Graduate Career Management Center (GCMC) held its annual Career Fest on Friday, February 21, 2014 bringing 30 professionals from various target employers and companies to meet with over 230 students in an interactive, career-networking event. The office has created a new student brochure and revised its employer brochure as well as created several new handouts describing the services we

provide for our students with a consistent brand and logo. The GCMC staff divided up the list of full time MBA students in the first and second year cohorts to reach out to each student individually to discuss both internship and full time plans as they near graduation or their interim summer. Each member of the GCMC is working individually with 10-15 students to better serve those students whose career outcomes impact our rankings. In partnership with the other career services centers on campus, the office is also helping plan the Baruch Employer Appreciation Reception on May 16th.

The Zicklin Executive Programs added a new staff member, Kate DeVries for the position of Admissions and Outreach Specialist. She is joining us in the week of March 17, 2014. We are developing partnerships with various outside partners to offer executive education courses. The programs will not only be a source of revenue but they will offer community engagement opportunities for our students. Several collaborative programs will happen during the upcoming summer with Sogang University, Seoul, Korea where the university's Executive MBA students will visit Baruch College this summer. This short-term educational program will be managed by our Executive Programs and will comprise of 9 sessions conducted by our faculty over 3 days from July 6 -9, 2014, 9:00 am – 4:00 pm.

In September, SEBRAE, a Brazilian Small Business Service is planning a technical mission to New York. The Program's main objective is to provide guidance and support for entrepreneurs for starting new business, strengthening and accelerating the formalization process, and for SMEs to have access to management enhancement and innovation in order to improve their results in a competitive and sustainable way

The Board of Trustees for the City University of New York approved the establishment of a joint Business **Ph.D. Degree Program** that will now include the Baruch College name, alongside CUNY's Graduate Center. The approval was given during the Board meeting held on June 24, 2013.

In 2013 nine business students were recognized for their teaching efforts and were awarded the John Elliot Teaching Awards. The award represents our commitment to teaching and scholarship as exemplified by former Dean John A. Elliott. Recipients of the John A. Elliott Teaching Award receive a cash award from the Zicklin School of Business and are honored in a ceremony at the annual student meeting. All graduate students who have taught for at least two semesters are eligible to apply. Students will be eligible once every other year and must be in their first 10 semesters of the program.

This year's recipients were Mr. Chi-Wen Chen (Information Systems), Mr. Stanislav Mamonov (Information Systems), Ms. Brittany Mercado (Management), Ms. Zhu Zhu (Management), Ms. Ann McNeel (Marketing), Ms. Rhonda Hadi (Marketing), Ms. Katarzyna Platt (Finance), Mr. Richard Herron (Finance), and Ms. Anna Brown (Accounting).

The graduating class of 2013 consisted of some of our best and brightest students with placements in tenure track lines as assistant professor ranging from schools such as Singapore Management University to U Mass Dartmouth. Our class of 2013 consisted of graduates, Ms. Zeynep Aytug (MGT) who is now a faculty member at California State Polytechnic University, Pomona Management & Human Resources Department.

Ms. Huajing Hu (FIN) took a tenure track position at Adelphi University. Mr. Jianfeng (Jeff) Hu (FIN) is an assistant professor of finance in Singapore Management University. Mr. Diogo Hildebrand (MKT) took a tenure track position at University of Genoble. Mr. Yili Lian (R/E) is now a tenure track faculty member at Penn State at Scranton. Ms. Adriana Madzharov (MKT) has a tenure track position at Stevens Institute of Technology, Howe School of Technology Management.

Ms. Yannan Shen (ACCT) accepted a tenure track position as an assistant professor at Bentley University, Boston. Mr. Jangwon Suh is now an assistant professor at U Mass Dartmouth. Ms. Lauren Trabold (MKT) is an assistant professor at Manhattan College and Ms. Sha Zhao (ACCT) is now an assistant professor at the School of Business, Oakland University. Mr. Hangsoo Kyung (ACCT) has accepted a position at the University of Hong Kong.

The Bert W. Wasserman Department of Economics and Finance and its faculty are organizing several academic and practitioner-oriented conferences this academic year. Professor Robert Schwartz is the organizer of the Financial Markets Conference that takes place annually at Baruch College. This year's conference, titled "Market Integrity: Do Our Equity Markets Pass the Test?" took place on October 8, 2013. Professor Sebastiano Manzan is the organizer of the 22nd Annual Symposium of the Society for Nonlinear Dynamics and Econometrics, which, this year, will be held at Baruch College on April 17-18, 2014. The department will host a one-day Triple Crown Conference on April 25, 2014. This is an annual conference jointly sponsored by Baruch College, Rutgers University, and Fordham University. Professor June O'Neill will be a panelist in a conference on income inequality that will take place at Baruch in April 2014.

The Department's faculty have a number of contributions to books and articles published or forthcoming in leading economics and finance journals during this academic year. Some of these publications are highlighted below.

Four articles with at least one co-author from the Department are forthcoming in top finance journals. Professor Lin Peng co-authored an article entitled "Managerial Incentives and Stock Price Manipulation" that is forthcoming in the Journal of Finance. She has another article (with co-authors) entitled "Liquidity Shocks and Stock Market Reactions" that is forthcoming in the Review of Financial Studies. Professor Jonathan Wang and his co-authors' article "Board Expertise: Do Directors from Related Industries Help Bridge the Information Gap?" is forthcoming in the Review of Financial Studies. Professors Raj Nahata, Sonali Hazarika, and Kishore Tandon wrote an article titled "Success in Global Venture Capital Investing: Do Institutional and Cultural Differences Matter?" that is forthcoming in the Journal of Financial and Quantitative Analysis.

Professor Linda Allen's paper (with co-authors) entitled "Bank Delays in the Resolution of Delinquent Mortgages: The Problem of Limbo Loans" is forthcoming Journal of Real Estate Research. She has also co-authored a chapter entitled "Revisiting Risk Management in Banking" that is forthcoming in the second edition in the Oxford Bankers' Handbook. Professor Jack Francis co-authored a book entitled "MODERN PORTFOLIO THEORY," published by John Wiley & Sons, 2013. Professor June O'Neill has a chapter entitled "Medicaid's Cost Drivers" in "The Economics of Medicaid", a book to be published in

March 2014 by the Mercatus Institute of George Mason University. Professor Joel Rentzler and his co-authors had an article accepted to the Journal of Investment Management entitled, “The Dependence of Upside Capture Ratios and Downside Capture Ratios on the Length of the Measurement Interval, Beta, and Alpha.”

Professor Sean Crockett has recently been awarded a \$400,000 grant from the National Science Foundation (with two co-authors) to study "Preferences and Equilibrium in Laboratory Financial Markets."

The William Newman Department of Real Estate continued to offer undergraduate and graduate real estate courses servicing its BBA, MS, MBA and PhD programs. Professor Elliot Axelrod, Chair Emeritus of the Department of Law (24 years 1988 – 2012), was appointed by President Wallerstein as Interim Chair of the William Newman Department of Real Estate, replacing the prior Chair who went on travia leave in January 2014. The Department has recruited a new tenure track full-time assistant professor who will join the Department in the Fall 2014 semester. The Department continues to enjoy the active engagement of William Newman ('47, LLD [Hon] '97), whose support for his alma mater has been extensive and generous. The Department also continues to benefit greatly from its prestigious and dedicated External Advisory Board, which is made up of twenty-one prominent real estate executives representing the topmost important real estate companies. Among the activities of the Advisory Board are participation in a Mentor-For-A-Day program, campus presentations, speaker series, conferences, a student internship program, fund-raising and merit based student scholarships. The Department also presented a well-attended panel discussion entitled *The Art of a Deal and The Women Who Make Them*. This year, the department will commence a search for a prestigious senior faculty member at the full-professor level to serve as the permanent Chair of the Department.

Since our fall report, **The Steven L. Newman Real Estate Institute** has hosted four conferences and sponsored two major industry events with unique, cutting-edge content and increased industry recognition. These strategic events covered a myriad of essential real estate topics that ranged from risk and compliance management; urban legacy and industry positioning; project management optimization; international practices of portfolio energy conservation; women and minority inclusion in projects and a unique industry prolife on the purchase of an iconic landmark property.

Certificate program enrollment continues to grow with the fall term exceeding the same period over the preceding year by 52%. Spring enrollment is on track to exceed the same period over last year. Shortage of classroom space continues to challenge enrollment. New programs, including social media, richer open house presentations and refined programming strategies and marketing efforts have all contributed to growth. Research initiatives have produced several applied research white papers. Topics include change leadership, climate change, an analysis of major REIT activity and a report on limited-equity cooperatives.

The Department of Statistics and Computer Information Systems hired five new faculty. Professor Radhika Jain participated in a panel discussion on the “Opportunities and Obstacles Women Face in the Male-Dominated Tech Industry”. It was organized by Simulmedia and featured panelists from both

industry and academia. The goal of the panel was to discuss: 1) the challenges for women in technology, 2) What do women bring to the table and the opportunities for them, 3) What can organizations do to attract/encourage women in technology?. This was a very interactive session featuring audience from many different firms.

The Zicklin Undergraduate Case Club continued to operate in the fall 2013 semester. However, attendance was significantly increased because the club allied itself with a large undergraduate Zicklin student club known as the Finance and Economics Society (FES). FES required all of its members to attend at least two sessions of the undergraduate case club. This requirement resulted in the undergraduate case club having a total of 83 people attend at least one of the case club sessions; in sum there were 141 attendances spread over 7 case club sessions. These numbers were a significant improvement over the spring 2013 semester. The alliance with FES is expected to continue in the coming year which will result in more undergraduate students having an experiential learning experience.

On the business case competition front, Zicklin students have continued to participate in a variety of competitions with good results. Thus, for example, [Master of Financial Engineering \(MFE\)](#) students won 4th place at [11th Annual Rotman International Trading Competition](#) held February 20-22, 2014. This is the fourth year in a row a Zicklin MFE team is in the top 5 at RITC (after winning the competition in 2012 and placing 3rd in 2011 and 2013). The Baruch MFE team was one of 52 teams from universities around the world that competed in the RITC 2014.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 250 events in the Summer and Fall of 2013 semesters. Events included 170 class sessions for for-credit courses in a range of disciplines, 39 non-credit workshops on Reuters and Bloomberg, 31 corporate and executive education events and over 50 special events including trading simulations, guest lectures, student club events and various research experiments. The Center continues to expand non-credit offerings including advanced Bloomberg workshops and is working to expand data products and services in the coming semesters.

The Center hosted the spring 2014 Study Abroad Fair. Tables were set up for all exchanges, staffed by students from partner universities and Baruch exchange veterans. Providers from CUNY and SUNY as well as independent organizations presented their programs. Applications for study abroad for the summer and fall 2014 must be in by March 17th.

The Weissman Center for International Business worked with the Field Center for Entrepreneurship to award fellowships for students pursuing unpaid internships during the spring 2014 through the Baruch Entrepreneurial Intern Fellowship Program. In addition, the Center worked with the Weissman School of Arts and Sciences to award two fellowships for students pursuing unpaid internships at the U.S. Department of State.

The program with Zhengzhou Commodity Exchange in China is going well. Two employees from ZCE are at Baruch taking courses in finance. Two Baruch students are being selected to intern at ZCE in the summer 2014.

The Mitsui USA Lunch-Time Forum series is well underway for the spring semester featuring U.S. Senator Judd Gregg, New Hampshire and Ismael Amla, the CEO of Capco, North America, a consulting firm for the financial services industry. The final speaker of the semester is scheduled for April 30th.

The Center continued to roll-out its new student blog which features content developed by students about all things international. The blog will be featured as part of the 2014 Baruch Teaching and Technology Conference.

The Center has completed its analysis of 614 corporate social responsibility reports issued by the largest companies globally and expects to issue the 2014 CSR-S Monitor report in the late spring of 2014.

The Center continues to host the international business faculty research seminar series. This semester, Professor Lilac Nachum, the coordinator of the series, is featuring six speakers from Cornell, Columbia, New York University, Brandeis as well as Baruch College. Papers from areas as diverse as global political economy, finance and sustainability are being presented in this multidisciplinary seminar series.

The Center issued a paper in its occasional paper series titled "[Transportation Policy: Implications for International Trade in the New York and New Jersey Region.](#)"

On May 12th the Weissman Center will host the 9th Annual World Trade Week NYC Awards breakfast in partnership with approximately 40 federal and local government agencies, trade associations, chambers of commerce and foreign consulates.

The Center is implementing new administrative systems, including CUNYFirst and the new college-wide calendar and room reservation system.

The Center is participating in the college-wide Career Consortium committee and served on the Dean's employer recognition committee.

The Center has completed an upgrade of its website, including the NYCdata website, offering improved functionality.

The Lawrence N. Field Center for Entrepreneurship reports on the following:

- CUNY has designated the Entrepreneurship Program as a University Center of Excellence. CUNY will provide approximately \$5 million over a five-year period to establish a student incubator/accelerator for all CUNY students, led by the Baruch Entrepreneurship Program. We are expecting to recruit our first class in Summer 2014, utilizing temporary space adjacent to Baruch while the search/negotiation for permanent space continues.

- The CUNY Institute for Virtual Enterprise, A Field Center program, launched the 2014 Smartpitch Challenge in January. The competition which gives students an opportunity to create and validate a business concept, pitch their idea and follow a business plan to ultimately launch their business. [The Verizon Foundation](#), the competition's new sponsor, is providing a \$60,000 grant to support this year's SmartPitch Challenge, including \$25,000 in prizes for the top five teams. Verizon will also offer mentors to provide infrastructure, marketing, and general business management support to the teams. Categories include education, health and energy. Over 500 students have signed up for the Competition CUNY-wide.
- The Field Center ran the *New York Entrepreneur Project* in January which is a unique ten-day program for students interested in entrepreneurship (our contract was \$44,000). The format combines lectures with interactive exercises to provide students and faculty an active learning experience. The program focuses around the students' development of a business for a product using 3D printing technology. While learning entrepreneurial concepts students collaborate in teams, and participate in a business simulation through our MarketMaker website. Faculty and MBA students from the Zicklin School of Business also assisted throughout the program.
- In February, the Field Center in partnership with the New York City Economic Development Corporation launched Competition THRIVE (our Year 3 contract is \$200,000 for project management). As part of New York City's efforts to support growth and job creation in immigrant communities, Competition THRIVE seeks to develop innovative strategies and programs that help immigrant entrepreneurs succeed in business. Competition THRIVE invites organizations to develop proposals that promote scalable, growth opportunities for New York City's immigrant-entrepreneurial community.

In March, the Field Center hosted a Pop-up Makerspace which was made possible by a CUNY Tech grant (\$5,000) Awarded to Entrepreneurship Professor Allison Lehr-Samuels. The Makerspace is open to the Baruch Community where students and faculty can share resources and knowledge, work on projects, network, and build. Another Makerspace Space will be held in April and another in May.

The Robert Zicklin Center for Corporate Integrity's (RZCCI) 8th Annual Audit Conference on December 5, 2013 was chaired by Professor Douglas Carmichael and cosponsored by the [National Association of State Boards of Accountancy's Center for the Public Trust](#). The program was headlined by Arnold Schilder, Chairman of the International Auditing and Assurance Standards Board, and included policy setters from the American Institute of Certified Public Accountants, the Public Company Accounting Oversight Board and the Securities and Exchange Commission. Attendees included partners from the Big 4 and other national accounting firms. The conference was covered in [Corporate Responsibility Magazine](#).

RZCCI held several corporate social responsibility and corporate governance programs during the fall 2013 semester. One highlight took place on November 1st, as RZCCI hosted [The 6th Annual Symposium on Sustainable Business: Non-Financial and Integrated Reporting](#). The Symposium was co-sponsored by Baruch's [CCI - Corporate Communication International](#), in collaboration with event partners the [National Investor Relations Institute](#) (NIRI) and the [New York Society of Security Analysts](#) (NYSSA). The day's

first panel included speakers from the International Federation of Accountants, the Sustainability Standards Board and the Global Reporting Initiative who discussed efforts to set the reporting standards and develop a unified reporting framework. In two additional panels Investor Relations Officers examined the reporting implementation process at their firms and users explained how they leverage the information in these reports to make better investment decisions. The Symposium was discussed in the [Wall Street Journal's CFO Journal](#).

Another featured program was the [Shareholder Value Myth](#) held on November 13th. Professor Lynn Stout of Cornell Law School, author of *The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public*, debated Professor Barry Adler of New York University School of Law. Stout attempted to debunk the widely held belief that corporate law mandates shareholder primacy and she will demonstrate how shareholder value thinking endangers investors and other stakeholders. Adler, on the other side, defended the importance of the centrality of shareholder value.

The Center has a full slate of programs scheduled for the 2014 spring semester including Professor Norm Strauss's 13th Annual Financial Reporting Conference on May 1st. Please visit our [website](#) for our full schedule, registration information and video recordings of past programs.