



UNIVERSITY OF RICHMOND  
**Robins School of Business™**

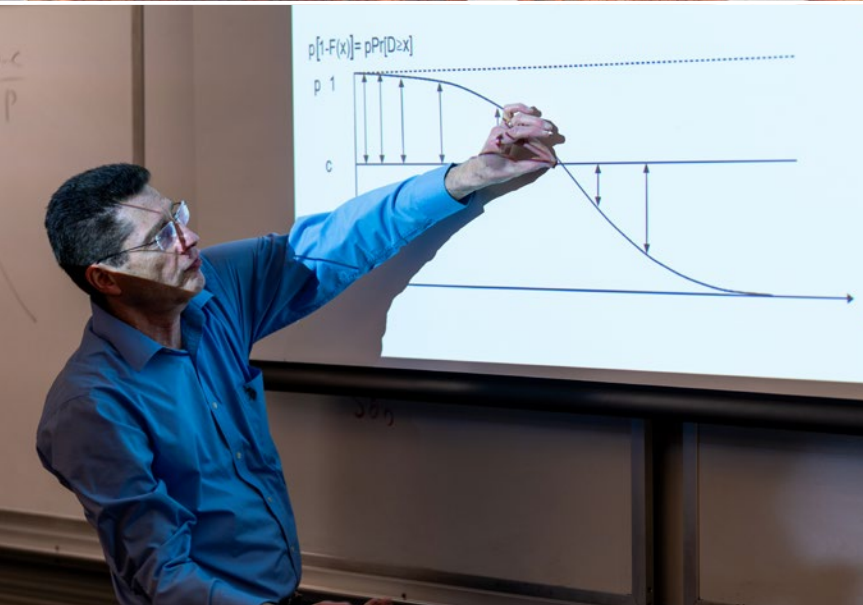
**DEAN'S REPORT**  
2024-25





## Contents

EXCELLENCE	2
RELEVANCE	8
IMPACT	12
GRADUATE & EXECUTIVE EDUCATION	16
MEDIA MENTIONS	18
FAST FACTS	20



Dear Students, Faculty, Staff, Alumni, and Friends,



It is with immense pride and gratitude that I share with you the 2024–25 Dean’s Report, a celebration of our achievements and a testament to the Robins School of Business’ unwavering commitment to excellence, relevance, and impact. In a time of rapid change and global transformation, our community has not only adapted but advanced. We are preparing our students to thrive in an increasingly complex world, and the progress we have made in the past year reflects both our momentum and our ambition.

A cornerstone of this progress is the anticipated launch of a redesigned career readiness framework, Robins PRO, which builds on our strong foundation of programs like Q-camp, to offer students a comprehensive, intentionally designed, four-year journey of professional and personal growth. By integrating career exploration, skill-building, and professional

mentorship at every stage, the program equips our students with the tools, confidence, and real-world insights needed for lasting success.

Our curriculum continues to evolve to meet the demands of a dynamic marketplace, integrating themes such as artificial intelligence and sustainability into our coursework and programming, ensuring our graduates are prepared to lead in areas that matter most. These changes reflect our belief that business education must not only be current, but forward-looking.

This year, we also began scaling the Spider Business Hub, expanding experiential learning opportunities for our students while deepening our partnerships with local and regional businesses. These real-world experiences are where classroom theory meets community impact.

Vital to our mission is the work of our outstanding faculty, whose scholarship advances knowledge across disciplines and whose mentorship helps shape students into thoughtful, capable leaders. Their intellectual contributions elevate the reputation of the Robins School, while their dedication to teaching and advising ensures that each student is known, challenged, and inspired. The impact of this faculty-student relationship is profound. Our students graduate not only with knowledge and skills, but with a sense of purpose. They leave Robins prepared to lead, and they are already making a difference, launching ventures, driving innovation, and creating positive change in communities around the world.

This year, we proudly celebrated the Robins School’s 75 years of impact. As we look to the future, our goal remains the same — to graduate students who are not only skilled professionals, but thoughtful, capable leaders who will shape business as a force for good in the world.

Thank you for being part of this endeavor.

**Mickey Quiñones**  
Dean



*Excellence at the Robins School of Business is driven by the dedication of our faculty, staff, and students who lead, innovate, and inspire. In 2024-25, our faculty earned prestigious awards for teaching, scholarship, and service, while students achieved national recognition through research, global competitions, and academic leadership. Together, their accomplishments reflect a vibrant community committed to pushing boundaries and shaping the future of business and society.*



Faculty Awards

Robins School of Business faculty are leaders in the classrooms and in their fields. In 2024-25, multiple faculty were honored for their contributions as teachers, scholars, and innovators.



**SARA HANSON RECEIVES H. HITER HARRIS III EXCELLENCE IN INSTRUCTIONAL TECHNOLOGY AWARD**  
Marketing professor Sara Hanson, director of the Spider Business Hub, received the H. Hiter Harris III Excellence in Instructional Technology Award from the Virginia Foundation for Independent Colleges. The award is presented to a faculty member who shows innovation in integrating technology into their undergraduate teaching practices.

*“Recognizing that today’s students, who are digital natives, will encounter numerous software programs and innovative technologies in their future careers, Hanson emphasizes hands-on learning with current and relevant technology tools.”*  
— Joan Saab, executive vice president and provost

UNIVERSITY-LEVEL RECOGNITION

Professors from the Robins School were recognized for their contributions and service to the University.



**Ashley Austin**, accounting professor, received the Distinguished Educator award, which honors an individual who has demonstrated exceptional dedication, innovation, and impact on student education.



**Shakun Mago**, professor of economics, was named a Distinguished Scholar for her consistent record of outstanding contributions in scholarship as documented through published research and scholarship.

ROBINS SCHOOL AWARDS



**OUTSTANDING TEACHER AWARD**  
**Rob Pawlewicz**  
Assistant Professor of Accounting



**TERRY WEISENBERGER SERVICE AWARD**  
**Andrea Waddle**  
Associate Professor of Economics



**ROBERT H. NICHOLSON OUTSTANDING ADVISING AWARD**  
**Ashley Austin**  
Associate Professor of Accounting



**TEACHING INNOVATION AWARD**  
**Tenace Setor**  
Assistant Professor of Analytics and Operations



**TEACHING FELLOWS**  
**Richard Coughlan**  
Associate Professor of Management  
**Joe Hoyle**  
Associate Professor of Accounting  
**Maia Linask**  
Associate Professor of Economics



**OUTSTANDING SCHOLAR AWARD**  
**Alex Hamrick**  
Assistant Professor of Management



**PHIL RHORBACH TEACHING AWARD**  
**Dennis Elwell**  
Adjunct Marketing Faculty, & **Jordyn Farizo**, Instructor of Accounting



**MSM PROFESSOR OF THE YEAR**  
**XingXing (Bruce) Chen**  
Associate Professor of Analytics and Operations

**MBA PROFESSOR OF THE YEAR**  
**Marina Astakhova**  
Associate Professor of Management



FACULTY ACHIEVE TENURE AND PROMOTION



Two faculty were granted tenure and two were promoted to full professorship in recognition of their exceptional contributions to teaching, research, and service — **Bruce Chen**, analytics and operations, and **Ge Wu**, finance, were named associate professors; **Abdullah Kumas**, accounting, and **Saif Mehkari**, economics, were awarded full professorship. These significant milestones reflect their dedication, scholarly achievements, and lasting impact on both their academic disciplines and our University community.

Curiosity and mentorship:  
Student-faculty research

Students and faculty work together on research by combining fresh perspectives with expert guidance and tackling complex questions through hands-on collaboration. This partnership enhances students’ academic skills and career readiness while supporting faculty in advancing their scholarly work. Several notable collaborations this year include:



**Zach Duray, '25**, and **Abdullah Kumas**, professor of accounting, presented their research on cost structure through a case study at the American Accounting Association annual meeting. **Xinyao (Steve) Wang, '25**, and accounting professors **Joe Hoyle** and **Daniel Paik** also presented at the meeting, highlighting their research on the evolution of education requirements for the CPA exam.

**Ethan Vest, '25**, conducted research on head coach compensation in NCAA division I football, with faculty mentors **Jim Monks**, economics, and **Lester Caudill**, math.



**Peterson Haas, '25**, examined the impact of corporate profits on GDI estimates with **Dean Croushore** and **Maia Linask**, economics, and **Joanna Wares**, math.

**Alexandra Hall, '25**, studied the impact of the Second Chance Act grants on reentry outcomes, with faculty mentor and economics professor **Melissa Spencer**.

THE ECONOMICS OF  
MIGRATION AND EDUCATION

**Neha Kalwala, '25**, has always been fascinated with economics as a powerful lens to examine human lives and social structures. Growing up between India and the U.S., she developed a keen interest in economic disparities and how policies and financial flows shaped people’s lives. During her first year on campus, Kalwala enrolled in a Gender Economics class which furthered her curiosity about the intersection of economics and social issues. A faculty recommendation led her to pursue student research the following year on gender data gaps. The project later transitioned to focus on gender biases in the Nobel Prize nomination process.

Her personal experience with migration and education ultimately helped shape her senior thesis. Having moved from India to the U.S. as a child and back again as a teenager, Kalwala witnessed firsthand the challenges associated with displacement and migration. Her research focuses on how remittances — money that migrants send back to their home countries — impact education. Using household-level data from the India Human Development Survey, Kalwala analyzed data sets to try and answer whether children in Indian households receiving more remittances have better education outcomes based on school enrollment, weekly hours spent at school, and choice of educational institution. Faculty mentors Alexander Persaud and Maia Linask, economics professors, guided her as she ultimately presented her research at the Eastern Economic Association conference.

“My interest in research and development economics will remain a driving force in my life. I am grateful for the opportunities I’ve had at UR and the mentors who have guided me,” said Kalwala.







# Students win global business case competition

A team of business students took first place at the National Association of Small Business International Trade Educators case competition. Ian Chang, '28, Jeremy Huynh, '27, Emily Kim, '27, and Sophie Rosenstein, '27, were challenged to act as consultants, presenting a go-to-market and sourcing strategy for a real U.S. exporter. Despite the complexity of the challenge, the Richmond team impressed judges with their ability to think critically and creatively under pressure. They were mentored by Michelle Montague-Mfuni, assistant professor of management.

*“Getting consulting experience at a young age was invaluable. It was eye-opening to work on a project affected by current international trade realities.”*

— Jeremy Huynh



# Shaping the future of accounting

Ashley Austin was named a recipient of the 2025 Deloitte Foundation Wildman Medal Award for her co-authored paper, “The Data Analytics Journey: Interactions Among Auditors, Managers, Regulation, and Technology,” published in Contemporary Accounting Research. The Wildman Medal is one of the American Accounting Association’s highest honors, recognizing research that significantly impacts the practice of accounting.

This recognition highlights Austin’s continued contributions to shaping the future of the profession through her research, teaching, and dedication to the field. As the Robins School’s Director of Accounting Student Engagement, she plays a pivotal role in supporting both early-stage and advanced accounting students by bridging the gap between academic preparation and professional readiness.

“I work to centralize and amplify the efforts of our outstanding faculty and campus resources in ways that create synergy and clarity for students pursuing accounting careers,” Austin said. “Our goal is to offer meaningful guidance and strengthen student engagement as they prepare for CPA licensure and navigate internship and career recruitment cycles — so they see accounting as a dynamic and rewarding career path.”

*“I took Managerial Accounting as an economics major, but I found accounting to be a fascinating field of study. I met with Dr. Austin to discuss potential opportunities to study accounting while also not restricting myself to CPA fields like tax and audit. My role at EY incorporates both my economics and accounting knowledge. Professor Austin was always encouraging me to use accounting in other practices, and I owe my post-grad plans to her.”*

— Riley Boyle, '25



# ECON-MATH STUDENT RECEIVES BEST PAPER AWARD

Maksim Likho, '25, was recognized as one of four finalists to receive the Best Undergraduate Paper Award from the International Atlantic Economic Society for his paper, “The Economic Impact of the U.S. and U.N. Sanctions.” A summary of his paper also recently appeared in the Atlantic Economic Journal, and he presented his research at an online IAES conference in the fall.

“Sanctions remain one of the key tools in international politics today, sparking debates across the spectrum about their effectiveness in achieving intended outcomes. My aim was to approach this issue from an economic perspective, focusing on how sanctions influence the economic development of targeted countries,” said Likho.



# RELEVANCE

*The Robins School of Business remains grounded in our founding mission: to deliver an education that responds to the world as it changes — preparing students not just to keep pace, but to lead. Students engage in real-world service, pursue internships that spark new passions, and explore pressing topics such as sustainability, entrepreneurship, and artificial intelligence. Relevance at Robins means more than being informed: it means being involved and ahead of the curve.*



## Top 20 business school

Poets&Quants for Undergrads, the leading online publication for undergraduate business education news, ranked the Robins School No. 17 in this year’s Best Undergraduate Business Schools ranking.

The business school achieved notable rankings in other categories as well, including No. 15 for career outcomes, No. 21 for admissions standards, and No. 25 for academic experience. Robins has maintained its presence in the top 20 for four consecutive years.

Innovative programs such as the Spider Business Hub, Bench Top Innovations, Lessing Trading Floor, Student Managed Investment Fund, and robust mentorship and professional development opportunities are helping Robins lead the way in career preparedness through experiential learning.

The rankings are based on three equally weighted categories — admissions standards, career outcomes, and academic experience.

***“We are proud that this year’s rankings recognize our unwavering commitment to providing a dynamic undergraduate experience — one that is both academically rigorous and prepares our students for meaningful careers that make a positive impact.”***

*— Mickey Quiñones, dean*



## From concept to the marketplace

Students competed in the fourth annual Bench Top Innovations Great Bake Off, where four teams of students presented their salad dressings and business directions before judges in a friendly Shark Tank-style competition. Envee, a sauce made from pesto and Caezar dressing, won the competition.

Students in Bench Top Innovations, a year-long course where seniors from any major create, start, and run a food or beverage business, rallied behind Envee to focus their second semester efforts on bringing the product to market. The student-driven start-up organized into marketing, operations, finance, technology, and executive functions and spent the spring holding demo events on and off campus, attending farmers markets, and reaching out to local grocery stores and restaurants to get Envee in front of customers — with great success. Envee can now be found at Richmond-area grocery stores.

***“It was never to sell the most product or make the most money or add ‘company founder’ to our LinkedIn pages. It was about the experience of navigating the trials and tribulations of running a ‘real world’ business before we seniors must come to terms with entering just that after graduation: the ‘real world.’”***

*— Jimmy James, ’25*



## GLOBAL PERSPECTIVES AT RICHMOND

Leaving his home in Madrid to study abroad, **Lucas Dominguez Molina** was one of more than 100 visiting international exchange students at Richmond during the 2024–25 academic year — 75% of whom studied in the business school. The Robins School is a hub of global business education, with 47 partner universities in 27 countries. More than 180 RSB students are expected to study abroad during the fall 2025 semester.

***“Here on campus, I’ve found another family... other Spanish students or the rugby club — just this constant sense of belonging with different people.”***

*— Lucas Dominguez Molina*







# Spider Business Hub receives national award for ‘inspiring innovation’



nonprofits. Led by Sara Hanson, the Spider Business Hub affirms the Robins School’s commitment to providing meaningful, hands-on learning experiences that benefit both our students and our broader community.

AACSB International, the global standard-setting accreditation organization for business education, recognized the Spider Business Hub as part of its “Innovations That Inspire” initiative. This prestigious recognition highlights the Spider Business Hub’s unique model of connecting students with real-world consulting projects for local businesses and



## THOUGHT LEADERS ON CAMPUS

This year, the Robins School welcomed a distinguished group of speakers to campus who inspired and challenged our community with their insights and expertise, including:

- **David Altig** | Executive Vice President and Chief Economic Adviser, Federal Reserve Bank of Atlanta
- **Stephanie Headley** | Senior Vice President, Procter & Gamble
- **Connor Marsden** | EVP, Salesforce
- **Lisa McKnight** | EVP and Chief Brand Officer, Mattel
- **Alison Rogish** | Central Va. Marketplace Leader, Deloitte



## SOPHOMORE DECLARATION CEREMONY

Future Business Leaders: Nearly 300 students declared their business major at the annual declaration ceremony — a celebration and beloved tradition welcoming newly declared business majors into the community and connecting them with future classmates and the school.



*At the Robins School of Business, impact is measured in the ways our students, staff, and faculty boldly engage on campus and in the world around them. Whether developing innovative products, consulting for real businesses, or exchanging global perspectives, our community puts learning into action with purpose and creativity. With 75 years of impact and counting, Robins is preparing leaders who make a difference — on campus and in their careers and communities.*



## Celebrating 75 years of impact

As the Robins School celebrated its 75th anniversary, the focus was on honoring its legacy of excellence and inspiring pride in the achievements of students, faculty, staff, and alumni who have shaped industries, influenced policies, and impacted their communities to create better futures for everyone.

The anniversary celebration is an opportunity to revisit the history and roots of the business school, which date back to an evening school program created by the University in 1924. Twenty-five years later, the University merged the evening school with Richmond College's

economics and applied economics departments to form the school we know today, now called the Robins School of Business. Its first classes began on Monday, Sept. 12, 1949. At a time when the University divided men and women into Richmond College and Westhampton College academically, the new business school was open to everyone.

Documents from the school's creation highlight how it has long been connected to and serving the needs of the business community. A 1949 prospectus sent to leaders of the local business community notes that 40% of nationwide college graduates were entering business, "but only 6% have had education in business." This was a particular problem for



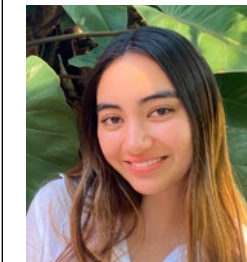
***"We have a responsibility for ensuring that the next 75 years are as impactful as the last. We rest on the shoulders of those who came before us. They adapted to societal changes and the needs of the business community over time. We're a point in time in an unbroken continuum."***

*— Mickey Quiñones, dean*

the Richmond region because, the prospectus notes, "all of us are aware that Richmond is the largest business center between Baltimore and Atlanta." The document went on to outline the many advantages of establishing the School of Business at UR, with the hope of securing local business leaders' support.

Many of the priorities outlined in the first dean's report from 1950 — such as coeducation, a liberal arts foundation, and the use of technology in the classroom — remain relevant today. While the environment continues to change, the mission remains the same, responding to evolving needs by encouraging faculty to pursue innovative teaching methods and closing the gap between academic and the real world to prepare students to succeed.

### FROM INTERN TO IMPACT



**Courtney Simpson, '25**, secured a full-time role in sustainability at Brown Advisory, the same investment firm where she interned as a business analyst and discovered her

passion for sustainable investing. Her interdisciplinary education, leadership training, and international experiences shaped her understanding of global sustainability and prepared her to analyze complex investment strategies.

"I can't take on the burden of every aspect of sustainability. Corporate sustainability calls to me, because I think it is the most consequential. I will do what I can to contribute to sustainability through my career and my community," Simpson said.



### STUDENTS PROVIDE NO-COST TAX SERVICE TO COMMUNITY

A record 67 students volunteered with the Volunteer Income Tax Assistance (VITA) program this year, which offers free tax preparation for families and individuals with income of \$67,000 or less. Partnering with the United Way of Greater Richmond and Petersburg, Robins' students participate in academic course to become IRS-certified and assume advanced leadership roles at UR's downtown VITA site. In 10 years of involvement with the VITA program, over 370 students have filed more than 3,500 returns for the Richmond community, helping them to receive over \$3.4 million in federal tax refunds, funds which flow back into the local community.





## Playful Ideas: Students dive into toy industry at NYC Fair

Eight University of Richmond students attended the North American International Toy Fair in New York City, funded by a \$10,000 Toy Entrepreneurship Grant honoring late alum Richard Gottlieb. Guided by faculty and industry leaders, they explored the toy industry, toured major company exhibits like Mattel and Jazwares, and networked with executives from brands such as Hasbro and Lego. The experience opened many students' eyes to potential careers in the toy industry and allowed them to carry forward Gottlieb's legacy of innovation and passion for play.

***"The students appreciated the opportunity to learn about the industry in a fun and interactive way."***

*— Frank Allen, director of employer relations*

### CONTINUED IMPACT

A donation from the family of Richard Gottlieb will provide funding for UR and the Toy Foundation to collaborate on toy industry-focused events, including a trip to the Toy Fair Trade Show, every other year.

### GROWING GAINS



**Xinru Arritt, '26**, explored marketing and strategy during an internship at Babylon Farms, made possible through support from a UR Summer Fellowship. Her hands-on experience at the sustainable hydroponic farming start-up helped her develop valuable skills in sales and marketing, ultimately inspiring her to add an entrepreneurship concentration to her finance degree.



*Through the Richmond Guarantee, every undergraduate student is eligible to receive a fellowship of up to \$5,000 for an unpaid or underpaid summer internship or faculty-mentored research project. Learn more at [richmond.edu/guarantee](http://richmond.edu/guarantee).*



## Making first-year connections

In 2020, Endeavor RSB began as a comprehensive experience designed to help incoming students create connections and close friendships while engaging with an intentional curriculum and extracurricular activities.

The courses involve skills-based work where students engage in projects like designing and pitching a T-shirt, using AI to produce marketing videos, building a résumé, and achieving Excel competency. Through these projects students foster a curiosity for business and are introduced to valuable campus and community resources, including opportunities to connect with alumni.

Beyond academics, students participate in a variety of community-building and career-focused events, such as dinners, ropes courses, escape rooms, business visits, and alumni panels. A highlight of the program is a signature business dinner planned and executed by the students. The program offers 360-degree support in academic planning, advising, career preparation, and personal development, with sustained guidance that continues throughout all four years and even after graduation.

***"Endeavor RSB was the single greatest choice I made in my four years at Richmond. The program showed me the business school's welcoming and inclusive environment. I met fantastic and supportive professors and took classes that deeply stimulated my interests, all while making lasting friendships that are some of the best things I took out of college."***

*— Jessica Hay, '25*



### STUDY ABROAD SPARKS SUSTAINABILITY JOURNEY

**Scott Weiss'** perspective on sustainability was transformed during a study abroad semester in Denmark, where he was inspired by the country's eco-conscious culture. After returning to campus and taking an environmental chemistry class, he began integrating his interest in climate issues with his business studies, eventually pursuing a career in renewable energy. Now a senior leader at Apex Clean Energy, Weiss, a 2007 graduate, has spent over a decade overseeing major wind and solar projects, driven by a passion for aligning environmental impact with business success.



### INSIDE THE HUDDLE

**Lexie Moskovit, '25**, combined her lifelong passion for sports with her academic interests in marketing and entrepreneurship, leading to two impactful summer internships with the Cleveland Browns. Through hands-on experiences with fan engagement and marketing strategy, she embraced the creative environment of professional sports.

"Every single day in the sports world is a new, fast-paced chance to do something unique. Between training camp, pre-season, games, and events, there are always things to do, and I really enjoyed the high intensity environment."



*The Robins School of Business takes business school to the next level and helps advance careers — going further with our graduate programs, which include part-time MBA and full-time MSM programs, and supporting working professionals through ongoing leadership development experiences. Our programs invite students and executives to act on their ideas and face the challenges of tomorrow.*



***Two-sport collegiate athlete pursues MSM degree***



**Colin Freer, GB’25**, a lifelong multi-sport athlete, played lacrosse at Princeton before using his final year of eligibility to walk on to the University of Richmond football team while pursuing a Master of Science in Management. His time with the Spiders and in the business school emphasized the importance of teamwork, resilience, and strong culture — values that contributed to the team’s CAA Championship win. Now graduating, Freer is set to begin his professional journey as an analyst at Centerview Partners, carrying forward the leadership and discipline he honed as a student-athlete.



***Advancing careers through professional development***

Professional development for MBA students emphasizes strategic skill-building, real-world application, and career advancement. Mentoring and networking play a critical role, offering students valuable insights, industry connections, and guidance to navigate complex business landscapes. The graduate programs have many engaged alumni and supporters who give their time and talent to the success of our students.

The annual International Women’s Day celebration welcomed Susan L. Davies, chief human resources officer for Markel, as keynote speaker alongside a panel of inspiring women. Through panel discussions, networking, and open dialogue, attendees honored the achievements of women leaders and fostered a dialogue around equality, empowerment, and inclusion.

***“I came away truly inspired by the power of our community.”***

*— Susan Davies, Markel CHRO*



**EQUIPPING AREA LEADERS**

Executive Education continues to deliver high impact learning experiences, serving 22 clients and hosting several professional learning experiences with the expertise of 19 instructors, facilitators, and coaches. Programs and private consulting engagements and training opportunities support professionals across Fortune 500 companies, mid-size firms, and state and regional organizations.



**CONSULTING ACROSS BORDERS**

As part of their International Residency, MBA students traveled to Chile to consult with local companies on pressing business challenges. Immersed in a new cultural and economic landscape, the students collaborated with Chilean entrepreneurs and executives to develop practical, data-driven solutions. Through site visits, stakeholder interviews, and strategic presentations, they gained firsthand experience in global business dynamics, leaving the experience with stronger professional skills and a deeper appreciation for cross-cultural collaboration.



# MEDIA MENTIONS



## Robins School faculty in the news

Robins School faculty are sought-after experts, who are frequently quoted in the media, including nationally, locally, and in major industry trade publications.



**POETS&QUANTS' BEST UNDERGRADUATE BUSINESS SCHOOLS OF 2025** • The Robins School of Business is featured as a top 20 undergraduate business school.

### The New York Times

**HALLOWEEN'S MUTATION: FROM HUMBLE HOLIDAY TO RETAIL MONSTROSITY** • Finance professor **Tom Arnold**, an expert on retail trends, is quoted in this article, which appeared in print on the front page of the New York Times.

"Even when consumers are worried about their finances, they'll still open their wallets for holidays like Halloween and Christmas because it creates a unique experience at a particular time of the year ... Even during the pandemic, consumers went to great strides to preserve these two holidays," he said.



**WHY AUTOMATION IS THE MAIN CONCERN OF ILA, USMX TALKS** • **Shital Thekdi**, analytics & operations professor and an expert on risk management, is interviewed.

"Trust in technologies happens over time and it happens with experience and through meaningful dialogue among stakeholders. It doesn't just happen overnight," said Thekdi. "The potential is that AI and technology can actually help improve health and safety of workers, which is incredibly important."



**RESEARCH: A BETTER WAY TO KEEP TABS ON YOUR REMOTE WORKFORCE** • New research by management professor **Alexander B. Hamrick** is featured.

"By prioritizing trust and dialogue over passive surveillance, [managers] can create a workplace where employees feel empowered to share their best ideas," said Hamrick.

### FAST COMPANY

**WHEN CUSTOMERS FEEL PRESSURED TO TIP, IT BACKFIRES FOR BUSINESSES** • Marketing professor **Sara Hanson** co-authored this piece, originally published in The Conversation.

"Customers who felt watched while tipping were less likely to make a return visit or recommend a business. While privacy often made customers feel more generous and in control of their decisions, feeling scrutinized led to resentment and reduced loyalty," said Hanson.



**BIZ SCHOOLS PREP STUDENTS FOR PRIVATE EQUITY CAREERS** • Finance professor **Joseph Farizo** is quoted.

The Spider Business Hub at the Robins School of Business is an opportunity for budding venture capitalists to work with Richmond-area businesses and learn about some of the challenges they face, Farizo says. "We think that all of this combined is an integrated and comprehensive way to prepare them for private equity and venture capital."



**PAY TRANSPARENCY LAWS LAND IN MORE STATES AS RAISES SLUMP** • Management professor **Violet Ho** is quoted.

"Whether [pay transparency] laws help to close the gender and racial wage gaps depends in part on how wide a company's posted pay ranges are," said Ho. "Pay ranges that are narrower — \$50,000 to \$55,000, for example — are more informative than wider ranges like \$45,000 to \$65,000", she said.



**HOW TRUMP'S SECOND TERM MIGHT AFFECT THE MARKET AND YOUR FINANCES | OPINION** • Finance professor **Art Durnev** authored this piece, originally published in The Conversation.

"Presidential rhetoric and policies can create uncertainty — and that uncertainty affects the market. Specifically, stock prices tend to rise when companies expect higher profitability and fall when uncertainty outweighs the gains," said Durnev.

### Bloomberg Tax

**NAVIGATING NEW AGE OF ACCOUNTING MEANS BALANCING BOOKS AND BOTS** • Accounting professor **Rob Pawlewicz** authored this piece.

"Here at the University of Richmond, accounting students create and answer a unique accounting question with explicit permission to use AI tools at any step of the process to gain vital experience [using generative AI]," writes Pawlewicz.

***"Trust in technologies happens over time and it happens with experience and through meaningful dialogue among stakeholders. It doesn't just happen overnight."***

— Professor *Shital Thekdi* on the use of AI



**EMPOWERING AUDITORS: A KEY TO PROTECTING INVESTMENTS** • Research from accounting professor **Ashley Austin** is featured. Austin and her co-authors show that auditors who feel more empowered and independent during the audit process are more capable of finding instances of fraud.



**GREEN WITH ENVIEE** • Marketing instructor **Joel Mier** is quoted in this feature on the Bench Top Innovations program.

Mier hopes that graduates of the program can learn to be comfortable with uncertainty. "This [course] allows them to get a real flavor for it, and take responsibility in a business setting in a safe, secure place," he said.



**439** UNIQUE  
COURSE  
SECTIONS

**56** GRADUATE  
STUDENTS

**216** ROBINS STUDENTS  
STUDIED ABROAD  
at **37** schools in **17** countries

Nearly **100** INTERNATIONAL  
EXCHANGE  
STUDENTS  
from **29** schools in **17** countries

**56** INTELLECTUAL  
CONTRIBUTIONS  
FROM FACULTY  
**22** peer-reviewed articles, **4** books

**85** CONFERENCE  
PRESENTATIONS

**9** GRANTS,  
totaling  
**\$363k**

**75** YEARS OF  
EXCELLENCE

**22** ENGAGEMENTS  
with corporate-sponsored, private  
training, and custom programs  
through Executive Education

**SPIDER BUSINESS HUB —**  
**48** partner projects involving  
**618** students

**81%** OF 2025 GRADUATES REACHED  
THEIR FIRST CAREER OR  
EDUCATION DESTINATION







# UNIVERSITY OF RICHMOND Robins School of Business™

102 UR Drive  
University of Richmond, VA 23173

NON-PROFIT ORG  
U.S. POSTAGE PAID  
RICHMOND, VA  
PERMIT NO. 6



**We look forward to welcoming you back on campus  
for Homecoming 2025 on October 17-19.**

**ROBINS.RICHMOND.EDU**

Scan & give to Robins

