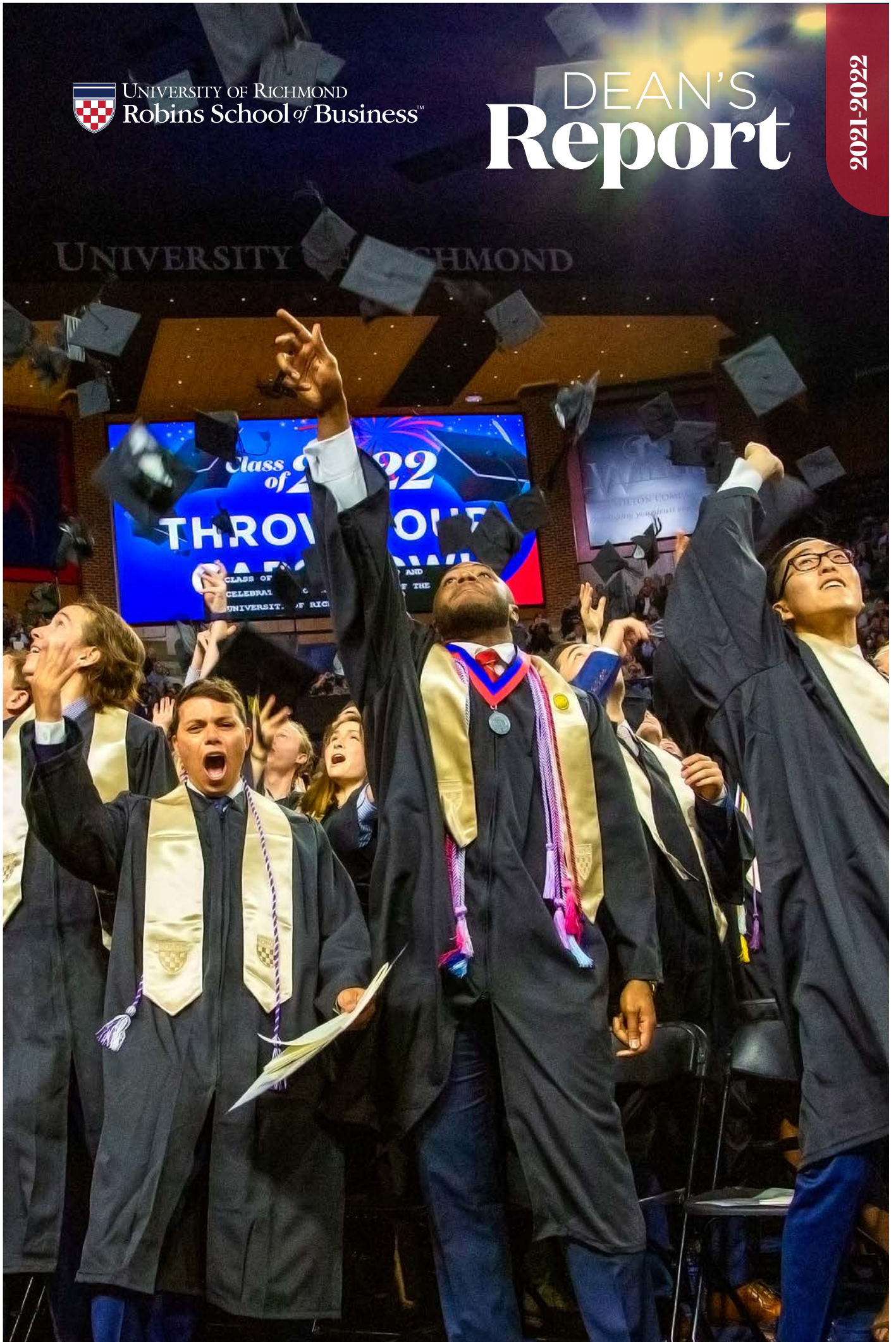




UNIVERSITY OF RICHMOND
Robins School of Business™

DEAN'S Report

2021-2022



MESSAGE FROM THE DEAN



Mickey Quiñones
Mickey Quiñones, Dean

At the Robins School, we prepare tomorrow's business leaders to work creatively and collaboratively to tackle the challenges of an uncertain business climate. Our comprehensive business education grounded in the liberal arts equips our graduates to navigate difficult economic, social, geopolitical, technological, and environmental issues. The skills students develop here are more relevant than ever as they enter a world filled with increasingly complex challenges.

This year we were thrilled to resume many of our pre-pandemic gatherings. From our annual speaker series and ongoing career programs, to experimental endeavors and social events, the Robins School's commitment to our campus and our community was more evident than ever. The challenges of the past two years have made us stronger, and led

our faculty and staff to create new ways to deepen student learning through real-world experiences.

The stories contained in this report illustrate how our community continues to move forward with drive and enthusiasm. Our students are entering a new world of business prepared to make an impact, leading ventures that better our communities, our futures, and our world. So much of this is possible because of the immense support they have from friends and colleagues like you. I hope you enjoy reading this as much as we delight in sharing it with you.

I know how much more there is to celebrate beyond what is presented in this report and look forward to connecting with each of you in the months ahead.

Until then, go Spiders!

"Our students are entering a new world of business and they are prepared to make an impact leading ventures that better our communities, our futures, and our world."

More relevant than ever.

307

ROBINS MAJORS
AND MINORS
GRADUATED

49

FACULTY MEMBERS RECEIVED
RESEARCH GRANTS FUNDED
THROUGH THE ROBINS SCHOOL,
TOTALING OVER \$870,000

21

EXECUTIVE EDUCATION
PROGRAMS TO BUILD
BETTER BUSINESS
LEADERS

48

RICHMOND MBA STUDENTS,
27 TRAVELED TO URUGUAY
FOR THE INTERNATIONAL
RESIDENCY

168

RSB STUDENTS STUDIED
ABROAD AND WE WELCOMED
59 EXCHANGE STUDENTS

42

STUDENTS FROM 9 COUNTRIES
IN ENDEAVOR RSB
(the Robins School's premier
living- learning experience)

60

CONFERENCE
PRESENTATIONS
BY FACULTY

376

UNIQUE COURSE
SECTIONS

Absurdly Inventive



The inaugural Bench Top Innovations course brought together students from across campus for a year-long journey in innovation and entrepreneurship. The course challenges students to create and commercialize culinary magic—and the group rallied behind Absurd Snacks, a bean-based trail mix that is now sold on campus, in retailers around Richmond, and online. Co-founder Grace Mittl, '22, and her team now own the IP of the business and are continuing the venture post-graduation.



Walk the & Walk Talk the Talk

Ashley Austin is working to detect fraud during the auditing process with the support of a grant from KPMG. The assistant professor's project, Walk the Walk and Talk the Talk: Improving Auditors' Fraud Detection with Coaching in a Culture of Challenge, is co-authored with Tina Carpenter, a colleague at the University of Georgia. The grant supports research to improve auditor decision-making and provides access to KPMG senior auditors.



A Spider's Venture

Ushna Khan, '22, saw a need to provide hands-on learning in venture capital and worked to make it a reality through the Spider Venture Fund. With support from the business school's Harry Garmon Entrepreneurship Fund, student analysts were trained in due diligence and sourcing accountability, industry and competitive research, and evaluating investment opportunities, and put their knowledge to the test by working with Richmond-based venture capital firm Trolley Ventures.

"I want students to really get acquainted with what goes into founding a startup and evaluating funding opportunities. So many have ideas but don't know what to do with them or how to source funding."

— Ushna Khan



The Future of..

The Robins School partnered with BizSense, a Richmond-area business and news outlet, for The Future of: 2021 Economic Forecast. Among the panelists were local CEOs, business owners, and regional economists, including Dean Croushore, chair and professor of economics, who focused on themes and trends that continue to shape the local business community in the wake of COVID-19's disruption. Croushore discussed inflation through the lens of macroeconomic theory to prepare for and respond to economic uncertainty.

I Belong AT ROBINS

The Robins School established a diversity, equity, and inclusion task force to help increase diversity and promote inclusivity. The task force will evaluate teaching and curriculum and aim to increase representation in faculty, staff, and students. During its first year, the task force held focus groups and listening sessions. The feedback received will ultimately inform recommendations to foster an inclusive and diverse learning environment that creates a better experience for each student and instills a lifelong culture of belonging.

STUDENT LEARNING *in Action*

By partnering with area organizations and entrepreneurs, the Business Clinic allows students to learn through project-based engagements, building client relationship skills and applying classroom concepts to real-time problems such as social media strategy, pitch deck development, event planning, and market research.

"Not only did this experience improve my confidence in the skills I have been honing for the last four years, but I was able to help an entrepreneur navigate through a part of their business start-up that they were having issues navigating alone."

—Nick Ranieri, '22

Serving Others with Business and Technology

Penny Hu, '23, received the Newman Civic Fellowship, awarded to students who have demonstrated a capacity for leadership and an interest in finding solutions for challenges facing communities throughout the country. It is a yearlong program that aims to foster personal, professional, and civic growth. Hu plans to use the fellowship to learn more from students across the country to gain insights about how to better serve her community in the future.

"I am very passionate about serving my community and creating a safe and inclusive community for all of us."

— Penny Hu

Empowering Lessons from Seasoned Leaders

The Robins School hosted several notable guests from fields including healthcare, finance, journalism, and advertising. Among the speakers were Doug Lankler, general counsel of Pfizer; Tom Barkin, president and CEO of the Federal Reserve Bank of Richmond; John Avlon, senior political analyst at CNN; and Kristen Cavallo, CEO of The Martin Agency. All shared captivating stories of the business world and beyond, including lessons learned along the way.

"Be the part of the story where the story shifts... the light in the dark...be the poster child for progress."

— Kristen Cavallo



Incoming Teacher-Scholars

The Robins School is proud to introduce seven new tenure-track faculty for the 2022-23 academic year. With their diverse backgrounds in experience and scholarship, they join fellow teacher-scholars in their commitment to the success of every student.



Marina Astakhova



Patricio Duran



Xia (Summer) Liu



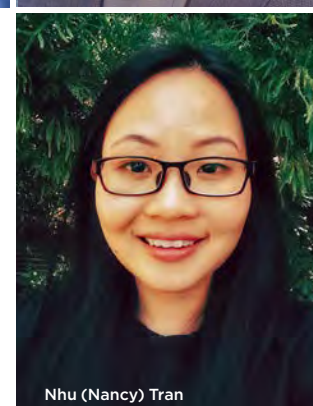
Michelle Montague-Mfuni



Christine Mihelcic



Tenace Kwaku Setor



Nhu (Nancy) Tran

Marina Astakhova

Ph.D., Kent State University
Associate Professor of Management

RESEARCH

- Person-organization fit
- Employee engagement
- Harmonious work passion

Patricio Duran

Ph.D., University of South Carolina
Associate Professor of Management

RESEARCH

- International business
- Institutions
- Strategic management
- Family firms
- Corporate governance

Xia (Summer) Liu

Ph.D., University of Oklahoma
Assistant Professor of Finance

RESEARCH

- Corporate governance
- State ownership
- Executive compensation
- Venture capital
- Empirical corporate finance

Michelle Montague-Mfuni

Ph.D., University of Memphis
Assistant Professor of Management

RESEARCH

- Social entrepreneurship
- Cross-border alliances
- Corporate social responsibility
- International strategy

Christine Mihelcic

Ph.D., Penn State
Assistant Professor of Management

RESEARCH

- Social entrepreneurship
- Identity
- Diversity and inclusion
- Disability
- Stigma

Tenace Kwaku Setor

Ph.D., Nanyang Technological University, Singapore
Assistant Professor of Analytics & Operations

RESEARCH

- IT workforce
- Careers
- Agile software development
- Acquisitions

Nhu (Nancy) Tran

Ph.D., Binghamton University, SUNY
Assistant Professor of Finance

RESEARCH

- Fixed-income market
- Climate finance
- Municipal securities
- Behavioral finance



Department Prepares Students for Careers in Business Analytics

The Analytics & Operations (A&O) department was established in response to the growing demand for graduates with data management and analysis skills. The department derived from the Robins School's Management department, which had grown over time to include scholars from many different disciplines, and brings together faculty from quantitative disciplines such as operations management and information systems. Smaller departments have the ability to adapt more quickly to industry and student demand for course offerings and skill-building, and the A&O department will evolve over time to meet industry needs and student demand.

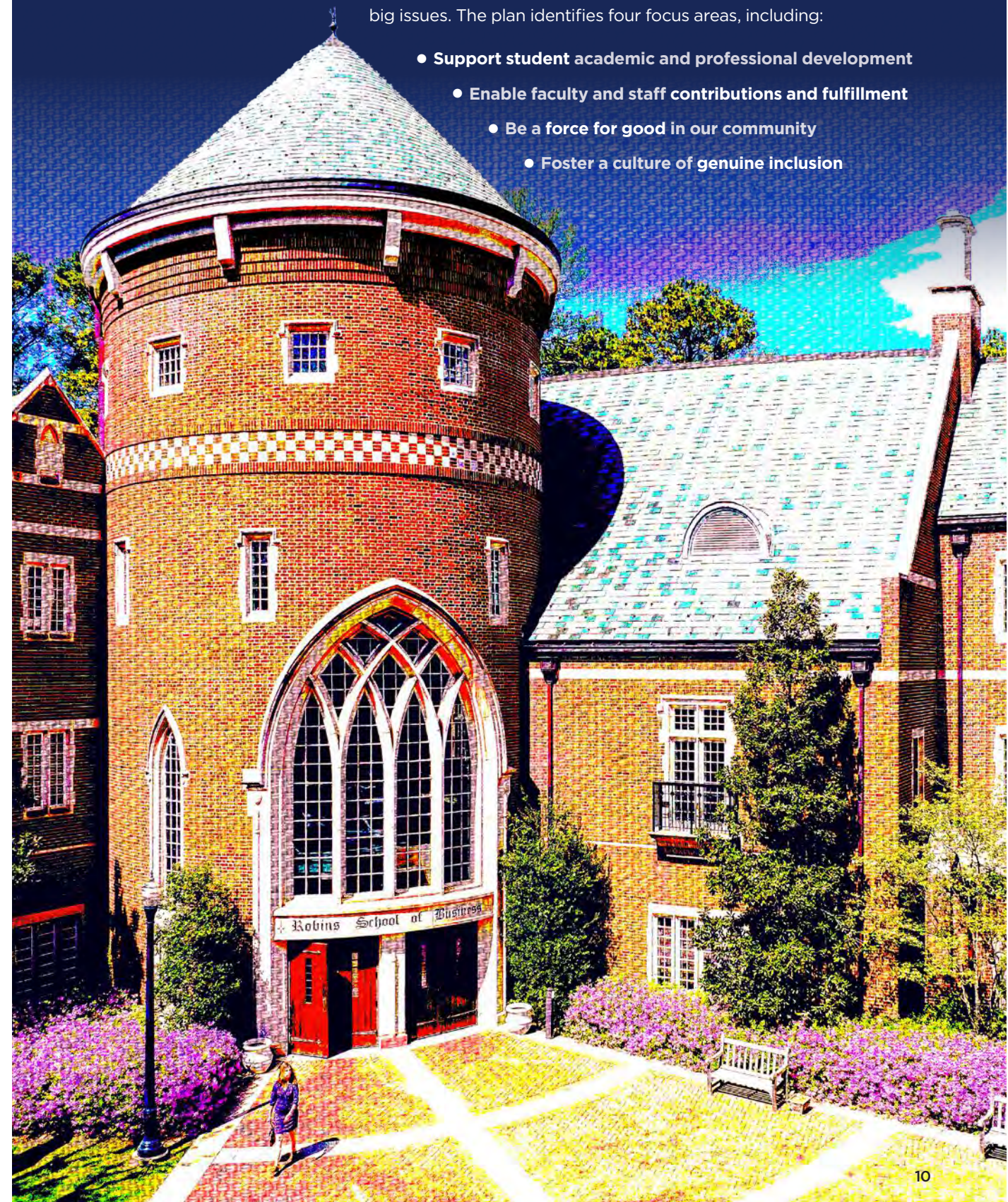
"It is a true culmination of the liberal arts education that Richmond seeks to provide."

— Elizabeth Cappucci, '21

Planning for the Future of Business

The Robins School finalized the 2022-25 strategic plan and priorities, with a vision to make a positive impact on business and society by inspiring students, scholars, and decision-makers to ask meaningful questions and guiding them in discovering forward looking solutions that address business and society's big issues. The plan identifies four focus areas, including:

- Support student academic and professional development
- Enable faculty and staff contributions and fulfillment
- Be a force for good in our community
- Foster a culture of genuine inclusion





Graduate Students Travel to Uruguay

The Richmond MBA's International Residency program took students to Montevideo, Uruguay, to experience the culture and business landscape of the country's capital. The focal point of the program is the international consultancy project, during which students are assigned a client and work with company management on an international business issue.

Far Flung Spiders

The Robins School welcomed 59 international exchange students to campus throughout the fall and spring semesters. Students immersed themselves in the University of Richmond community and classroom experiences were made richer because of their involvement.



First Generation Investors

William Coben, '24, founded Richmond's chapter of First Generation Investors (FGI) as a means to give back to his community. The non-profit organization teaches high school students in underserved communities the power of investing by pairing them with college students who deliver interactive lessons and mentorship, ultimately guiding them to invest using real funds provided by donors. Cary Street Partners sponsored FGI in its first year to further broaden the group's impact.

"It is an opportunity for Richmond students to pass on the finance and investing lessons we have learned to a community of high school students who have not been afforded those same opportunities."

— William Coben



DOES AUTHENTICITY LEAD TO TRUST?



Randy Raggio

Yes, according to Randy Raggio, associate professor of marketing, and a team of fellow researchers. To organizations that translates to customer loyalty, but what is brand authenticity and how do marketers measure it? Raggio and his colleagues' research has identified and defined three types of brand authenticity—true-to-ideal, true-to-fact, and true-to-self.

With over 50 proposed definitions of brand authenticity, Raggio's work cuts through the clutter and identifies how the three types of authenticity lead to a specific type of brand trust, and what brand managers can do to develop each type within their organizations.



Supporting the Robins School

Every day we are reminded of the complexities of our ever-changing world.

Environmental, technological, and societal changes are increasing the demands on business leaders, and your support enables us to prepare and inspire students for the road ahead. We do this by focusing on programs and activities that drive excellence, relevance, and impact. Through experiential opportunities, we invest in an environment that inspires creativity, collaboration, innovation, and discovery to transform the lives of students and make a difference in our world.

While there are many ways to support the Robins School, the following priority areas provide opportunities to make a tangible difference through philanthropy.

- **Endowed Faculty Fellowships**— named fellowships may support a concentration on teaching or research.
- **Dean's Impact Fund**—provides annual, unrestricted dollars necessary to fund people and programs directly impacting student success and outcomes, including road trips to connect with industry leaders, pitch competitions, the Business Clinic, summer research funds, and Bloomberg terminals.
- **Endowed Chairs**—the highest academic honor that recognize teaching, scholarship, research, and service.
- **Endeavor RSB**—the Robins School's premier living-learning experience for first-year business students.
- **Student Professional Development**— supports programs such as Q-camp and other immersive skill-building opportunities.
- **Endowed Deanship**—provides significant resources in perpetuity, allowing the dean to realize the school's most ambitious collective goals.



SCAN to give online for the next generation of business leaders.



Building Community

Business students were thrilled for the many opportunities to come together as a community this academic year. From study breaks to celebratory gatherings, the Robins School didn't miss a chance to make up for lost time.