



UNIVERSITY OF RICHMOND Robins School of Business™





It is with great pleasure and pride that I present to you the annual Dean's Report, highlighting the remarkable stories of our community over the past year. With unity of purpose, we have worked to realize our mission of inspiring students, scholars, and impact makers to ask meaningful questions and guide them in discovering forward-looking solutions that address important business and societal issues.

Our faculty's exceptional teaching, coupled with rewarding experiential learning opportunities, continues to prepare our students to succeed in an ever-evolving business environment. Initiatives like the Bench Top Innovations course, Spider Business Hub, and Volunteer Income Tax Assistance program give our students the opportunity to gain real-world experience while positively impacting our community. Students also benefit from the mentorship of alumni and volunteers and programs like Q-camp and Endeavor RSB.

I am also pleased that the Association to Advance Collegiate Schools of Business (AACSB) reaffirmed the Robins School's accreditation, a distinction we have proudly held since 1965. Furthermore, our undergraduate business program continues to be ranked among the top 20 nationwide. These accolades, along with numerous other achievements earned by our faculty, staff, and students, are testaments to our unwavering commitment to excellence.

Looking ahead, I am filled with optimism for the future of the Robins School. This coming year, we will make significant progress in implementing our strategic plan, focusing on four key areas: supporting student academic and professional development, enabling faculty and staff contributions and fulfillment, being a force for good in our community, and fostering a culture of genuine inclusion.

I would like to express my heartfelt appreciation to everyone who has made these achievements possible — our faculty, staff, students, alumni, community partners, friends, and donors. It is your commitment that sustains us, and I look forward to working with you to create an even brighter future for the Robins School.

Warmly,

Mickey Quiñones
Dean

Academic Excellence



Robins Ranks High at NTSC

« The Robins School continues to be a strong presence at the National Team Selling Competition hosted by the Kelley School of Business at Indiana University. This year's team placed second among 20 schools in a tight competition. Student team members included Chase Cummins, Amy Cunningham, Glory Harmon, Penny Hu, and Whitney Sins. They were coached by faculty members Bill Bergman, Jeff Carlson, Cassandra Marshall, and Laura Thompson.

Faculty Recognition

World-ready students learn from world-renowned teacher-scholars



Outstanding Faculty Award

Jeffrey Harrison, professor of management and the W. David Robbins Chair of Strategic Management, was one of 12 recipients among all public and private two-year and four-year institutions in the Commonwealth to receive the State Council of Higher Education for Virginia Outstanding Faculty Award. It is the highest honor for faculty at Virginia's public and private colleges, and recognizes superior accomplishments in teaching, research, and public service. Harrison is an accomplished teacher-scholar whose primary research objective is to infuse strategic management with stakeholder theory.



Committee Assignment

Tom Cossé was elected to the Latin American Council of Management Schools (CLADEA) steering committee. CLADEA is an international organization that reunites both higher education institutions and international organizations committed to the teaching and research of management. As the associate dean of international programs, Cossé continues to expand the business school's global reach and standing among other business schools.



Teaching Award

Maia Linask, associate professor of economics, received the Community-Engaged Teaching Award during the Engage for Change Awards Celebration hosted by the Bonner Center for Civic Engagement. Linask was recognized for consistently demonstrating excellence in community-engaged teaching, specifically through her course International Trade: Causes, Controversies, and Consequences.



New Graduate Degree

The Robins School launched a new Master of Science in Management degree. The program was created for students with a liberal arts or STEM background and provides a comprehensive understanding of business fundamentals with an emphasis on innovation and analytics across top businesses worldwide.

Research

As sought-after experts and researchers, our faculty contribute significantly to their fields and are consistently recognized for their impact on business and society.

79 intellectual contributions,
29 peer-reviewed articles, **2** books
9 book chapters, **65** conference presentations,
8 grants totaling **\$1.07M**



Belonging & Community



SUMMER RESEARCH FELLOWS

The Richmond Guarantee allows students to explore faculty-mentored research projects in areas of high impact, including:

- Cost of inequality: China
- NFT pricing
- Financial reporting of digital assets
- Development of sustainability standards

Conversations That Spark Action

Inviting students into conversations with the business community is an important part of preparing them to lead lives of impact. This year the Robins School was proud to welcome notable leaders, entrepreneurs, and policymakers on campus to share insights and lessons learned.

1 Million Cups

A weekly inclusive space for entrepreneurs and their communities to gather and connect while working through business challenges and identifying opportunities.

Richmond Economic Forecast

A partnership with Richmond BizSense and PNC Bank featuring a discussion with local CEOs and business owners and regional economists all sharing their views of the year to come.

C-Suite Conversations & Robins Executive Speaker Series

Students hear from esteemed business leaders who share their challenges and successes.

- Vafa Akhavan, World Pediatric Project
- Richard Bynum, PNC Financial Services Group
- Heidi Petz, The Sherwin Williams Company
- Jyot Singh, RTS Labs
- Dave Watson, R'80, Comcast Cable
- Paige Wilson, Naborforce

Student Athlete Pivots After Injury

Logan Anderson, '24, found a way to pair her love of sports with an innate desire to help improve her community. When a career-ending injury left her on the sidelines of the Spider soccer team, she changed course, filling a director of operations role and co-chairing the diversity, equity, and inclusion arm of the Student-Athlete Advisory Committee. Now the incoming president, Anderson is charged with looking for ways to enhance the student-athlete experience by facilitating opportunities for leadership, community engagement, personal development, and camaraderie. She is putting her knowledge to work this summer in an internship with the Mavs Foundation, a private foundation of the NBA Dallas Mavericks', focusing on corporate social responsibility.

“I want to use my passion for sports to make an impact in things that are bigger than I am.”

—Logan Anderson, '24



Relay for Life

Kate Amabile, '24, led efforts to hold the annual Relay for Life fundraiser and raised more than \$35,000 for the American Cancer Society (ACS). Departments and offices across the Robins School and University formed teams, participated in fundraising efforts, and joined the day-of celebration and remembrance. Community members impacted by cancer had an opportunity to honor and remember their loved ones as well as reflect on their own journeys.

The event was one of 20 in the country to receive a Rising Star recognition from ACS for its success.

Let's Get Down to Business



Exploring Sustainable Development in South Africa

As organizations become more socially conscious, environmental, social, and governance (ESG) frameworks are embedded frequently into corporate strategy and operations. An accounting course is ensuring students are ready to enter the workforce equipped with skills to contribute to this work by examining the state of U.S. and international ESG. International Perspectives: Sustainability Initiatives, Metrics, and Disclosures took students to Cape Town, South Africa, to witness CSR initiatives firsthand. Students observed businesses and met with executives involved in sustainability initiatives, learning from Cape Town's narrow avoidance of a "Day Zero" crisis.



Spider On A Mission

Godfrella Jonat-George, '23, is determined to eliminate the stigma of mental-health treatment in her home country of Sierra Leone. It is a problem she has experienced first-hand after tragedy struck her family. As a double-major in economics and psychology, Jonat-George plans to attend graduate school to become a professional psychologist, and work with local governments in Sierra Leone to make psychological services more widely available.

"I see a lot of people who, on the outside, seem like they're okay, but on the inside, they're struggling. They're not living their best lives because they have trauma that they have to recover from, and I want to help them overcome that."

—Godfrella Jonat-George, '23



Megan Salters, '23, harvests lettuce from the business school's new on-site micro-farm. Through her internship with the Office of Sustainability, Salters manages the produce which is used in dining locations across campus.

UNDERGRADUATE PROGRAMS

433
UNIQUE COURSE
SECTIONS

12%
Business majors
with **DUAL DEGREES**
in Jepson or Arts &
Sciences

927
ROBINS
MAJORS &
MINORS
*among
2 minors &
8 concentrations*

81.5%
BUSINESS
ADMINISTRATION
MAJORS

13.2%
ACCOUNTING MAJORS

5.3%
ECONOMICS MAJORS



INTERNATIONAL EDUCATION

166
STUDENTS STUDIED ABROAD
32 schools & 17 countries

75
INCOMING EXCHANGE STUDENTS
28 schools & 18 countries

MBA PROGRAM

19 COURSES
23 CAPSTONES
8 SIGNIFICANT
CAREER
TRANSITIONS
AMONG STUDENTS

50
STUDENTS
35
MENTORING
RELATIONSHIPS

25
Students traveled
to Uruguay for
INTERNATIONAL
RESIDENCY

EXECUTIVE EDUCATION

15 CLIENTS **& 20** ENGAGEMENTS

Access & Affordability



Endeavor RSB

Students in Endeavor RSB, the business school's premier living-learning experience, focused on societal impact through business when competing in an environmental justice case competition. Groups of students chose organizations that had an opportunity to make strides in environmental justice and conceptualized ideas that companies could implement to have a real impact on stakeholders.

“Case competitions are a great way for students to be creative and work together to apply what they learn from their courses to a real business problem. They are also gaining valuable experience by coordinating, delegating, and communicating with each other and bringing together concepts from across all business disciplines, providing an opportunity to learn more about their own strengths and those of their group members.”

—Cassandra Marshall, Faculty Co-director

RICHMOND GUARANTEE INTERNATIONAL INTERNSHIPS SUMMER 2022

The Richmond Guarantee enables students to pursue unpaid or underpaid internships with a fellowship of up to \$5,000. Students pursued their passions across the world, including in:

- Yerevan, Armenia
- Cape Town, South Africa
- Freetown, Sierra Leone
- London, UK
- Santa Cruz, Bolivia
- New Delhi, India
- East Sarajevo, Bosnia
- Jiangmen, China
- Shanghai, China

Experiential Learning & Community Engagement



COMPETING ON THE NATIONAL STAGE

Students participated in several case competitions throughout the year, showcasing their skills on a national stage:

- **National Team Selling Competition**
Kelley School of Business at Indiana University — placed second
- **National Diversity Case Competition**
Kelley School of Business at Indiana University — placed second
- **Virginia Case Competition**
University of Virginia — placed second

TwinTail Brews

A team of 16 University student-entrepreneurs developed a beverage called TwinTail Brews designed to boost energy without the typical shakes and subsequent caffeine crash associated with energy drinks. The product was created through UR's year-long Bench Top Innovations program, a course partnership between UR's Creativity, Innovation, & Entrepreneurship Initiative, the Robins School, the Jepson School of Leadership Studies, and the School of Arts & Sciences. The beverage was sold at local retailers and on-campus dining locations.

“Students learn creative problem-solving, collaboration, and communications — all life skills they have to employ regardless of whatever they do.”

—Joel Mier, Marketing Lecturer and Faculty Lead



Robins School Visits Feed More: Central Virginia's Core Hunger Relief

Faculty, staff, and students visited Feed More, a food bank that collects, prepares, and distributes food to neighbors in need across 34 cities and counties in Central Virginia, several times throughout the year — weaving service into team-building activities and classroom learning. Deniz Besik, assistant professor of management, took students in her Operations Management course to the facility to learn the capacity of operations in manufacturing and service organizations. The students became part of an assembly line at the warehouse packing department, identifying bottlenecks and quality control issues all while giving back to the Richmond community. Faculty and staff volunteered at the facility, strengthening the bonds of teamwork through service. Meanwhile, student-athletes visited the warehouse and packing facility, receiving a tour from Feed More staff and participating in a discussion about procurement and safety operations.

DivEc

The Robins School was once again a sponsor of the Diverse Economics (DivEc) Conference, an annual event facilitated by the Federal Reserve Bank of Richmond Economic Education and Research department. Faculty and students heard from women and people of color who are succeeding in the economics field, allowing opportunities for networking and exploring careers in the public and private sectors.



Spider Road Trips

Students traveled to New York City to connect with alumni and other professionals in annual road trips offered through Career Services. Spiders on Wall Street took students to key finance companies, like Bank of America, Goldman Sachs, and J.P. Morgan, while Spiders in Marketing and Communications visited large firms in Manhattan, including SiriusXM and Madison Square Garden. Alumni and parents living in the Big Apple hosted students at their organizations and for networking receptions.

Spider Business Hub

The Spider Business Hub brings business students together with organizations in the Richmond area to develop business solutions. Through project-based learning, students build client relationship skills and apply the concepts learned in their business coursework to real-world problems. This year over 400 students were involved in course engagement projects or individual consulting work, partnering with 27 companies including Capital One, Cushman & Wakefield | Thalhimier, Workshop Digital, and Hopscotch.

“I loved that I was able to help a local business and provide any kind of help. Through the Spider Business Hub, I was able to have first-hand experience, form great relationships, and it helped me realize that I want to pursue a career in marketing.”

—Amy Jeon, '24



VITA

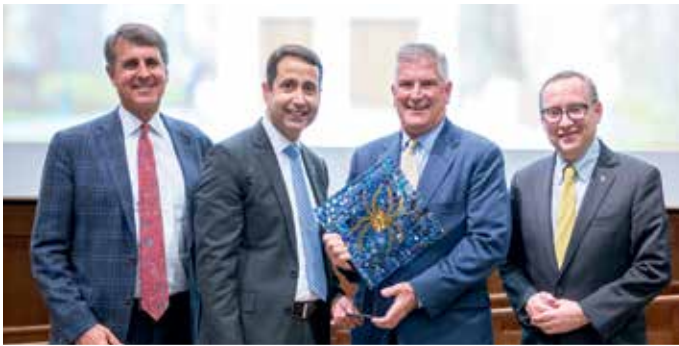
The Volunteer Income Tax Assistance program offers free tax preparation for families and individuals with incomes of \$60,000 or less. The University, in year 12 of participating, works locally with the United Way of Greater Richmond & Petersburg to sponsor the program. Over 445 returns were filed and students volunteered as preparers or quality reviewers to identify \$427,563 in refunds.



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147 SCHOOL EVENTS HOSTED DURING THE 2022-23 ACADEMIC YEAR

Save the Date 2023-24 robins.richmond.edu

September 29–October 1 Family Weekend
October 27–29 Spider Day Homecoming

January 26–27 Q-camp
April 3–4 Giving Day

Scan & Give to Robins

