

WEISSMAN CENTER FOR INTERNATIONAL BUSINESS

Imagine a WORLD...Prepare for a WORLD...Engage the WORLD!

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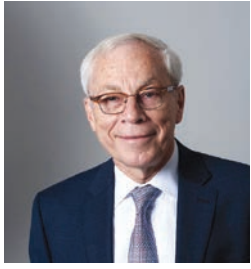
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Weissman Center for International Business Mission Statement

The mission of the Weissman Center for International Business is to provide meaningful international educational experiences for Baruch undergraduate and graduate students, support scholarly research and teaching with an international business perspective, and contribute to the economic life of New York City.

LETTER FROM THE DIRECTOR



Writing this letter gives me a welcome opportunity to reflect on the Center's mission, accomplishments and impacts. As the College faces significant budget constraints, the need to define who we are and the value we provide to Baruch students and the wider College takes on a new urgency.

Baruch College continues to earn national recognition as an engine of social mobility. In CollegeNET's 2018 Social Mobility Index Baruch ranked #1 for the fourth consecutive year. The College's success is the result of our talented students, engaged faculty, high academic standards, affordable tuition and broad-based student services. The combination enables students to complete their degrees efficiently and pursue careers in the field of their choice upon graduation.

The Weissman Center for International Business is a key part of Baruch's value proposition. We offer students a wide range of exciting opportunities to gain international experience through study abroad and internships both in New York and abroad. We connect students to global business practitioners through educational and networking events, mentorships and practicums and to research faculty through our analyst program. Most recently, the Weissman Center's study abroad programs were showcased in Baruch's new online recruiting materials. This shows just how relevant the Center's international programs are to young people entering college today. Our international programs help Baruch stand out and our students succeed. You can learn more about our student programs in the following pages.

The annual report also provides information about the Center's research activities. I am particularly excited about the traction we are getting with our CSR-Sustainability Monitor project. The project analyzes the reporting practices of Global Fortune 500 companies related to environmental, social and governance (ESG) issues. A lot of great things are happening with the project. We are having success publishing in major academic journals. We are also collaborating on research with leading academics studying non-financial reporting by companies around the world.

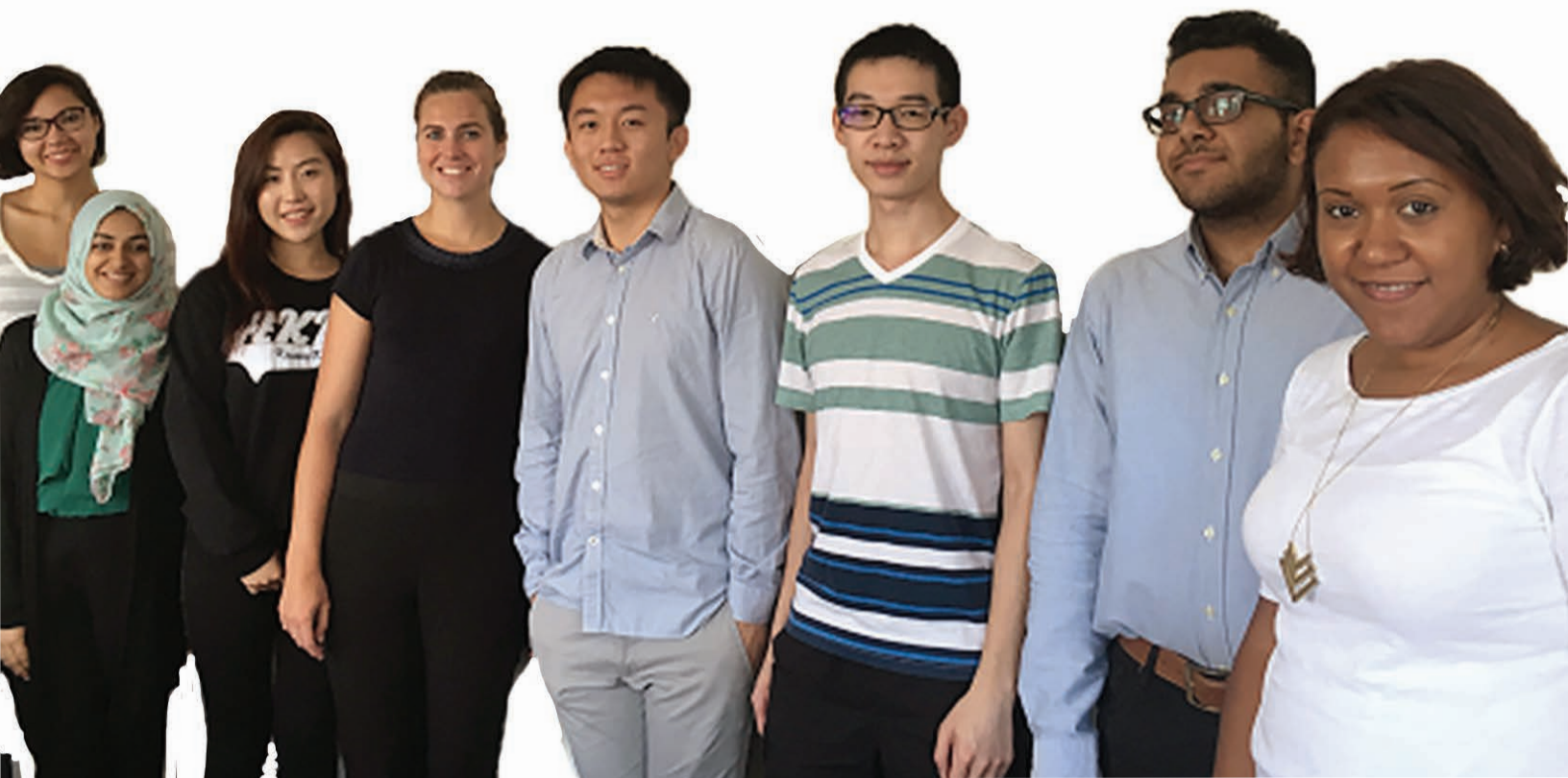
The annual report also looks at the Center's community engagement activities. Our goal is to share our expertise beyond the College and academic circles to lend our knowledge and skills to solving real-world problems. One example is our work with companies to help them improve their ESG reporting.

All of the Center's activities come together in a virtuous circle to create a thriving network of faculty, practitioners, alumni and students that I am very proud of. Without the support of our donors and the wider Baruch community, this would not be possible.

It is important to recognize and address the fiscal challenges Baruch faces. Looking ahead, we will need to focus our efforts on fundraising and innovation if we are to keep our programs working and growing to the benefit of Baruch students.

Terrence F. Martell

Saxe Distinguished Professor of Finance



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Terrence F. Martell

Saxe Distinguished Professor
Director, Weissman Center for
International Business

Contributions to the Baruch College Fund to support student programs such as scholarships and fellowships for international education or research projects such as the CSR-Sustainability Monitor are tax deductible. More details about the benefits of becoming a Weissman Center donor can be obtained either through the College's Office of Advancement or directly from Dr. Terrence Martell, Weissman Center Director, (646) 312-2075.

Support for WCIB programs provided by:

The Starr Foundation

The Mitsui USA Foundation

The Weissman Fund

The Santander Universities Program

The Falconwood Foundation

The Spielvogel Scholarship Fund

The Falk Fund

Concept Press, Inc.

The Fromme Scholarship Fund

The Frank and Irene Lourenso Fund

Financial Women's Association

Heller Family Foundation

The Victor Besso Endowment Fund

Hugh and Betsey Lamle Foundation

The Nancy and John Kelly
Family Foundation

The Brennan Family Foundation

Anupam Ghose and Vijanta Ruparel

David Tandler

The Hancock Foundation

The Morace Family Foundation

Martin Rapaport

Martin Mosbacher

One to World, Inc.

Ernst & Young Foundation

Harvey and Sheila Stone '41 Prize
in International Marketing

Schoenhut Family Foundation

R.J. Aquilina and L.M. Aquilina

Woo Family Charitable Foundation

Sheharyar Hassan

George and Mildred Weissman Memorial Dedication at the Weissman Center



Mrs. Mildred Weissman and her family attended a dedication service for the George and Mildred Weissman Memorial at the Weissman Center. The memorial recognizes the contribution that George Weissman '39, 82 Hon. and Mildred Weissman have made to Baruch College. Laura Agosta, a Baruch senior, spoke about the opportunities the Weissman family's vision and generosity have created for Baruch College students.

STUDENT PROGRAMS

The WCIB offers Baruch students a wide range of programs at home and abroad that help them gain a global perspective through internationally focused internships, study abroad, work abroad, research projects, and co-curricular activities. Students have the opportunity to develop skills in analysis and problem solving, communications, teamwork and leadership as they increase their global/intercultural fluency. All of our programs have an interdisciplinary focus and offer individual information and guidance to ensure the best possible fit for each student. The focus on information and guidance is particularly important in

the area of international business, which is very broadly defined and touches on many functional academic areas. Students often need assistance as they identify the building blocks to career readiness that make most sense for them. The Weissman Center for International Business is a place where Baruch students can come to learn about international opportunities that are suited to their individual goals and needs. The Center's international programs and individual advisement services help students step up, define themselves, and stand out in the job market as they pursue their degrees.

WCIB Student Programs: The Year in Numbers



281 Students studied abroad in 34 countries



152 Incoming exchange students studied at Baruch



100 Students completed internships at home and abroad



800 Students attended the Mitsui USA Lunch-Time Forum Speaker Series, where high-level business executives shared their real-world experience



254 Students were awarded scholarships and fellowships



125 Students met with us for undergraduate and graduate international business curriculum advice



38 Students developed their leadership skills through the Global Student Certificate Program



8 Students participated in the CSR-SustainabilityMonitor Analyst Program

For the past three years I have been very fortunate to be a part of the Weissman Center for International Business. The Center provided me with a home away from home. I am confident all the skills and life lessons I have learned here will help me lead a successful life as I venture into the workforce.

Alexander Gittens
Baruch BBA Class of 2018

After interning at the United Nations and learning more about the Sustainable Development Goals, I realized that the private sector will play a significant role in fulfilling the Sustainable Development Goals and in general contributing to building a better society. I was excited to have an opportunity to work as an analyst on the CSR-Sustainability Monitor at the Weissman Center because it enabled me to learn about the efforts that companies are making to improve their impact and transparency regarding issues such as human rights, philanthropy, and the environment. Widespread CSR reporting creates an incentive for companies to continue to work toward these goals to the benefit of everyone, and I am proud to be a part of the effort pushing for more transparency and accountability in the corporate world.

Barbara Kontic, Research Analyst, CSR-Sustainability Monitor
MBA Class of 2018

The Mitsui USA Lunch-Time Forum 'How Journalists Explain a Confused World' with Gilian Tett, U.S. Managing Editor of *The Financial Times*, left a big impression on me. While we might think that technology has helped connect people, the speaker explained how people use technology to connect with those more similar to them. After coming to the United States four years ago, I would talk to my friends back in my home country. I did not take the time to get to know all the amazing people that are around me in this country. I decided to take more time to connect with my classmates instead of spending all my time on the phone.

Vannesa Mercedes Almonte, Global Student Certificate
BBA International Business, May 2018

Increasing Student Affordability

For Baruch students, one of the main obstacles they face in pursuing their undergraduate and graduate degrees is financial. The Center is therefore dedicated to raising scholarship funds that help defray tuition costs. The Center also raises significant funds to help students cover the extra costs involved in participating in valuable learning experiences such as study abroad and internships. The Starr Foundation and the Mitsui USA Foundation are strategic partners in this initiative, providing funds for study and internship abroad experiences as well as scholarships to support International Business programs. The Center also administers the awards process for the following scholarships and fellowships.

Scholarships and Fellowships for Baruch Students



	FY 18
Baruch Entrepreneurial Intern Fellowship	19
Baruch Model UN Fellowship	15
C.V. Starr International Experiential Learning Fellowship and C.V. Starr Study Abroad Fellowship	159
Carl Spielvogel '56 MBA Scholarship	3
Charles H. Falk Memorial Scholarship	17
Colin Powell Fellowship in International Diplomacy	3
Financial Women's Association Study Abroad Scholarship	7
Harvey and Sheila Stone '41 Prize in International Marketing	5
Hugh Lamle Scholarship	7
Irwin Fromme Scholarship	5
Maurice R. "Hank" Greenberg Fellowship	4
Mitsui USA Foundation Full-Time MBA Scholarship	2
Mitsui USA Foundation MS Marketing and International Business Scholarship	7
World Trade Week NYC 2018	1
Total	254

Baruch Students Explore the World Through Study Abroad



The goal of the Study Abroad Office is to provide Baruch students with cost-effective means to study abroad with programs that combine substantive learning in a student's major and minor subjects with opportunities for students to engage with the local culture. In the academic year 2017-2018, 281 students took advantage of the opportunity to study abroad. We continue to increase the percentage of students

taking advantage of longer-term study abroad opportunities, especially exchange programs. The undergraduate International Business major in the Zicklin School of Business is serving as a pilot for curricular integration of study abroad at Baruch College. Curriculum integration refers to a variety of institutional approaches designed to fully integrate study abroad options into the college experience and academic curricula for students in all majors. In its simplest form, curriculum integration means that a preapproved set of courses offered at one of Baruch College's partner universities is part of each major at Baruch. These courses could be some combination of required and elective courses that would be preapproved by Baruch faculty to be taken at specific overseas universities. As of today, only the undergraduate International Business major has achieved this level of integration. We continue to work with department-selected faculty on this longer-term project.



Study Abroad Destinations for Academic Year 2017-2018

Country	Number of Students
Argentina	2
Australia	14
Austria	3
Belgium	10
Bhutan	1
Brazil	1
Chile	1
China (HK SAR)	7
China (PRC)	28
Czech Republic	5
Denmark	6
Dominican Republic	1
Ecuador	1
France	35
Germany	13
Ghana	1
Greece	3
Ireland	1
Israel	7
Italy	21
Japan	30
Jordan	3
Malaysia	1
Mexico	1
Netherlands	13
New Zealand	1
Romania	1
Senegal	1
South Africa	3
South Korea	19
Spain	36
Sweden	1
Thailand	2
United Kingdom	8
Total	281

International Business Practices and Policies: A European Perspective January 2018 MBA Study Abroad Program in Lyon



Lyon Program group outside Marguerite restaurant with Dean River

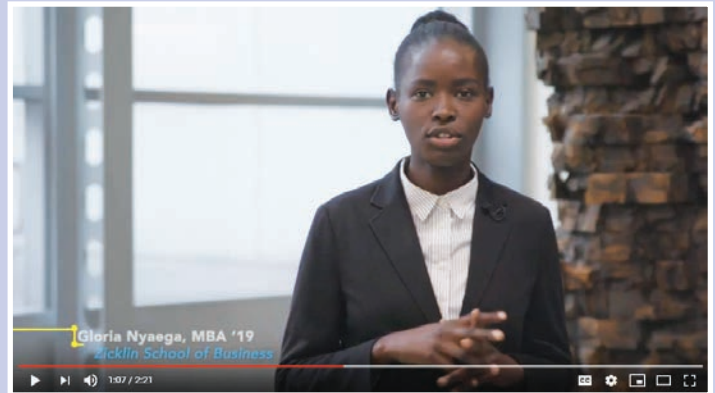
In January 2018 the Weissman Center for International Business held its winter intersession study abroad program, “International Business Practices and Policies: A European Perspective,” in Lyon, France. The program designed in collaboration with the School of Business and Management (L’Institut d’Administration des Entreprises, or IAE) at Jean Moulin University in Lyon, examined business practices within the French and wider European context. Students participating in this program studied alongside students from Lyon’s IAE, offering them a degree of academic immersion largely unknown in programs of this type. Baruch MBA students are the only non-French students to participate in the program.

The program lectures and seminar covered the economic and political history of contemporary Europe, the institutions and policies of the European Union, and French business practices, and cross-cultural management practices. Students received credit for IBS 9793, Special Topics in International Business.

What Students are Saying about Study Abroad



“I had prior experience in India, but lacked exposure to the European markets. I wanted to understand how business works in the European Union and in France.”



“I didn’t know what to expect from the program, but the program enriched me in so many ways – culturally, socially and academically.”

STUDY ABROAD



The Lyon program itinerary included:

Intensive preparatory seminars at Baruch prior to departure between December 27 and 30, 2017. The two-week study tour based in Lyon, included lectures, participation in IAE's International Seminars, visits to companies and international organizations, and cultural excursions. A follow-up seminar was held at Baruch.



Lyon group at class on the Contemporary EU by Prof Noemie Dominguez



MADRID



TOKYO



BEIJING



BERLIN



PARIS



AMSTERDAM

Incoming Exchange Students



Baruch MBA students host graduate exchange students from Lyon, France at a lunch in Manhattan. The two Baruch students spent the January intersession studying in Lyon.

Incoming Exchange Students Academic Year 2017-2018

In the reporting year, 152 students from our partner universities attended Baruch on exchange. As the host university, Baruch is responsible for providing support to incoming exchange students through Baruch's International Student Services Center. The Study Abroad Office provides the following additional support services:

- Liaison with Baruch offices and home institution
- Orientation sessions
- Exchange student events such as annual Thanksgiving dinner
- NYC Marathon Volunteers
- Study Abroad Fair Ambassador Program
- Grants for participation in One to World student events

Country	City	Home University	Number of Students
Austria	Vienna	Vienna Technical University	1
Austria	Vienna	Vienna University of Economics and Business	3
Belgium	Ghent	Ghent University	5
China (HK SAR)	Hong Kong	City University of Hong Kong	1
China (PRC)	Beijing	University of International Business / Economics	4
China (PRC)	Chengdu	Southwestern University of Finance/ Economics	0
China (PRC)	Xiamen	Xiamen University	5
Denmark	Copenhagen	Copenhagen Business School	6
Dominican Republic	Santo Domingo	Universidad Iberoamerica (UNIBE)	2
France	Lyon	Jean Moulin University-Lyon	7
France	Paris	University of Paris-Dauphine	34
France	Paris	University of Paris-NY-Paris Exchange	6
Germany	Berlin	Berlin School of Economics and Law	8
India	Indore	Indian Institute of Management-Indore	2
India	Kolkata	Indian Institute of Management-Calcutta	2
Italy	Siena	University of Siena (CUNY Italy Exchange)	1
Japan	Tokyo	Waseda University	6
Netherlands	Amsterdam	Amsterdam University of Applied Sciences	4
Netherlands	Amsterdam	University of Amsterdam	6
South Korea	Seoul	Yonsei University	7
Spain	Madrid	Charles III University of Madrid	22
Sweden	Stockholm	Stockholm Business School	3
Switzerland	Zurich	Zurich University of Applied Sciences	4
Thailand	Bangkok	Chulalongkorn University	2
Turkey	Ankara	Bilkent University	0
Turkey	Istanbul	Koç University	2
United Kingdom	London	Middlesex University	0
USA	Carlisle, PA	Dickinson College	9
Total			152

WORK EXPERIENCE IN NEW YORK CITY AND ABROAD

The WCIB offers a variety of internships at home and abroad. Whether placing students at home or abroad, the program is designed to help students define their goals and access opportunities that help them become career ready. For example, the program engages students in a conversation about their internship experience. Students consider the international aspects of the organization, their work and possible career path within the organization and the global dynamics of the sector and industry. Students also have the opportunity to share their experiences and learn from their peers.

Students can augment their internship experience by attending events such as the Mitsui USA Lunch-Time Forum series where they hear presentations by leaders in international business. Students learn about business strategy from top-level practitioners. They also get the opportunity to model presentation skills and network.

The associate director also focuses on providing guidance to students participating in international programs. This includes:

- Helping students studying and working abroad communicate the value of their international experience to an employer in their resumes, cover letters and interviews;
- Advising incoming exchange students from abroad and students in the joint Baruch-SWUFE undergraduate program on how to look for an internship in the U.S.; and
- Providing individual resume review and job search tips for undergraduate and graduate students studying international business

Student Appointments for FY 2018

Semester / Dates	Number of Appointments
Summer 2017 (6/1/2017 - 8/24/2017)	38
Fall 2017 (8/25/2017 - 1/2/2018)	186
Spring 2018 (1/3/2018 - 5/31/2018)	179
FY 2018 Total Appointments	403

New York City Internships for FY 2018

	Summer 17	Fall 17	Spring 18	FY 18 Total
Host Companies	42	31	40	113
Internships Marketed	50	39	47	136
Resumes Sent	370	249	381	1000
Placements	28	24	28	80



Baruch Entrepreneurial Intern Fellowship Program

Launched in summer 2012, the Baruch Entrepreneurial Intern Fellowship Program is administered jointly by the Weissman Center for International Business and the Lawrence N. Field Center for Entrepreneurship and is supported by a generous grant from Baruch alumnus Ronald Heller ('67).

The program, which focuses on the entrepreneurial spirit of the ever-growing global marketplace, provides stipends to undergraduate students at Baruch who are completing an unpaid internship at a start-up. Also offered are supplemental activities, including group meetings, where the students share insights and feedback about their companies and the obstacles they face in order to enhance the learning outcome of the internship.



Summer 2017 (10 Fellows)

Student	Graduation Semester & Year	Company	Position
Saul Esses	BBA / Finance / Fall 2018	Flashtrend, LLC	Software Engineer Intern
Saira Mencia	BBA / Operations Management / Fall 2017	Spadét	Business Management Assistant Intern
Jin Ju Min	BBA / Digital Marketing / Spring 2019	Karmakhameleon	Marketing Intern
Jacqueline Munoz	BA / Corporate Communication / Spring 2018	Wellacopia	Media Marketing Intern
Natalie Murawski	BA / Mathematics / Spring 2018	The Wall Street Boot Camp	Analyst
Chengzhen Qu	BBA / Computer Info Systems / Spring 2018	Champolu	Game Developer
Rehmat Sakrani	BBA / Marketing Management / Spring 2020	Smart Screen Technology	Marketing Research Intern
Sanchit Sharma	BBA / Finance / Spring 2019	Gebni	Sales and Operations Intern
Nancy Tadrous	BA / Financial Mathematics / Spring 2018	Birch Swing Capital	Business Development Intern
Cong Yang (Jackson) You	BBA / Marketing / Entrepreneurship / Spring 2019	Not Your Average PB & J	Intern

Fall 2017 (5 Fellows)

Student	Graduation Semester & Year	Company	Position
Alejandro Canon-Sandoval	BBA / Entrepreneurship / Spring 2019	Tangible Creative	Marketing Intern
Anton Chamkin	BBA / Finance and Investments / Fall 2017	Richie Invest	Financial Assistant
Nudrat Kadir	BBA / Marketing Management / Spring 2019	DreamItReel	Marketing Intern
Fernando Liu Zheng	BBA / Marketing Management / Fall 2017	Spadet	Marketing Intern
Kunal Nekiwala	BBA / Mgmt. / Entrepreneurship / Spring 2018	GD Colors Inc.	Sales Intern

Spring 2018 (5 Fellows)

Student	Graduation Semester & Year	Company	Position
Janeece Felton	BA / Business Communication (Corporate Communication) / Summer 2018	Ivanzi	Marketing Intern / Brand Communicator
Davide Frignani	BA / Business Communication (Corporate Communication) / Spring 2018	Remediant Biomed Tech	Intern
Leudy (Leo) Lugo	BBA / Finance / Spring 2018	Team JMC	Junior Analyst
Dante Novoa	BBA / Accounting / Spring 2020	The Pantheon	General Intern
Amaninder Pawar	BBA / Finance / Spring 2021	Bull Street LLC	Business Development Intern

Internships Abroad

Country Destinations

Country	Number of Internships
Argentina	5
China	7
Greece	1
Morocco	1
Peru	1
Spain	2
Sri Lanka	2
United Kingdom.....	2

An internship abroad adds an element of adventure, fosters self-sufficiency, independence and intercultural skills and helps students gain exposure to different types of business as practiced in foreign countries.

The Center's Internship Abroad program seeks to identify internships which are relevant to a Baruch students' academic paths and which offer a significant level of targeted professional learning and development.

The Work Abroad Program supported 20 students doing international experiential programs during FY 2018. Destinations included Argentina, China, Greece, Morocco, Peru, Spain, Sri Lanka and the United Kingdom. We saw a small but growing number of students choose an internship through an internship provider company, offering a greater degree of support to the student, risk management and professional development opportunities.

C.V. Starr and Greenberg Fellowships Help Students Gain International Experience

Summer 2017
<p>11 C.V. Starr and Greenberg fellowship recipients</p> <p>6 China Internship participant (2 ZCE, 4 Xiamen)</p>

Winter 2018
<p>5 C.V. Starr fellowship recipients</p>

What Students are Saying about Internships Abroad

Robert Bistoury

BBA in Finance, expected 2020

Interned at Maxxelli Real Estate and Consulting, Shanghai, China Summer 2017

"I conducted research and writing for one of Maxxelli's heavily research-based projects: 'China International City Index', which is a report that analyses the internationalization and competitiveness of cities in China. I was interested in the international business scene in Asia. The global market has grown astronomically, and as China continues to be one of the fastest growing economies, I saw an opportunity to learn more about Chinese culture and business."

Erick Ventura

BBA in Finance, expected 2020

Volunteered at Payamedicos Mendoza in Mendoza, Argentina, Winter 2018

"I worked on a marketing team with three other people. One was from the United States and the other two were from Brazil. We had three objectives for the NGO: increase activity on social media platforms, build connections to the local newspapers, and create scholarships so that more people can become a Payamedico. This experience changed my view of the world drastically. I have always identified as a Mexican-American and have only cared about the immigration issues that affect me here in the United States. I am also a Latino Studies minor, but I have never travelled to another country besides Mexico so this was a great way to expose me to other countries in Latin America."

Xiaodong Chen

BBA in Computer Information Systems)

Xiamen Internship participant in the Information Technology Department at the Financial Investment Group in Xiamen, China

"As someone who was born in China but barely got to know the place where I was born, the internship was a major push for me to seek an opportunity to immerse myself in the culture and learn more about my roots. I enjoyed working with a group of professionals that are very friendly and passionate about what they do, spending time with my intern buddies exploring the city and food hunting (that's what the city is known for) and also learning about Chinese culture in a professional setting."

Global Student Certificate Program



The Global Student Certificate (GSC) is an interdisciplinary, co-curricular program which strives to immerse students in intercultural business theory, international economics and international relations. The students use all the rich cultural resources of New York City to explore countries and cultures from around the world.

The GSC accepted 38 students in the 2017-2018 academic year. With 15 majors represented, including ad hoc and CUNY BA majors, and with 20 languages reported, the diversity in this year's GSC class was unusually impressive and contributed to its creativity. Students chose to

research countries representing a similar diversity of interests including Egypt, Qatar, Brazil, Switzerland and Germany. Events that the students enjoyed the most included the annual trip to the United Nations and the lecture titled "Understanding the IMF" by Professor Kang of Baruch's Political Science Department.

GSC Awards

2018 Awardees Best Writing

Zulikha Roberts

Most Dedicated

Franklin Cardona

Best Group Presentation

Qatar team

Best Understanding of Program Goals

Jelica Rupar



What Students are Saying about the Global Certificate Program

Pablo Fuentes Rodriguez
BBA in Finance, expected 2020

"As a member of Baruch's Model UN team, I have visited the UN Headquarters before. During my previous visit, I briefly glanced at the building's art collection. However, this time I paid more attention to the art collection inside the building. My main highlight of the tour was the statue of Saint Agnes from Nagasaki. As our tour guide informed the group, the statue survived the impact of the atomic bombings in Nagasaki. This statue for me captures why the UN exists – to prevent another great war. I was able to see beyond the words of the UN Charter. I was able to feel the mission."

Zulikha Roberts

**BA Ad Hoc Global Leadership major,
Women and Gender Studies minor,
May 2018**

"During the GSC, I attended an event where the Chief of Staff and Head of Delegation of the EU to the UN, gave a presentation and answered questions. I enjoyed this forum tremendously and was able to learn more about the UN and the avenues to get into the organization, and the commitments and sacrifices the job entails. It was a pleasure to gain insight into the inner workings from an actual diplomat, especially one of such standing in the institution, and gain valuable advice from him."

CONNECTING STUDENTS AND BUSINESS LEADERS

The Weissman Center works to build bridges between students and the business world by connecting students with practitioners and business leaders. All these opportunities provide students important professional contacts and sometimes lead to internships and full-time employment upon graduation.

Mitsui USA Lunch-Time Forums are held six times a year. They provide students an opportunity to learn from and network with C-suite industry leaders. The following events were hosted by the Weissman Center during the academic year 2018:

Yasushi Takahasi, President & Chief Executive Officer, Mitsui & Co. (U.S.A.), Inc.:
"Rediscovering Mitsui & Co.: Creating Value Across the U.S. and the Americas"

Lewis H. Wirshba, Vice Chairman and Managing Director, Credit Suisse (USA) Inc.:
"Banking in a Rapidly Changing World"

Robert Fauber, President, Moody's Investor Services: "Rating Agencies and the Global Capital Markets"

Gillian Tett, US Managing Editor, The Financial Times: "How Journalists Explain a Confused World"

Patrick Cronin, Group Head, BMO Capital Markets: "Culture: The Secret to Success?"

Lynn Martin, President & COO, Intercontinental Exchange Data Services: "Big Data—Big Opportunities?"

The Center connects students in the graduate Marketing/International Business program with mentors with tremendous experience in marketing and international business to help them prepare for the next step in their career. Mentors have included:

Robert Aquilina, Executive Vice President, Estee Lauder International, Inc.

Cleve Langton, Chief Partnership Office, Brodeur Partners Worldwide

Barry F. Schwartz, Executive Vice Chairman, MacAndrews and Forbes Incorporated

The Center also works with the business community to develop practicums for the capstone course in the undergraduate International Business major. In 2018 the following organizations participated:

ALAC International, Inc.; Crepini; ITAC; MPOWERD®; NY District Export Council; SULA NYC;
The NYC Diamond District 47th St. BID; U.S. Department of Commerce

Teaching and Research Collaboration with Southwestern University of Finance and Economics (SWUFE) in Chengdu, China

The Weissman Center has been instrumental in the establishment and coordination of the Baruch-SWUFE Accounting and Management Joint Teaching and Research Consortium. Launched in Fall 2009 to facilitate accounting research and learning between the two schools, the consortium promotes faculty exchanges as well as exchanges of PhD students and undergraduates. The consortium includes two joint undergraduate degree programs. The Baruch-SWUFE 2+2 project is a transfer program where SWUFE students study for two years at SWUFE and then transfer to Baruch where they complete the final two years towards a Baruch degree.

The Baruch-SWUFE 3+1 is a separately registered program with the Ministry of Education in China. Baruch/SWUFE students spend three years at SWUFE and complete their accounting major at Baruch.

The Weissman Center director continues to take a leadership role on the management committee establishing policy for the 3+1 program. Moreover, the Center continues to sponsor the annual SWUFE-Baruch research symposium. This year, the joint conference was held in New York City. The conference agenda is featured on page 18.

SWUFE at a Glance



西南财经大学
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

Southwestern University of Finance and Economics is a top university specialized in finance, economics and business. It is known for its entrepreneurial character and community involvement through academics, research and the widespread

influence of its alumni. SWUFE is located in Chengdu, the engine city for development of western China and the fourth-largest aviation hub in China.

SWUFE is ranked:

- Top 3 in Finance/Business-oriented universities in China
- 6th in terms of Applied Economics in discipline ranking by Ministry of Education
- 12th in terms of Management in discipline ranking by Ministry of Education
- 13th in terms of Theoretical Economics in discipline ranking by Ministry of Education

Established
1925

Faculty
Over 2,000

Students

Undergraduate students.....16,000+
Graduate & professional students8,000+
Total24,000+

Source: <https://e.swufe.edu.cn/ABOUT.htm>

Eighth Annual Baruch – SWUFE Joint Research Conference

Transparency on a Global Platform Program	
10:00am – 10:15am	Welcome Speaker: Terrence Martell, Director, Weissman Center for International Business, Baruch College, CUNY
10:15am – 11:00am	The Risk Management Role of Corporate Philanthropy: The Evidence from China Speakers: Bofu Deng, Chao Fu and Li Ji
11:00am – 11:45am	Audit Firm’s Capacity, Opportunity Costs and Audit Pricing Speaker: TsingZai C. Wu, Hua-Wei Huang and Chun-Chun Yu
11:45am – 12:30pm	Can Venture Capital “Assure and Monitor” the Internal Control of Weakness? Speakers: Yuedong Li and Yuanyuan Hu
12:30pm – 1:30pm	Lunch Remarks Speakers: Dean Fenwick Huss, Zicklin School of Business, Baruch College, CUNY
1:30pm – 2:15pm	Investor Attention and Demand for Lottery-Like Stocks Speakers: Turan G. Bali, Lin Peng and Yi Tang
2:15pm – 3:00pm	Tax Benefits of Regional Favoritism: Evidence from China Speakers: Chungfang Cao, Changyuan Xia and Cheng Zeng
3:00pm – 3:15pm	Break
3:15pm – 4:00pm	The Trilogy of China Cotton Market: The Lead-lag Relationship Among Spot, Forward and Futures Market Speakers: Mert Demir, Terrence F. Martell and Jun Wang
4:00 – 4:15pm	Closing Remarks Speaker: Professor Joseph Weinthrop
5:00pm	Dinner Turkish Kitchen 386 3rd Ave, New York, NY 10016
Remarks	Speaker: David Christy, Provost Baruch College, CUNY



The purpose of the CSR-Sustainability Monitor is to analyze the scope and quality of non-financial reports from the world's largest companies in order to provide data on their level of disclosure for academic research purposes and for the public. The analysis is carried out by a team of Baruch students. Our 2017-2018 objectives were to complete the 2018 Edition of the Monitor by analyzing the reports of all Fortune Global 500 companies, to expand our collaboration efforts and make connections with external groups, and support the research efforts of our principals.

Academic Publications

Demir, M. & Min, M.K. (Forthcoming). Consistencies and discrepancies in corporate social responsibility reporting in the pharmaceutical industry. *Sustainability Accounting, Management, and Policy Journal*.

Conference Presentations

Demir, M. & Min, M.K. (April, 2018). The future of sustainability reporting: Standalone or integrated reports?, Corporate Responsibility Research Conference, Leeds, UK, 2018.

Demir, M. & Min, M.K. (September, 2017). Consistencies and discrepancies in corporate social responsibility disclosures – Analysis of the pharmaceutical industry, presented at Corporate Responsibility Research Conference, Sevilla, Spain, 2017.

In the Classroom

Columbia University
Panel discussion on Integrity Assurance: September 2017

Baruch BUS 9700, MGT 3800 and 9000 classes
Presentation on CSR-Sustainability Monitor:
October 2017, November 2017, April 2018

Collaboration Efforts

Jared Peifer (Baruch College)
Baruch Professor Jared Peifer is using our 2018 edition data in his research.

Costanza Consolandi (University of Siena) & Robert Eccles (University of Oxford)
We began work on a joint paper with Costanza Consolandi and Robert Eccles investigating the overlapping traits of the UN's Sustainable Development Goals, SASB's material topics, and the CSR-Sustainability Monitor.

Gresham Investment Management LLC & Nuveen LLC
We are collaborating with Gresham and Nuveen in a joint project on sustainable and responsible investment (SRI) in commodity futures.

Company Engagement

Deloitte: July 2017
Coca-Cola: September 2017
Citigroup: August 2017
TIAA: June 2018

International Business Faculty Seminar Series

The Weissman Center's International Business Faculty Seminar series hosts prominent academics from around the world. They provide a multidisciplinary perspective on what the late Professor John Dunning called "the why, where and how of international business activity." The series is designed to enhance international business research at Baruch College.



Professor Lilac Nachum coordinates the WCIB Faculty Seminar series, identifying speakers and papers to be presented each semester. She is a professor in the Aaronson Department of Marketing and International Business, where she teaches and conducts research on multinational corporations and international competition, particularly as it affects companies in knowledge-intensive, professional services industries. Professor Nachum received her PhD in International Business and Management from the Copenhagen Business School in 1994 and has an MBA and a BA from Tel Aviv University.

Fall 2017

Mahima Hada and Rajeev Sawant

Zicklin School of Business, Baruch College

Do Social Evaluators Wear Rose Tinted Glasses? The Effect of Buyer Status on Social Evaluations of Endorsed Sellers in B2B Markets

Lynn Pyun

Zicklin School of Business, Baruch College

Robert Solomon,
Stern School of Business, New York University
Medal Performance at the Olympic Games: Knowledge Spillovers versus Learning-By-Doing

Mara Faccio

Krannert School of Management,
Purdue University

Political Determinants of Competition in the Mobile Telecommunication Industry

Exequiel Hernandez

Wharton School of Business,
University of Pennsylvania

Liberty in Law: Intellectual Property Rights and Global Alliance Networks

Joao Albino-Pimentel

Darla Moore School of Business,
University of South Carolina

Firm Multilevel Embeddedness and the Choice of Governance Mode for Complex Innovations: Evidence from the Aircraft Manufacturing Industry

Amit Khandelwal, Director,

The Jerome A. Chazen Institute for
Global Business, Columbia University

Exporting and Firm Performance: Evidence from a Randomized Experiment

Sara Wolfolds

Charles H. Dyson School of Applied
Economics and Mgmt., Cornell University

Hybrid Strategies in Hybrid Organizations? Evidence from Latin American Microfinance

Spring 2018

Sergey Mityako

Clemson University

The Russian Banking Crisis 2004: Information Acquisition by Institutional Depositors During Bank Panic

Michael Hadani

Saint Mary's College of California

Corporate Political Activity and its Impact - A Non-U.S. Comparative Meta-analysis

Peter Williamson

Cambridge University,
Judge Institute of Management, UK

Have Chinese Companies Really Disrupted Global Competition?

Anthony Goerzen

University of Victoria, Canada

Global Cities: A New Perspective on Cultural Differences at the Sub-national and Supra-national Levels

Bronwyn H. Hall

U.C. Berkeley

The Impact of International Patent Systems: Evidence from the Accession to the European Patent Convention

Ruth Aquilera

Northeastern University

Why Powerful Managers Invest in Stakeholders: A Comparative Analysis of the Performance Effects of Coupling Anti-takeover Provisions with CSR

International Visiting Scholars Program

The Weissman Center for International Business provides administrative services for international scholars visiting any of Baruch's three schools from abroad, including help with immigration issues. During the reporting period, the Center provided visa processing and advisement services for 20 international visiting scholars under the Exchange Visitor Program administered by the U.S. Department of State.

Visiting Professors and Research Scholars in Residence

Wei Cao.....	China
Vedran Capkun	France/Croatia
Valeria Ciancia.....	Italy
Jun Deng.....	China
Yi Gu	China
Antione Jacquier.....	UK/France
Eun Kyu Lee	South Korea
Yu Lei.....	China
Sin Wang.....	China
Jing Shao	China
He Sun.....	China
Winwie Sun	China
Mei Tang	China
Pan Tong	China
Cong Wang	China
Li Wang	China
Chun Chan Yu	Taiwan
Cheng Zhang	China
Jian Jang.....	China
Xiaoqiang Zhi	China

The Center continues to be active in the business community both locally and abroad. In addition to being chairman of ICE Clear US, Dr. Martell also serves on several non-profit boards that provide support to small businesses locally. Dr. Martell is a member of the New York District Export Council and serves on the executive board of the Manhattan Chamber of Commerce. Dr. Martell also works internationally sharing his expertise in the area of commodity futures markets to help commodity-dependent developing

countries gain from commodity trade and production. The networks and projects we develop through these activities are the source of many benefits. They provide real-world case assignments for undergraduate and graduate business consulting courses, and instructors for our courses in international trade operations. Students connect with professionals in international business, network and access up-to-date industry expertise. Students also find mentors and access scholarships.

NYCdata

The focus of NYCdata's efforts during this academic year was to improve website accessibility and usability for Baruch students and other visitors with disabilities. This required a significant amount of staff resources during the year. NYCdata continued to add new content to the website and kept existing content up-to-date. To make the process for updating larger tables easier, NYCdata created a database for some of our larger tables which allows us to transfer the data to the website without breaking the design of the web page.

NYCdata also continued to spread awareness of the website by demonstrating it at the Weissman Center for International Business World Trade Week event. NYCdata continued to promote website content using Facebook and Twitter. NYCdata also wants to learn more about its users so we can better cater our content to visitors' needs. To accomplish this, NYCdata developed and initiated a pop-up survey for website users to start gathering relevant information. Through the survey, we will collect visitors' emails if they choose to provide it. Although we already reach our visitors via social media, we want to increase our communication with our visitors who would prefer to receive their information via email or newsletters.

Accomplishments/Highlights for 2017-2018

NYCdata successfully improved accessibility and usability for Baruch students and other visitors with disabilities. NYCdata used the Web Accessibility Evaluation (WAVE) tool to pinpoint the accessibility and HTML errors on our website. The errors were corrected via Dreamweaver and other editing/debugging tools for each individual page. We also researched common and best practices for allowing our website to be more accessible to instruments other than desktops, such as mobile devices and e-readers—the latter being commonly used by people with poor vision.

We made website improvements with regards to structure, functionality, and text/font legibility. We changed the font spacing for most of our HTML documents containing large bodies of text that are meant to be read as an article, such as the pages under our Uniquely NYC and Hidden Gems sections. This allows for better readability for students and other visitors to peruse articles on our website. This also differentiates them from our other data-driven pages, which usually use smaller font and spacing in order to make the data tables the center of attention. NYCdata also continued to update website content on a timely basis whenever possible.

Late in this year, NYCdata implemented a pop-up survey on the website to collect students' and public visitors' input about how they use our website and how we could improve it for their ease of use. This is currently being done through an online pop-up survey, which we recently incorporated to our website. The survey is short and concise, taking no more than a few minutes to complete. The survey data is being collected using Google Forms and all the collected data is linked to Google Sheets. After gathering an ample number of completed surveys, we will be reporting the results of this survey, absorb the information, and make relevant changes based on the findings.

WCIB Occasional Paper Series

During the academic year 2018, four papers were published in the WCIB Occasional Paper Series. The series is designed to share research about issues of interest to the international business community in the New York region. The series welcomes papers that explore how developments in public affairs, the sciences and arts interact with the world of business. Authors include Baruch faculty as well as practitioners.

John Casey, No. 18 Fall 2018,

The Internationalization of the Nonprofit Sector, Part I: The Internationalization of Domestic Nonprofits

Patrick C. Reed, No. 17 Fall 2018,

Human Rights Litigation Against Corporations After Jesner v. Arab Bank

Lilac Nachum, No. 16 February 2018

Healthcare: An Industry Unlike Any Other Goes Global

Frank Donnelly, Anastasia Clark and Janine Billadello, No. 15 February 2018

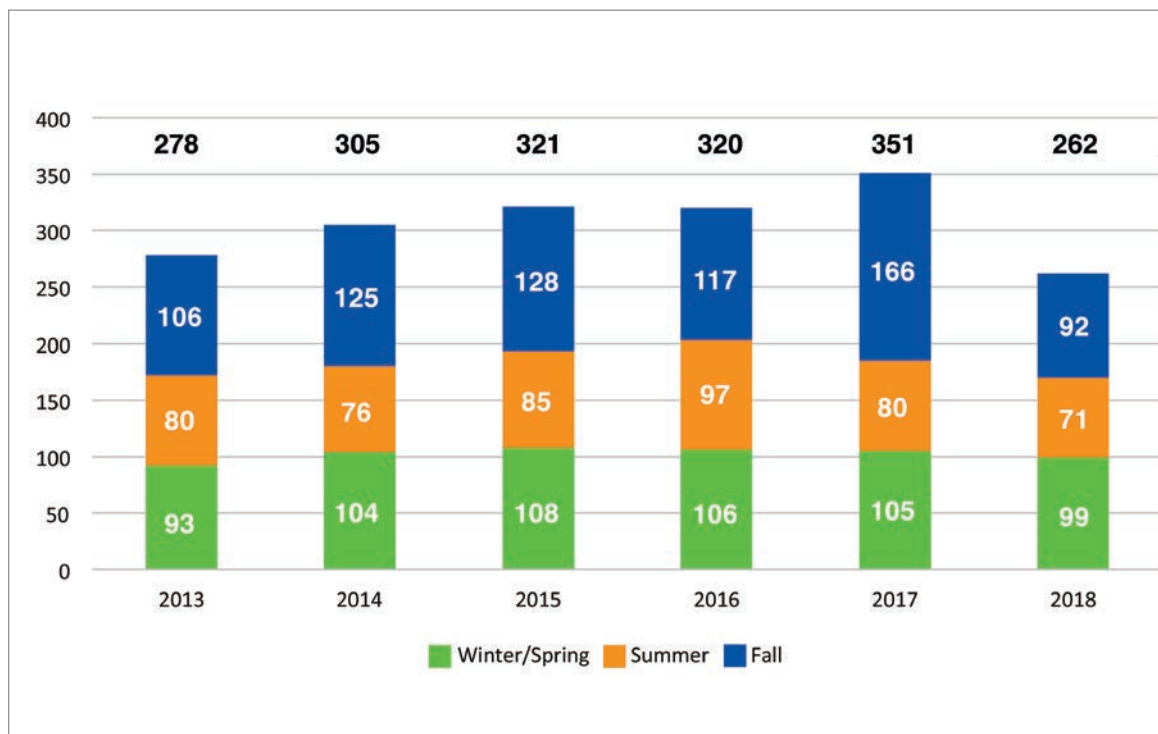
New Yorkers on the Move: Recent Migration Trends for the City and Metro Area

Frank Donnelly's paper was featured in the *New York Times* in July 2018.

Lilac Nachum's paper was published in the *Journal of Health Management Policy & Innovation*

International Trade Programs

Continuing Education Enrollments In International Trade Programs (Annually)



The International Trade Programs offered by Baruch College's Division of Continuing and Professional Studies (CAPS) in partnership with the Weissman Center for International Business faced some headwinds in FY 2018. Enrollments peaked in FY 2017 at 351 after many years of steady increase. In FY 2018, the enrollment fell to 262, reflecting an overall slowdown in enrollment in CAPS programs. We are reviewing our course offerings and targeting our outreach to connect to students in the tri-state area and internationally to increase participation.

OPERATIONS ANALYSIS

Weissman Center Operating Expenditures FY 2018*

The Center receives support from three different sources. University support is funded by New York State and student tuition (tax levy funds). These funds cover the salaries of five full time professionals in the Center and the Center's rent. The Baruch College Fund (BCF) is where money raised from donations from foundations and individuals is deposited. It covers the majority of our operating budget. The Center has approximately \$16,000,000 in BCF funds, the vast majority of which is in

endowment funds. The Starr Foundation and the Weissman Family Foundation are the largest contributors to the endowment. We also receive generous annual operating support from the Mitsui USA Foundation, the Santander University Foundation, and the Falconwood Foundation. In addition, we receive significant annual support from individuals on the Advisory Council. The third source of funds is the Designated Funds Group and represents income earned from some of the Center's activities.

Student Services	
Study Abroad	82,259.70
International Internship Program	48,050.65
Global Student Certificate	80,482.45
Student Scholarships, Fellowships, and Grants	454,868.00
Undergraduate and Graduate International Business Curriculum	5,178.00
Weissman Center Sponsored Student Club Activities	5,337.43
Speaker Series	10,034.85
Subtotal Expenditure for Student Services	686,211.08
Academic Support Services	
Faculty Development	15,685.55
International Business Faculty Seminar Series	15,700.62
Corporate Social Responsibility - Sustainability Monitor Research Project	180,158.21
Mitsui USA Practitioners-in-Acacia-Fellowship	5,399.50
Subtotal Expenditure for Academic Support Services	216,943.88
Business and Professional Programs	
	59,659.38
Administration and Fundraising	
Expenditures	136,099.37
Total Expenditures	
Total Expenditures	1,098,913.71
Expenditures for Student Services as a Percentage of Total Expenditures	62%
Expenditures for Scholarships, Fellowships and Grants as a Percentage of Total Expenditures	41%

Administrative Efficiencies

One initiative of the Center focuses on improving the institutional effectiveness of international education programs by centralizing operations and administrative tasks wherever possible. The goal is to streamline operations and enhance reporting capabilities by using a shared software package. The Center is in the process of acquiring a commercially available program management system.

*This report includes WCIB operating expenditures allocated to the Baruch College Fund. Expenditures do not reflect the salary expenditures for the Deputy Director, the Associate Director, the Administrative Coordinator, the Study Abroad Director, and the Associate Director for Study Abroad. These positions are tax levy-funded. Expenditures do not reflect tax levy-funded College Assistant positions related to IT, Accounting, the CSR-Sustainability Monitor Project, and Study Abroad.

People at the Weissman Center

Terrence F. Martell, PhD

Saxe Distinguished Professor
of Finance,
Center Director

Lene Skou

Deputy Director

Justine Kharnak

Associate Director

Ruthy Gascot

Administrative Coordinator

Jue Wang

Tian Tan

Accounting Coordinators

Vitaly Berdyakov

IT Coordinator

Richard Mitten, PhD

Director of Study Abroad

Christopher Tingué

Associate Director of Study Abroad

Dina Luu Van Lang

Assistant Director of Study Abroad

Sarah Demetz

Assistant Director of Global Student
Certificate, International Business
and Work Abroad Coordinator

Prakash Sethi, PhD

University Distinguished Professor

Mert Demir, PhD

CSR-Sustainability
Research Director

Alex Schwarz

CSR-Sustainability Monitor
Research Project
Lead Analyst

Eugene Spruck

Director of NYCdata Project



About Baruch College

Baruch College is ranked among the region's and nation's top colleges by U.S. News & World Report, Forbes, Princeton Review, and others. Our campus is within easy reach of Wall Street, Midtown, and the global headquarters of major companies and non-profit and cultural organizations, giving students unparalleled internship, career, and networking opportunities.

The College's more than 18,000 students, who speak more than 110 languages and trace their heritage to more than 70 countries, have been repeatedly named one of the most ethnically diverse student bodies in the United States.

Weissman Center for International Business

Baruch College/CUNY

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