

# ZSB Report to the General Faculty

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The Zicklin School of Business offers programs of study that lead to BBA, MS, and MBA degrees—and, for the first time, a BS degree in Applied Data Science-AI. Current online degree programs include the MBA, MS in Business Analytics, MS in Marketing, and MS in Finance. Advanced Certificates in Artificial Intelligence for Managers, Cybersecurity, Data Analytics, Investment Market Analysis, Product Management, Real Estate Finance, and Strategic Thinking allow students to potentially apply credits toward Zicklin's MS programs. Zicklin's Executive programs include MS, MBA, and Doctor of Business Administration degrees, and Zicklin also delivers a PhD in Business. Graduate Programs enrolled 981 new students for Fall 2026. An increase in domestic enrollment compensated for the decline in international enrollment declined, leaving overall enrollment stable.

At the beginning of the Fall 2026 semester, the Zicklin School debuted its newest video series - "Now It's Your Turn." This series of six videos highlights successful alumni from the MBA, Online MBA, Executive MBA, and Executive MBA in Healthcare Administration programs. This series has nearly 1,000 views and 2,000 impressions. Our ZicklinBusiness monthly e-newsletter now reaches over 97,000 readers, with an average open rate of 23% and a click-through rate of 1%. Our Zicklin Newsroom has produced 29 new student and alumni success stories and articles on faculty research since March 2026.

Zicklin's 2025–2026, Meta and Google advertising campaign launched in October, and a fall programmatic campaign is set to launch in November. Each is continuing to target prospective graduate students in the greater NYC metropolitan region. This campaign is likely a contributing factor in the 23% increase in MBA applications reported by Graduate Admissions. Zicklin's Google Keyword Search Campaign was targeting prospective in-person and online students for the MBA and MS programs.

Zicklin's social media presence on Facebook, Instagram, LinkedIn, X, and YouTube now has a combined following of close to 50,000. Engagement across Zicklin's social media platforms was consistently high throughout 2026 with an average engagement rate of 3.8% that includes two million impressions, over 25,000 individual engagements, and over three thousand post shares.

The Baruch College website refresh project is moving forward with content updates from Zicklin's departments, centers, and administrative teams.

## **Zicklin Undergraduate Program (ZUGP)**

As of Fall 2026, there are 6,886 students enrolled across various BBA programs. 1,900 students were admitted via the early entry path; 62 students were admitted via the regular entry path. We also launched the new BS in Applied Data Science and AI program this fall, a first after 107 years of granting only the BBA degree, working with various departments across the three schools and support units across the college.

The Baruch Business Academy, which launched in Fall 2021, has expanded to serve over 1,100 students this semester from 6 partner colleges: Borough of Manhattan Community College (BMCC), Bronx Community College, Guttman Community College, Hostos Community College, LaGuardia Community College, and Queensborough Community College. The Academy provides a transparent, supportive path for students to transition from their community college to Baruch, fostering pathways into the business sector for transfer students from diverse backgrounds. Over 400 Academy students have already completed their Business Administration A.S. degrees and successfully transitioned into Zicklin through this pipeline, and we expect to welcome at least 50 more Academy transfer students to Baruch for the Spring 2027 semester.

The Business Co-Op Program continues to expand. Enrollment has grown to 89 students, up from 65 students last fall, while employer engagement has increased to 21 participating organizations, compared with 18 at this time last year. Additionally, the program hosted its first in-person co-op employer event on September 10, bringing together partners from Deloitte, Morgan Stanley, NFA, and Point72 to connect students with firm representatives ahead of co-op application deadlines. Program applications for the Spring 2027 cohort are currently open and will be accepted through October 25.

### **Zicklin Undergraduate Honors Program (ZUHP)**

Started in 2013, Zicklin Undergraduate Honors is the only business honors program at Baruch. It has 83 currently enrolled students and just admitted a new cohort of 23 students who will begin classes in the spring. The breakdown of current majors is: 15 Accounting, 2 Information Systems, 1 Economics, 3 Entrepreneurship, 45 Finance, 1 I/O Psychology, 1 International Business, 2 Management, 5 Marketing, and 8 Statistics/Quantitative Methods & Modeling.

Thirty-one students graduated in May and went on to firms ranging from Goldman Sachs and Barclays to Salesforce. There were three annual Advisory Board Merit Awards of \$2,500 each presented at graduation.

### **Zicklin Graduate Admissions**

The Zicklin Graduate Admissions Office enrolled 981 new students for Fall 2026. While overall enrollment remained relatively stable, the composition of the incoming class shifted significantly. Domestic enrollment increased 10%, while international enrollment declined 69%, reflecting ongoing challenges in the international graduate student market.

Application volume totaled 2,089 applications, a modest 4% decline from Fall 2025. Beneath the overall decrease, domestic applications grew 11%, demonstrating continued demand from U.S.-based students, while international applications declined 24%, a trend consistent with broader conditions affecting graduate education nationwide.

Despite these challenges, recruitment activity remained strong throughout the cycle. The admissions team conducted approximately 500 one-on-one advising appointments, delivered nearly 80 webinars, numerous off-campus recruitment events and hosted a graduate open house that attracted more than 115 prospective students.

Several programs demonstrated notable growth. The MS in Accountancy increased enrollment by 17%, despite uncertainty surrounding New York State's transition from the 150-credit to 120-credit CPA pathway. The MS in AI and Business Analytics continued its strong performance, with the traditional program growing 4% and the Online MS in AI and Business Analytics growing 59%. Increased market demand for AI-focused skills, coupled with the program's recent name change, likely contributed to this momentum.

Programs with STEM designation, which support OPT extensions for F-1 students, generally experienced enrollment declines due to reduced international demand. Notable exceptions included the MS in Real Estate and MS in AI and Business Analytics, both of which achieved enrollment growth despite broader market headwinds.

### **Graduate Career Management Center**

In the 2026 academic year, more than 105,000 internship and full-time job opportunities were posted on Handshake by companies, alumni, and employer partners for MS/MBA students and alumni. Representatives from over 180 companies and organizations participated in both virtual and in-person recruiting events to connect with Zicklin students. These engagements included the Accounting Career Fairs, Job and Internship Fairs, Employer Expos, networking events, workshops, graduate student club programs, and other targeted recruiting initiatives.

The Graduate Career Management Center (GCMC) conducted 1,996 appointments with 935 unique students and alumni. While tactical services such as resume and cover letter reviews declined—particularly resume reviews due to the successful implementation of functional resume books each semester—demand increased for higher-impact, in-depth coaching. Introductory Meetings, Coaching Sessions, and Mock Interviews all saw growth, reflecting students' increased engagement in substantive, personalized career development conversations.

This fall, the GCMC launched the Zicklin Career Accelerator, an optional, self-paced virtual career development program hosted on Brightspace. The four-week program offers students guided pathways to strengthen their job search, interviewing, and AI-related career skills through curated resources and career development activities.

The GCMC maintains a strong and growing digital presence, with more than 5,900 LinkedIn group members, 600+ YouTube subscribers, and 3,500+ combined followers on Instagram and X. In addition, the GCMC launched a new interactive dashboard on the Outcomes and Success Stories page last year.

By clicking the “GCMC Dashboard” button, visitors can explore three interactive tabs showcasing key career outcomes data:

- Employment Status by Degree, Program, and Sponsorship
- Employers and Job Titles by Degree, Program, and Sponsorship
- Salary Data by Program

The dashboard enhances transparency and provides prospective students, current students, and employer partners with accessible, data-driven insights into graduate career outcomes.

## **Zicklin Graduate Programs**

- Zicklin currently has slightly over 2800 graduate students enrolled in MBA, MS, and Advanced Certificate programs, including in traditional and online modalities.
- Several new staff members joined the Zicklin Office of Graduate Programs: Alvin Cannon and Shannon Ritchie will work primarily with our traditional MBA and MS students (non-Accountancy), while Victoria Speiser will focus primarily on our Online Program students.

## **Zicklin Executive Programs**

Zicklin Executive Programs welcomed new and returning students this fall in four degree programs: the Executive MBA, Executive MBA in Healthcare Administration, Executive MS in Human Resource Management, and Doctor of Business Administration (DBA).

Recruitment initiatives showcased Zicklin faculty expertise through master classes on practical AI workflows for business leaders, led by Professor Karthik Sridhar, and talent acquisition in high-stakes industries, led by Professor Stephan Dilchert. Professor Christos Giannikos introduced a DBA forum featuring alumni and student panelists. Last spring, EMBA and HRM students traveled to Hanoi and Ho Chi Minh City for international capstone residencies, combining academic study with discussions with senior leaders across business, nonprofit, and government sectors. Our Executive Education unit also delivered four non-degree programs for New York City pension trustees, National Chengchi University, National Sun Yat-sen University, and Paris-based OMNES Education, expanding Zicklin’s reach across sectors and borders.

The DBA program awarded two doctorates in June, marking its fourth consecutive graduating class. At our annual alumni reception, DBA student Bonnie Mann Falk interviewed James Massa (EMSF ’08), Senior Executive Director at JPMorgan Chase, about emerging AI applications, incorporating results from a live audience survey.

The *Zicklin Talks Business* webinar series continued to unite academic and industry perspectives. In October, Larry Zicklin explored AI’s impact on investment management with Professors Lin Peng and Dexin Zhou and Joe Amato, President and Chief Investment Officer, Equities, at Neuberger Berman.

## **PhD Program**

Newly appointed doctoral faculty (effective sp26): *Finance* area: Yao Shen and Leonard Kostovetsky; *Accounting* area: Edgar Rodriguez-Vazquez, Yanrong Jia, and Eunhee Kim; *Management & Entrepreneurship* area: Matthew Perrigino

Professor Shuting Wang is the new area coordinator in Information System, effective 7/1/26

June 1 graduates and placements: Nikisha Alcindor (MES) Rochester Institute of Technology, Eunah Cho (ODA), Ceren Gultekin (ODA) UNC Wilmington, Omer Olmez (ODA) City College of New Jersey, Melanie Paul Austin (MKT) Fairfield University, Mengtian Sui (ACC) California Polytechnic State University, Wen Xie (ACC) Guangxi University for Nationalities, Lingyi Kong (FIN) Private Sector, and Yanran Li (FIN) St. John's University

September 1 graduates and placements: Yanru Chang (ACC) Queen's University Belfast and Anthony Meyers (MES) Iona University

Welcome our new FA26 cohort of 12 students, joining us from the following institutions: Jane Hur (ACC) *University of Rochester*, Zehua Ni (ACC) *Columbia University*, Luoyu Wang (ACC) *Central University of Finance and Economics*, Chen-Yi Huang (FIN) *National Taiwan University*, Jiawei Zhang (FIN) *National University of Singapore*, Niloofar Moradi (FIN) *Sharif University of Technology*, Tina Nosrati (IS) *Ramapo College of New Jersey*, Xiaoxiao Peng (IS) *Columbia University*, Xiangyu Lyu (MES) *Osaka University*, Mengtian Chen (MES) *SUNY Binghamton University*, Barbara Hopkins (MES) *CUNY Baruch College*, and Yao Yao (MKT) *Stevens Institute of Technology*.

We are proud to report that Yanru Chang and Qianye Yin (FIN) have published in major journals including, *Journal of Accounting Research* and the *Journal of Construction Engineering and Management*.

### **The Allen G. Aaronson Department of Marketing and International Business**

The Online MS in Marketing degree program now has a Digital Marketing and Marketing Analytics track starting Fall 2026.

Dr. Mahima Hada has been promoted to the rank of Full Professor. Dr. Tanuka Ghoshal and Dr. Chul Kim have been promoted to the rank of Associate Professor.

Dr. Mahima Hada was selected as the Director of the AI Leadership Initiative at Baruch College.

Dr. Zipei Lu from the University of Maryland, Dr. Liuyi Wang from the University of Arizona (Marketing), and Dr. Yongzhi "Alex" Wang from Ohio State (IB) joined the department in Fall 2026 as tenure-track assistant professors.

Dr. Pargya Mathur and Dr. Priya Rangaswamy were invited to participate in the AMA Doctoral Consortium held in New York City.

Two papers by Tanuka Ghoshal were featured in the ACR session, "Better Marketing for a Better World." Her colorism paper was also discussed at a journal club at Virginia Tech University, and a JMR "How I Wrote This" podcast episode featuring the paper was recently released

Two upper-senior students in the BBA in Marketing degree program, Isaac Dweck and Linh Hien Tran, were the recipients of the Morton Wollman Award for Outstanding Achievement in Marketing.

PhD student Ayana Boyce won the Marketing Doctoral Student Association's Annual Three-Minute Thesis Competition. Judges praised the clarity, rigor, and impact of her research presentation

The department hosted research presentations by Dr. Tesary Lin (Boston University) on consumer welfare and data sharing, and Dr. Avery Haviv (University of Rochester) on consumer non-usage and digital marketplaces. Faculty also attended an IB Seminar featuring Lucia Piscitello, Marianna Marra, and Ha Nguyen.

### **The Stan Ross Department of Accountancy**

In Fall 2026, the department welcomed two new full-time faculty members: Min Jun Song (Ph.D., Columbia University) and Berk Yayvak (Ph.D., UT-Dallas). The department also welcomed two new substitute Lecturers: Makila Kajee, and Martin Rubin. Finally, the department also welcomes a new adjunct faculty member: Charles Beel, a retired tax partner from EY's global compliance and reporting practice.

In the Fall 2026 semester, the department will be hosting research seminars by Yonca Ertimur (Colorado Boulder), 9/16/26, Daniele Macciocchi (Miami), 10/7/26. Additionally, the department will be hosting Baruch alum, Michael Frain (MD, Warburg Pincus), 10/28/26 for a talk on the PE industry.

Faculty in the department continue to publish extensively in the premier research outlets in the field. Since March 2026, faculty in the department have published or accepted for publication eight papers in FT50/UTD24 journals:

- Bonsall, S. B., IV, Koharki, K., Lock, B. , & Neamtiu, M. I. (2026). Optimistic gatekeepers: Credit rating optimism in M&A deals. *Management Science*, Forthcoming.
- Deng, M., Li, J., and Zhou, N. 2026. An Information-based Theory of Auditor Switching. *Management Science*; Forthcoming. <https://pubsonline.informs.org/doi/abs/10.1287/mnsc.2024.05977>
- Dube, S., Lee, H.S. and Wang, D. 2026. Do Consumers Vote with Their Feet in Response to Negative ESG News? Evidence from Foot Traffic to Retail Locations. *Journal of Accounting Research*. Forthcoming. <https://doi.org/10.1111/1475-679x.70034>
- Durney, M., H. Kyung, J. Park, and S. Markov. 2026. Forecasting Earnings from Home. *Management Science*; Forthcoming. <https://pubsonline.informs.org/doi/10.1287/mnsc.2024.04637>

### The Bert W. Wasserman Department of Economics and Finance

Dr. Robert Schwartz, with his co-directors Deniz Ozenbas and Jonathan Wang, is continuing to run the Center for Trading and Financial Markets Research. The Center is hosting a “Trading, Liquidity and Market Microstructure” conference Friday, November 13, 2026.

The department has two assistant professors of finance starting Fall 2026, Daojing Zhai (Yale, Phd), and Ran Xing (Tilburg, Phd).

The Department organizes two weekly research seminar series, one with external speakers and one with internal speakers.

The faculty in the department continues to publish research in prestigious journals including *Econometrica*, *Review of Financial Studies*, *Management Science*, *Journal of Financial and Quantitative Analysis*, *Journal of International Economics*, *Journal of Economic Theory*, *Journal of European Economic Association*, and etc.

### The William Newman Department of Real Estate

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- **Recent Ranking:** Baruch College’s graduate Real Estate program was ranked #16 nationally in the 2026 U.S. News & World Report Best Graduate Schools rankings.
- **Research Seminar:** The department’s Sandy Klein Real Estate Research Seminar Series hosted 10 distinguished scholars in spring 2026. The seminar series continues every Wednesday this fall.
- **Case Competitions:** Baruch College’s real estate student team placed third in the **NYC NAIOPcompetition**, tied for third at the **University of Miami competition**, and fourth in the 2026 **ARGUS University Challenge**.
- **New Faculty:** The Department of Real Estate hired a new assistant professor, Heejin Yoon (a recent Ph.D. graduate from the University of Wisconsin-Madison).
- **Published Research:** Professor **Yildiray Yildirim** published two research papers in spring 2026: (1) "Under the radar: The role of subsidiaries in concealing political favor in Chinese land transactions" with Rose Neng Lai and Zongyuan Li, in the *Journal of Real Estate Finance and Economics*, and (2) "Iterated Poisson processes for catastrophic risk modeling in ruin theory" with Singsong Hu, Svetlozar Rachev, Hasanjan Sayit and Hailiang Yang, in *Insurance: Mathematics and Economics*. Assistant Professor **Maggie Hu** co-authored a paper, "Fiduciary Duty of Loyalty and Corporate Culture" with Cheng Jiang, Kose John, and Ming Ju; Accepted at the *Review of Corporate Finance Studies*.
- **Media:** Assistant Professor **Joshua Coven** was featured on The Rent Roll with Jay Parsons podcast, where he discussed the impact of institutional investors on homeownership. Professor **Coven** was also quoted in a Yahoo Finance article examining Wall Street investments in single-family homes.
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## **The Narendra Paul Loomba Department of Management**

The Narendra Paul Loomba Department of Management welcomed three new Assistant Professors, and searches are underway for Assistant Professor positions in Strategy and Organizational Behavior/HR.

Curriculum development continues: the proposed BBA in Operations and Decision Analytics, and the proposed BBA in Human Resource Management were both approved. The Business Consulting program is actively developing AI-oriented industry projects in coordination with the College's new AI Lab. The Strategy Area launched a new graduate course, Technological Innovation and Strategic Change, as part of the new MS in Innovation Strategy, and approved two undergraduate courses - Corporate Governance and Decision Making, and Leadership in Action. These courses are part a larger curricular initiative - a new BBA in Management which offers students a general management degree with multidisciplinary tracks in partnership with other departments and schools. Two tracks have been proposed along with the BBA in Management - Innovation, offered in partnership with the Entrepreneurship & Innovation Department; and Non-Profit Management in collaboration with Marx School.

Faculty research was recently accepted or published in *Management Science* (Huang), *Production and Operations Management* (Beer), *Frontiers in Psychiatry* (Dilchert), *International Journal of Physical Distribution & Logistics Management* (Das), *Habitat International* (Ploumi), and *Journal of Work Health and Safety Regulation* (Teschner).

Stephan Dilchert received the Jerome Krase Award and Matthew Perrigino received the Henry Wasser award, both for outstanding research. Tsedale Melaku was appointed Associate Editor of *Equality, Diversity & Inclusion*. Naomi Gardberg was elected to the leadership of Academy of Management Social Issues in Management Division and will serve as the Professional Development chair at the 2027 Academy of Management meeting. Tolga Aydinliyim joins the board of Decision Sciences Institute, and will also serve as Program Chair of the 2027 Production and Operations Management Conference.

The Management & Entrepreneurship PhD program welcomed three new students, and our OMEGA and DELTA seminar series are hosting ten external speakers this fall.

## **Department of Law**

Department of Law faculty continue to publish in top journals, including this academic year publications in the American Business Law Journal, the Pennsylvania Law Journal on International Law, the Virginia Journal on Social Policy and the Law, the American University Law Review, and the Minnesota Law Review. In other media, Prof. Lipner published the 21st Annual Securities Arbitration Desk Reference.

Faculty continue to engage across the college: we held a forum on the Small Claims Court and access to justice, hosting students and friends of the College. We also engaged in in multiple Zicklin Talks series, and one of our faculty members was named as a CUNY Holocaust Distortion Fellow. Our faculty members also include the Principal Investigator for the Antisemitism Studies Lab Fellowship and a Fellowship position at the Institute for the Study of Global Antisemitism and Policy for the 2026-28 academic years.

The Department continues its robust research series, and our first presentation is on prediction markets and bankruptcy. We welcome attendance from outside the Department as well as presentations and attendance from our adjunct faculty.

Faculty have also presented their research at conferences across the College and as invited guests around the world. Our faculty attended conferences and presented their work at the Academy of Legal Studies in Business ("ALSB"), Wharton, Cardozo Law School and the University of Haifa in Israel. Additionally, faculty have been quoted in the news, including in law 360 and in the University of Pennsylvania's Regulatory Review. Professor Edelman's paper on private equity in college sports was awarded best paper for the sports law section at the European Association of Management annual conference.

Finally, Dept. of Law faculty continue to lead academic discussions around the country: Prof. Marc Edelman was named Co-chair of the ALSB sports entertainment law section and Lecturer Wilfred Zamora was recently appointed Chair of the American Immigration Lawyers Association (AILA) family-based committee for the New York chapter. Finally, we congratulate and note that Professor Nizan Packin began her term this fall as the Neuberger Berman/Zicklin Family Chair.

### **Lawrence N. Field Department of Entrepreneurship & Innovation**

Two newly approved programs will launch in Fall 2027. An optional focus in Entrepreneurship & Innovation will allow undergraduate students in the Marxe School of Public and International Affairs and the Weissman College of Arts and Sciences to develop their innovative capabilities while deepening their understanding of a specific arts and science discipline in order to equip them to see, assess, and act upon opportunities to improve the lives of those around them in their chosen field. An interdisciplinary Master of Science in Innovation Strategy, offered in partnership with the Departments of Management, Information Systems and Statistics, and Marketing and International Business, will help students understand how a company's innovation efforts align with its overall business strategy and core value proposition to prepare students for managerial roles in innovation, product development, and digital transformation.

Hired Dr. Maria Minniti as the Larry and Eris Field Family Chair in Entrepreneurship. Currently a chaired full professor at Syracuse University, Dr. Minniti is internationally recognized as one of the world's leading entrepreneurship scholars. She will join the department in January 2027.

Hosted workshops on data crawling, led by Jorg Claussen, Professor of Strategic Organization Design at LMU Munich (Germany), publishing in practitioner outlets, led by Michael Barnett, Professor of Management & Global Business at Rutgers University, publishing in elite scholarly journals, and product market fit, led by Marc Gruber, Professor and Chair of Entrepreneurship and Technology Commercialization at EPFL (Switzerland).

### **The Office of Accreditation and Curriculum Management**

The Office of Accreditation and Curriculum Management's efforts to evaluate and improve student learning continue via regular collection and assessment of undergraduate and graduate student work and coordination of continuous improvement efforts with the faculty. In the last year we have assessed the BBA and MBA programs, as well as twelve BBA majors and MS programs. We are now collecting from departments the continuous improvement plans based on those twelve program assessment results. The Office is also very involved with the evidence gathering and report drafting for the 2027 MSCHE re-accreditation site visit.

### **The Weissman Center for International Business**

The Weissman Center for International Business (WCIB) is continuing its efforts to support international education, research, and outreach. The Center is in a strong financial position and supports fellowships for study abroad, conferences, academic programs and scholarships. WCIB employed 14 part-time students across functions including study abroad and research.

A total of 120 students studied abroad, or will study abroad, during the Summer and Fall 2026. In Spring 2026, the most popular study abroad destinations were Spain, South Korea and the Netherlands. The total number of students studying abroad increased slightly compared to Fall 2025. Eighty-five students received C.V. Starr and FWA fellowships for Winter and Spring semester study abroad. An additional 6 students received prestigious national scholarships to support study abroad.

The Center continued to support international business programs at both undergraduate and graduate levels. The undergraduate International Business major welcomed 27 new students in Fall 2026, with 13 students studying abroad in Fall 26 and another 18 planning to do so in Spring 27. One 2026 IB major alum received a Fulbright Binational Business Award and is spending this year in Mexico.

The Mitsui Lunch-Time Forum series featured three distinguished speakers in the Spring semester, and the first forum in the Fall was the 182<sup>nd</sup> event since the series began.

In the last academic year, 82 students received scholarships, such as the Spielvogel, Mitsui Foundation, and Falk Memorial scholarships.

The Research Unit published 3 articles in academic journals, including *Energy Economics*, a premier journal in the field. The unit recently presented in the CUNY Climate Consortium (C3).

The Center is continuing its involvement with organizations such as the European American Chamber of Commerce New York, the Manhattan Chamber of Commerce and World Trade Week. These help connect students to global companies and support international student clubs.

The Center is also actively supporting 2 alumni groups.

### **The Robert Zicklin Center for Corporate Integrity (RZCCI)**

RZCCI presented a dynamic slate of executive leadership and programming on business ethics during the Spring 2026 semester.

On February 5, RZCCI partnered with the Lawrence N. Field Center for Entrepreneurship to host former Coach CEO and Chairman Emeritus Lew Frankfort for a fireside chat moderated by Marlene Leekang. Drawing from his memoir *Bag Man*, Frankfort reflected on his journey from NYC government to transforming Coach into a \$5 billion global brand, sharing hard-won insights on customer focus, challenging convention, and the personal dynamics of leadership.

On April 21, RZCCI hosted Carla Harris, Senior Client Advisor and former Vice Chairman at Morgan Stanley, for an engaging conversation with RZCCI Academic Director Prof. David Rosenberg on leadership, influence, and career ownership. Drawing on more than three decades on Wall Street, Harris shared her signature “Carla’s Pearls” on authentic leadership, workplace influence, and navigating competitive industries with purpose.

RZCCI concluded the semester with its flagship 24th Annual Financial Reporting Conference on May 7, gathering senior standard setters, SEC regulators, and corporate executives to address critical developments in audit oversight, financial reporting standards, and market transparency.

RZCCI has an active lineup scheduled for the upcoming academic year, including the 21st Annual Audit Conference: Ensuring Integrity. A complete listing of past and upcoming programs is available [online](#).

### **The Steven L. Newman Real Estate Institute**

- The Institute is continuously expanding its global reach. We hosted the **Inaugural Baruch College & National University of Singapore Real Estate Conference**. The conference brought together distinguished scholars and industry professionals from around the world to discuss various real estate-related issues.
- Additional highlights included in the **Real Estate and AI Symposium**, organized in partnership with the student-led Baruch Real Estate Finance Club, and the **NYC Metro Real Estate Academic Conference**.
- The Institute launched the **Distinguished Speaker Series**, highlighted by a conversation with Owen Thomas, Chairman and CEO of BXP, Inc.

- The Institute hosts a dynamic lineup of **career events** designed to connect students with real estate industry professionals. In spring 2026, we hosted the career events with the Mortgage Bankers Association of New York, Rose Associates, and Silverstein Properties.
- **Student Competition:** With the generous support of the Rosen Family Foundation, the Institute hosted the Real Estate Entrepreneurship Case Competition and invited students to pitch innovative real estate–related startup ideas. In spring 2026, three teams received a total of \$15,000 in cash prizes.
- **Guest Speakers:** We invited the Institute’s advisory board members, in addition to many real estate industry experts, to our classrooms through the Advisory Board and Guest Speaker Series. In spring 2026, two advisory board members visited real estate classrooms: David Henry (Co-founder of Peaceable Street Capital, and a former CEO at Kimco Realty) and Erez Brett (Founder/CEO at Tandem Capital).
- The Institute publishes the **NYC Housing Market** report every quarter. The recent report was distributed in August 2026, and the next edition is scheduled for October. The Institute also provides **consulting research** to a local real estate firm, analyzing trends in the NYC multifamily transactions.
- The Institute supported the travel of real estate students to the **ICSC Conference** in Las Vegas in May.

### **Lawrence N. Field Center for Entrepreneurship**

**Co-curriculum:** Hosted a student entrepreneur showcase at the 17 Lex Society reception, exhibiting 12 student startups. Launched a new student startup management program matching student entrepreneurs to the resources across the Field Programs ecosystem. The 5th annual Baruch Marketplace is scheduled for December 3rd, featuring student entrepreneurs and their businesses.

**MakerHub:** Delivered 4,986 contact hours of hands-on training to 2,654 students, equipping them with practical skills in 3D design, coding, and user experience (UX) prototyping. Asynchronous visual communications tutorial was adopted in COM 2020 courses and asynchronous Figma tutorial was adopted in select entrepreneurship and design courses, to support students’ development of in-demand digital skills.

**Small Business Development Center:** SBDC advisors provided one-on-one assistance to 563 local entrepreneurs, including 41 with Baruch and/or CUNY affiliations, helping them to inject \$3.4M into the economy. Hosted 46 training events for 667 attendees and launched the third cohort of the Baruch Growth Lab in partnership with the Field Department of Entrepreneurship & Innovation.

**CUNY Startups:** Accepted 60+ students from a pool of 250 applicants into the Fall 2026 New Venture Accelerator 1 cohort, supported by 35 industry mentors. Preparing for the launch of the new CUNY Startups Academy in November.

### **Zicklin’s Global Dual Degree Programs**

Building on the momentum of our international initiatives, we welcomed 76 students from Cohort 2023 of the Baruch–Southwestern University of Finance and Economics (SWUFE) undergraduate dual-degree program to Manhattan this summer for their culminating senior year. Reinforcing our bilateral academic exchange, Zicklin Professors Myung-Soo Lee and Qiang Gao and Weissman Professor Peter Kramer are on-site in Chengdu this semester delivering core coursework to Cohort 2024. In October, the Cohort 2026 New Student Convocation in Chengdu, China, welcomed 157 students, the largest cohort in the program’s history. At the graduate level, we continue to deepen active collaborations across nine premier global partner institutions while actively evaluating new strategic university alliances.

### **Bert W. and Sandra Wasserman Trading Floor/Subotnick Financial Services Center**

The Center continued to host general interest meetings during lunchtime club hours for over 10 Student Clubs registered with the Office of Student Life.

We successfully recruited new College Assistants from the Zicklin student cohort due to students graduating. We reduced our running costs by replacing a full-time Office Manager with a part-time Office Administrator who is an enrolled master's student.

The Center hosted a range of workshops at lunchtimes designed to help students learn more about the Bloomberg Terminal and other financial software tools in the Trading Room. These workshops, taught by faculty from the Center and the Newman Library, include introductions to Bloomberg Professional S&P Capital IQ, Factset and ESG(Refinitiv), as well as advanced areas such as the Bloomberg Excel add-in, Investment Analysis in Bloomberg, Futures & Options, and AI-enabled Research. Workshop attendance averaged 240 in 2025 Fall and 2026 Spring semesters, an increase from 221 in Spring 2025, as we have collaborated with the graduate and undergraduate student advising offices to promote the workshops.

The Center developed a proposal for a Student Trading Simulation Competition that we could run in Spring 2027 in collaboration with the Schwartz Center.

The Center once again organized again the annual Stock Market Challenge held during the summer, designed for rising high school seniors from across New York City's five boroughs to spend four weeks learning the basics of investing and trading by managing a virtual portfolio of \$500,000 in "play money" in a simulated trading environment. This year, 33 students representing 17 area high schools took part in the challenge—a significant increase from the 22 who participated last year. Students received introductory financial education classes once a week for five weeks and spent four weeks trading; they were required to diversify their portfolios by investing in at least five different companies. All students were required to submit PowerPoint presentations outlining their investment strategies, outcomes, and the learnings they gained from the experience. At the awards ceremony, Marios Koufaris, Associate Dean, gave the welcoming remarks to students and guests, and Gideon Pell, Director of the Center, distributed prizes to the top three performers in the game and to the two students whose presentations were especially outstanding.

### **Robert A. Schwartz Center for Trading and Financial Markets Research**

Robert A. Schwartz Center for Trading and Financial Markets Research's co-director Deniz Ozenbas presented a working paper entitled, "The Efficient Markets Hypothesis in a Non-Frictionless World: The Pervasive Impact of Price Discovery Noise" at Montclair State University on February 11, 2026. The Schwartz Center co-sponsored three highly visible Zicklin conferences: Audit (11/20/25), Financial Reporting (5/7/26), and Climate Finance and Sustainability (3/12-3/13/26), which have been running for years and attracting as many as 220 participants; and a new cutting-edge event on Artificial Intelligence (5/7-5/8/26). The Center also continues to support two Summer Research grants for Zicklin faculty.

Upcoming on November 13, Schwartz Center hosts its annual [Trading, Liquidity and Market Structure](#) conference with keynote speakers: U.S. Securities & Exchange Commission's Director for the Division of Trading and Markets, Jamie Selway, and Nasdaq's President, Tal Cohen.