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This is my final annual report as director of the Weissman Center for International Business. The mission of the Center has always been to support student success through a multidisciplinary approach based on public/private funding and engagement. I am proud to say that during the past 20 years the Center has delivered on that mission. Programs such as study abroad and work abroad as well as a range of internationally focused teaching, research, and outreach initiatives have continually helped our students develop the skills they need to thrive in global business.

With this report, as well as the monthly activity dashboard and financial reports that we have long submitted, our steady purpose has been to provide our donors and other stakeholders with the information they need to understand what the Center does and assess our performance.

I am grateful to our donors for their generous support throughout my tenure. They have helped literally thousands of students do and achieve things that would otherwise not have been possible. In the following pages, you will have an opportunity to meet some of the students who are the most recent beneficiaries of this generosity.

Mildred and George Weissman and Howard Smith, and the Starr Foundation, have provided the bulk of the Center’s endowment funds. Because of their support, the Center is on a solid, secure financial footing. Because of their generosity the Center can confidently continue to provide services to the entire Baruch community. I also want to acknowledge the generosity of the Advisory Council members over the past 20 years. They provided leadership, prestige, and financial support. I am particularly proud of the contributions of Anupam Ghose, a former student of mine. One of the pleasures of being a professor is to see your students succeed. The Mitsui USA Foundation also deserves special recognition, as they have generously supported the Center since the Center’s founding almost 30 years ago.

On July 1, 2021, I assumed the role of Director Emeritus and passed the baton to Professor Myung-Soo Lee, who became the Center’s third director since the Center was established. I have worked with Myung-Soo for decades. I would not have stepped down but for my confidence that Myung-Soo has the talent and drive to bring the Center to the next level.

I leave the position of Center director proud of what we have been able to accomplish for the wonderful students of Baruch. I am confident George also would have been proud. I know Mildred was. Thank you for all your support, which I hope will continue to be bestowed upon the Center and its new director.

Terrence F. Martell
Saxe Distinguished Professor of Finance
During the reporting period, international mobility programs like study abroad and work abroad were shut down due to COVID-19. These are the Center’s largest programs. This had knock-on effects on other activities at the Center. Fellowships for study abroad and work abroad, for example, were canceled. As a result, the Center used only about 60 percent of the Baruch College Funds that it would normally have used. Fortunately, this money stays in the accounts and will be available in future years.

Study abroad professionals were very constrained by the pandemic but continued to provide services, where possible. Richard Mitten, the director of Study Abroad, organized two virtual study abroad fairs and processed applications, so that students would be ready to travel in Fall 2021. Ultimately, though, CUNY and New York State did not grant approval.

The international business major for undergraduates has continued to grow. This is one of the most highly regarded majors at the college. For example, it is the only major that requires an essay as part of the application process. Starting salaries for these graduates are also higher than for other undergraduate majors. The graduate MS marketing program with a concentration in international business also saw strong interest. An ongoing issue here, however, has been the attrition of full-time faculty members. A problem is that the high cost of living in the New York metropolitan area impinges on the ability to attract talent in this competitive field.

One major innovation this year involved the capstone practicum course. For many years, the Center sourced consulting projects with an international focus through its local business network. This year, to enhance the capstone course, the Center worked with a vendor to source remote projects from 10 companies overseas. This would not have happened without the financial support of WCIB advisory council members.

This year, 82 students received scholarships to help cover tuition costs ranging in amount from $500 to $5,000, for a total of $202,350. Mitsui USA Lunch-Time Forums and the Weissman Center for International Business Faculty Seminar Series moved to a virtual format. Student interest remained strong. The annual World Trade Week NYC (WTWNYC) events in May 2021, which brought together 77 different partner organizations, also went virtual and worked well in that format. The Center’s NYCdata website was also redesigned and updated.

The Center launched two new initiatives during the reporting period. One involved the Global Student Certificate (GSC) program. This program incorporates the cultural resources of New York City into a year-long co-curricular learning experience. However, due to the pandemic, all the museums that would typically be part of the program were closed. As an alternative, the Center offered a series of online master classes called “A Tour of the World in Six Artworks.” The program was run by Sarah Demetz, the Center’s assistant director. A diverse range of artworks was selected. Relevant experts were then commissioned to talk about each of them. The series was an audience favorite. It has been recorded and will be shared with students in the Baruch/SWUF 3+1 program.

The second new initiative integrated the UN Sustainability Development Goals (SDGs) into the Center’s corporate social responsibility disclosure project. The Center’s research team launched the Corporate Sustainability Development Disclosure Monitor, which maps the UN Sustainability Development Goals to the CSR-S Monitor framework, giving the Center the ability to rank companies on their disclosure on the UN SDGs. The initial focus was on SDG 8 – Environment.
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.

WHAT WE DO

Increase student access to internationally focused opportunities and support them academically, experientially, and financially.

Support innovative instructional design of the international business curriculum.

Enhance Zicklin’s reputation as a place that conducts relevant and timely research with an international business focus.

Connect with the international business community in New York City and around the world.

OUR MISSION

The year was marked by COVID-19 response. Risk management, flexibility, and resilience were the watchwords.

Our focus was on innovation that would enable us to offer Baruch students international engagement during a time when physical mobility was extremely curtailed.

The emphasis shifted from recruiting for the next application cycle to promoting the viability of future, post-pandemic travel and study abroad through virtual fairs and advising sessions.

PERSEVERANCE IN RESPONSE TO THE SECOND YEAR OF COVID-19
WCIB was given responsibility for coordination and development of study abroad and exchange programs at Baruch College.

Records indicated that only 9 Baruch students had studied abroad.

No administrative support prior to departure or while abroad was in place and no policies to ensure students could receive academic credit at Baruch for coursework completed overseas.

Baruch now enjoys exchange programs with 28 partner institutions in 19 countries. Students receive pre-departure advisement and support while abroad and upon their return to campus. Baruch has systems in place to provide credit for overseas coursework and initiatives to ensure curricular integration of the international academic experience, most notably through the undergraduate international business major.

306 Baruch students studied abroad. Students receive fellowships to cover travel-related expenditures. These include C.V. Starr Fellowships, FWA Fellowships, and Petersen Fellowships.

21 Baruch students interned abroad. The WCIB extends support for international experiential learning to include internships abroad. Students receive advisement prior to departure, while they are abroad, and upon their return to campus. C.V. Starr Fellowships provide students financial support to cover travel-related expenditures.

16 Baruch students in the Model United Nations Club traveled to Montreal, Canada, to participate in the McGill University International Model UN competition. WCIB provided pre-departure advisement and provided financial support to cover travel expenditures. A WCIB staff member served as faculty advisor and travel chaperone for the trip.

A total of 343 Baruch students went abroad, visiting 35 different countries. Students participated in a range of high-value immersive international experiences.

*Made possible by the generosity of our donors. With a special thanks to the Starr Foundation and the Weissman Family Foundation.
I attended Baruch College from Spring 2018 to Spring 2021, graduating with a degree in finance.

My journey at Baruch has been extraordinary — from the numerous organizations I participated in to the people I met at my on-campus job.

I learned about the Internship Placement Program at the Weissman Center for International Business through a student I had met a few weeks after starting school. To be truthful, I did not feel ready to apply, but my friend took the time to review my resume, helped me prepare, and set up mock interviews with me to make sure that I would be ready.

Working for the Internship Placement Program at the Weissman Center for International Business was a defining point in my academic and professional life. I improved my communication and interviewing skills, which played a major role in helping me obtain my management internship at Merrill Lynch in the fall of 2019. Two years later, my internship grew into a Wealth Management Client Associate position.

I graduated in May of 2021 and now I am studying for my securities registrations with the Financial Industry Regulatory Authority (FINRA). My short-term goal is to obtain a master’s degree in data analytics. I recognize the importance of technology and the value it adds to today’s financial world, and I am truly interested in developing my skills in both finance and technology.

Kenia Baptiste, Baruch ‘21
While international mobility programs were shut down due to COVID-19, the Center continued to offer programs such as the Mitsui Lunch-Time Forum, the Global Student Certificate, and virtual internships and consulting projects by taking advantage of digital technology.

### WCIB Student Programs: The Year in Numbers

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Abroad Program</td>
<td>400</td>
<td>Participants attended two virtual study abroad fairs</td>
</tr>
<tr>
<td>Work Abroad Program</td>
<td>56</td>
<td>Students completed virtual internships at home and abroad</td>
</tr>
<tr>
<td>Internships in New York City</td>
<td>162</td>
<td>Students were awarded scholarships and fellowships administered by the WCIB</td>
</tr>
<tr>
<td>Global Student Certificate</td>
<td>24</td>
<td>Students developed their leadership skills through the Global Student Certificate Program</td>
</tr>
<tr>
<td>Mitsui USA Lunch-Time Forum Series</td>
<td>200</td>
<td>Students attended the virtual Mitsui Lunch-Time Forum Speaker Series</td>
</tr>
<tr>
<td>Study Abroad Program</td>
<td>250</td>
<td>Students attended the virtual Mitsui Lunch-Time Forum Speaker Series</td>
</tr>
<tr>
<td>Study Abroad Program</td>
<td>125</td>
<td>Students attended the virtual Mitsui Lunch-Time Forum Speaker Series</td>
</tr>
</tbody>
</table>
**Study Abroad Program**

The Study Abroad Office interacts with a wide range of administrators across the College. Among the most important are the Registrar’s Office, the International Student Service Center, the Office of National and Prestigious Fellowships Advising, the Bursar’s Office, and the Office of Financial Aid Services. The Study Abroad Office also works closely with special academic programs such as Baruch Honors and SEEK, among others.

**Study Abroad At-a-Glance**

<table>
<thead>
<tr>
<th>Types of Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exchanges</strong></td>
</tr>
<tr>
<td><strong>Direct Enrollment</strong></td>
</tr>
<tr>
<td><strong>Sponsored Study Abroad</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration of Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester Programs</strong></td>
</tr>
<tr>
<td><strong>Summer Programs</strong></td>
</tr>
<tr>
<td><strong>Winter Programs</strong></td>
</tr>
</tbody>
</table>

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Virtual Study Abroad Fair in Fall 2020 and Spring 2021

Students connect with Baruch’s exchange universities around the world and learn about other study abroad options

Organization of a “Virtual Alternative International Experiences” program
Study Abroad Program

On academic matters, the Study Abroad Office works closely with Baruch faculty, in particular department chairs, to assist with the evaluation of Course Equivalency Approval Requests (for outgoing study abroad students) and course permission requests (for incoming exchange students). In addition, Study Abroad works with the Office of Undergraduate Programs in the Zicklin School of Business, the Dean’s Office of the Weissman School of Arts and Sciences, and the Office of Global Initiatives in the Marxe School of Public and International Affairs.

The office also works closely with partner universities across the world. Associate Director of Study Abroad Chris Tingue and Assistant Director of Study Abroad Dina Luu Van Lang work directly with incoming and outgoing exchange students, while Director of Study Abroad Richard Mitten handles exchange reciprocity, academic and disciplinary matters, and health, safety, and other risk management issues. Normally, Dr. Mitten would meet with representatives from most of our partner universities at the annual NAFSA conference.

The Study Abroad Office oversees:
- Outgoing study abroad (including exchange students)
- Incoming exchange students
- Administration of fellowships for study abroad:
  - C.V. Starr Study Abroad Fellowships
  - FWA International Study Scholarships
  - Glenn Petersen Study Abroad Fellowship
- J-1 Program for Visiting Professors and Research Scholars

During academic year 2020-21, the Study Abroad Office staff was composed of the following members:
- Richard Mitten, Director of Study Abroad (full-time)
- Christopher Tingue, Associate Director of Study Abroad (full-time)
- Dina Luu Van Lang, Assistant Director of Study Abroad (20 hours per week)
- Payal Dhanda, Study Abroad Assistant (20 hours per week)
- Xena Joseph, Study Abroad Assistant (20 hours per week)
- Marek Siek, Study Abroad Assistant (20 hours per week)
The Study Abroad Office aims to provide Baruch students from all three Schools with cost-effective means to study abroad on programs that combine substantive learning in a student’s major and minor subjects with opportunities for students to engage with the local culture. Normally, Baruch students are able to choose from short-term programs that run in the winter intersession or summer as well as semester programs that include Baruch’s many bilateral semester-long exchange programs, along with study abroad programs sponsored by other CUNY colleges, by campuses of the State University of New York, other universities, and some independent providers.

Yet the past year was anything but normal. New York City was in lockdown for a significant part of this fiscal year. The City University of New York continued to offer courses exclusively online through summer 2021, and all nonessential personnel at Baruch College worked remotely until August 2021.

At the behest of New York State, CUNY suspended all study abroad in the Spring 2020 semester. In this new environment, the Study Abroad Office continued its efforts to maintain the visibility of global education and to promote the (future) viability of international travel and study abroad in the new virtual environment. All efforts became focused on being ready to respond when conditions made it possible to “relaunch” study abroad.

At Baruch, the principal means used to promote study abroad are the Study Abroad Fairs, which are major in-person events held every semester. Even though, or perhaps especially because, study abroad had been canceled for the Fall 2020 semester, the Study Abroad Office adapted Microsoft Teams to be able to host a Virtual Study Abroad Fair, held in late October 2020. The theme of this fair was that Study Abroad not only should be, but also could be in a student’s future. Colleagues from several of Baruch’s partner universities in Europe participated in real time in the virtual fair, and well over 150 students also attended.

Although the devastation caused by COVID-19 continued, the development of promising COVID-19 vaccines encouraged the belief that the relaunch of study abroad could come as early as the Spring 2021 semester. The CUNY Executive Vice Chancellor’s Office began drafting a detailed “Study Abroad Relaunch Plan” for spring 2021. At Baruch, the Study Abroad Office continued to closely monitor the international situation while simultaneously preparing for a “relaunch” in spring 2021, which unfortunately did not occur.
Study Abroad Program

To deal with the ambiguous and highly fluid situation abroad, the Baruch Study Abroad Office devised a twin-track approach to study abroad and followed it for the Spring 2021 and all subsequent application cycles:

1. Processing applications for study abroad
   Students were encouraged to submit applications for study abroad programs as they would have done during a pre-pandemic semester. These students were given provisional approval and/or were provisionally nominated (if an exchange) for these study abroad programs. Students submitted new Course Equivalency Approval Requests, which were processed as they normally would have been. Students also submitted applications and provided required information, documents, etc., to the host university or program sponsor. Students were strongly advised, however, to avoid making any sizeable nonrefundable payments before study abroad on the program was given final approval.

2. Ensuring academic continuity
   At the same time, the students who had been provisionally approved and nominated for study abroad also registered for classes at Baruch for the planned semester they planned to study abroad. The administrative model used for study abroad at Baruch registers students for study abroad by means of a placeholder course. If a student's study abroad destination were approved, students would drop their Baruch classes and be registered for the study abroad placeholder course. However, if the suspension of study abroad were to continue for the term students had been provisionally approved to attend, they would already be registered for courses at Baruch, and therefore would not need to scramble for seats in classes that by then might well have been full. This approach gave students maximum flexibility and ensured that the uncertainty regarding study abroad would not disrupt their academic progress.

Baruch students responded well to this approach. During the preparations for the Spring 2021 semester, students were provisionally approved and nominated for the following programs:

<table>
<thead>
<tr>
<th>Country</th>
<th>Institution / Program</th>
<th>Program Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>University of New South Wales</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Belgium</td>
<td>University of Ghent</td>
<td>Exchange</td>
</tr>
<tr>
<td>China</td>
<td>Peking University</td>
<td>Exchange</td>
</tr>
<tr>
<td>China</td>
<td>University of International Business and Economics</td>
<td>Exchange</td>
</tr>
<tr>
<td>Denmark</td>
<td>Copenhagen Business School</td>
<td>Exchange</td>
</tr>
<tr>
<td>France</td>
<td>Jean Moulin University, Lyon</td>
<td>Exchange</td>
</tr>
<tr>
<td>France</td>
<td>University of Paris-Dauphine</td>
<td>Exchange</td>
</tr>
<tr>
<td>Germany</td>
<td>Berlin School of Economics and Law</td>
<td>Exchange</td>
</tr>
<tr>
<td>Germany</td>
<td>Leipzig Graduate School of Management</td>
<td>Exchange</td>
</tr>
<tr>
<td>Italy</td>
<td>Universita Cattolica del Sacro Cuore</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Japan</td>
<td>Waseda University</td>
<td>Exchange</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Amsterdam University of Applied Sciences</td>
<td>Exchange</td>
</tr>
<tr>
<td>Netherlands</td>
<td>University of Amsterdam</td>
<td>Exchange</td>
</tr>
<tr>
<td>Senegal</td>
<td>Global Security and Religious Pluralism program</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Singapore</td>
<td>Singapore Management University</td>
<td>Exchange</td>
</tr>
<tr>
<td>South Korea</td>
<td>Yonsei University</td>
<td>Exchange</td>
</tr>
<tr>
<td>Spain</td>
<td>Charles III University Madrid</td>
<td>Exchange</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>City, University of London</td>
<td>Sponsored</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Middlesex University</td>
<td>Exchange</td>
</tr>
</tbody>
</table>
Study Abroad Program

While the students were pursuing the application/nomination track, the CUNY Executive Vice-Chancellor’s Office circulated its draft Study Abroad Relaunch Plan for spring 2021.

The Draft Relaunch Plan:

1) defined the conditions that a CUNY college must meet in order to relaunch a study abroad program;

2) devolved the risk exposure burden for any and all emergency contingencies relating to the coronavirus pandemic from CUNY Central to the individual College wishing to relaunch a study abroad program; and

3) assigned the authority for the decision to relaunch a given study abroad program to the responsible executive officer at the respective College (at Baruch this was the Provost).

Since just under 60 percent of all CUNY students who were abroad in the Spring 2020 semester, when the COVID-19 pandemic first began, were from Baruch, then–Baruch Provost James McCarthy authorized an internal assessment by the College of the current international situation. Baruch’s assessment strongly suggested caution in resuming study abroad in the Spring 2021 semester. In particular, the risk management criteria in the draft CUNY Study Abroad Relaunch Plan would have required a commitment of an undefined, but likely unattainably high level of financial and other resources to cover emergency contingencies that Baruch could not guarantee. The draft plan also imposed significant additional administrative burdens on the College. As a result, Baruch suspended study abroad programs involving international travel for the Spring 2021 semester long before the draft CUNY Relaunch Plan was rejected by New York State authorities.

The early decision Baruch made to suspend study abroad for the January and Spring 2021 terms provided clarity for the students applying, but the suspension of study abroad for yet another semester created difficulties for undergraduate majors in international business (IB majors for short). One of the IB major requirements is a significant international experience, and the international experience is expected to be a semester studying abroad. Since all study abroad had been suspended for the Fall 2020 and Spring 2021 semesters, IB majors scheduled to graduate in Spring 2021 were unable to fulfill this requirement in the normal way. At the request of the Study Abroad Office, the Instituto Lorenzo de’ Medici in Florence put together a Virtual Alternative International Experience on international business in Europe for the 2021 January intersession. Combined with other activities, this course (delivered in synchronous online format) enabled IB majors to fulfill their international experience requirement at a time when the option of physical travel abroad was not available.
Work Abroad Program

The goal of the internship abroad program is to enable students to gain practical work experience in the rapidly evolving global marketplace. An internship abroad adds an element of adventure, fosters self-sufficiency and promotes intercultural skills, as well as helps students gain exposure to their intended industry.

During the pandemic, the international internship program went virtual. Students were matched to an employer via the usual matching process, and then completed projects while corresponding online with their supervisors. Students also benefited from online cultural chats and roundtable sessions, as well as training on the self-directed nature of remote work. Equipping students with remote work skills, these virtual internships helped prepare students for the future of telework and a more flexible workplace.

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

Where Are They Now?

Bryan Vasquez
Major: BBA in International Business   Graduation Date: May 2021
Employment Information: Company: Apex Logistics International   Position: Air Import Specialist

“All the classes I took to complete the undergraduate international business major have helped me a lot. My experience completing the virtual internship in 2020, which involved studying logistics systems for the expansion of Barcelona-based Artesta, has helped me in many ways at Apex. I learned about logistics and about working with people from other countries. At Apex Logistics I am interacting with people from other countries most of the time. The Weissman Center offers a variety of resources that I recommend every student to take advantage of. All of these can be added to one’s resume and will be attractive to possible employers.”
Work Abroad Program

<table>
<thead>
<tr>
<th>Program Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summer 2020</strong></td>
</tr>
<tr>
<td>2 C.V. Starr International Experiential Learning Fellowship recipients</td>
</tr>
<tr>
<td>2 students on provider-based internships</td>
</tr>
<tr>
<td><strong>Winter 2021</strong></td>
</tr>
<tr>
<td>2 C.V. Starr International Experiential Learning Fellowship recipients</td>
</tr>
<tr>
<td>2 students on provider-based internships</td>
</tr>
<tr>
<td><strong>Spring 2021</strong></td>
</tr>
<tr>
<td>6 C.V. Starr International Experiential Learning Fellowship recipients</td>
</tr>
<tr>
<td>1 independently organized internship</td>
</tr>
<tr>
<td><strong>Total year:</strong></td>
</tr>
<tr>
<td>10 C.V. Starr International Experiential Learning Fellowship recipients</td>
</tr>
<tr>
<td>$15,774.00 distributed</td>
</tr>
</tbody>
</table>

What Students Are Saying About Virtual Internships Abroad

“Some advantages were that I was able to think on my feet a lot and become more creative and solution-oriented. I was assigned to do a marketing plan and assist with current campaigns and initiatives, so I often had to illustrate my hard skills to execute the vision they were trying to portray. I was challenged to become more independent and to game plan every day. I learned how to research more effectively, work quickly under pressure, improve my time management, and become better organized.”

_Briana Taylor_
BBA in International Business, May 2021, interned virtually at Scalabrini in Cape Town, South Africa, Summer 2020

“I had weekly meetings with my supervisor. He spent a lot of time getting to know me and chatting. We communicated by a variety of methods: WhatsApp chat, face-to-face video meetings, text, phone. He canceled meetings or moved them around a lot, and I learned by direct experience about working with someone who has a more synchronous time orientation.”

_Bryan Vasquez_
BBA in International Business, May 2021, interned virtually at Artesta in Barcelona, Spain, Summer 2020

Donor

_Summer 2020_
C.V. Starr Experiential Learning Fellowships are supported by the Starr Foundation. These fellowships defray the expenses of doing an internship abroad.
Internships in New York City

The Weissman Center offers a variety of internships located in New York City. The program is designed to help students define their goals and access opportunities that prepare them for careers in the global economy. 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 paths within the organization, and the global dynamics of the sector and industry. Students 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.

Internship Placement Program - Summer 2020, Spring 2021, and Fall 2021 Semesters

Virtual Internship Placement Program’s Information Sessions

<table>
<thead>
<tr>
<th>Semester</th>
<th>Information Sessions</th>
<th>Attended</th>
<th>Invited</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2020</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>26</td>
</tr>
<tr>
<td>Fall 2020 (Includes Winter Session)</td>
<td>11</td>
<td>209</td>
<td>421</td>
<td>108</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>8</td>
<td>148</td>
<td>335</td>
<td>76</td>
</tr>
<tr>
<td>TOTAL</td>
<td>19</td>
<td>357</td>
<td>756</td>
<td>210</td>
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</table>

Opportunities and Placements

<table>
<thead>
<tr>
<th></th>
<th>SU 2020 Semester</th>
<th>SP 2021 Semester</th>
<th>Fall 2021 Semester</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies</td>
<td>18</td>
<td>17</td>
<td>20</td>
<td>55</td>
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<tr>
<td>Opportunities</td>
<td>22</td>
<td>17</td>
<td>30</td>
<td>69</td>
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<tr>
<td>Resumes Sent</td>
<td>70</td>
<td>97</td>
<td>139</td>
<td>306</td>
</tr>
<tr>
<td>PLACEMENTS</td>
<td>16</td>
<td>11</td>
<td>19</td>
<td>46</td>
</tr>
</tbody>
</table>
What Students Are Saying About Internships in New York City

“I completed my business development internship at RJE Capital, LLC. From October 2020 to December 2020. I secured my internship with the much-appreciated help of Justine Kharnak and Zarin Noor at the Weissman Center for International Business. During the internship, I developed and maintained relationships with numerous clients using the Copper Customer Relationship Management software to track and manage their accounts.

This internship helped me gain valuable customer relationship and technical troubleshooting skills. In our digitally advancing world, it is important to remain flexible as technology changes. I feel that my internship experience at RJE Capital taught me many important skills for my future career.

I am immensely grateful to the Freed family for supporting me with my professional goals and granting me the Jeffrey Freed Fellowship stipend support for my internship with this start-up organization. I have used this stipend to purchase memberships to several cybersecurity practical skill-development websites that contain hands-on tutorials on digital forensics, web application security, network packet analysis, and threat intelligence.”

Daniel Gurvich  
Major: Macaulay Honors Program, Baruch College  
Computer Information Systems with a concentration in Cybersecurity and Information Assurance  
Expected Graduation Date: January 2023  
Company: RJE Capital, LLC,  
Position: Business Development Intern  
Freed Fellowship Recipient

“My experience at Dream Home NY LLC. is one that I would not have been able to have at any other firm. My position as the Financial Assistant Intern has allowed me to apply the knowledge learned at Baruch into a real-life situation.

Dream Home NY / Dream Kids LLC is a start-up based in New York City that engages in the design, development, import, and export of soft and hard home products. I was able to expand my understanding of the financial world and what is required to run the finances of a wholesale company. I was able to learn a lot about how businesses operate, pay taxes, and decide on the best financial strategies for themselves.

A lot of my workload included research on financial strategies that other companies with similar products use to take out loans, pay their employees, and price their goods. I conducted research about successful companies, but more importantly the CFO emphasized that I research companies which failed. By doing so, I was able to learn from what those companies did right and wrong and learned how to create the best strategy for this company.

Another big responsibility of mine was making forecasting plans for future needs of different kids’ products, such as blankets and pillows. Dream Home will sell their goods to large retailers, such as TJ Maxx and HomeGoods and must be prepared to have enough supply for the demand of the retailers.”

Frieda Cohen  
Major: Finance and Investments  
Expected Graduation Date: December 2022  
Company: Dream Home NY LLC/Dream Kidz NY LLC  
Position: Financial Assistant Intern Supervisor
Global Student Certificate

The Global Student Certificate (GSC) is an interdisciplinary, co-curricular program that strives to enhance student knowledge of intercultural business theory, international economics, and international relations. This co-curricular program is designed to provide high-achieving students with access to programming that would otherwise not be available to them and thereby complement their academic success.

Sarah Demetz, Coordinator
Jack Keogh, President, Jack Keogh & Associates Consulting (executive coach and intercultural management consultant)

The Global Student Certificate At-a-Glance

<table>
<thead>
<tr>
<th>Pillar 1</th>
<th>Pillar 2</th>
<th>Pillar 3</th>
<th>Pillar 4</th>
<th>Pillar 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Research</td>
<td>Portfolio</td>
<td>Map quizzes</td>
<td>Arts Masterclass series</td>
</tr>
<tr>
<td>5 core seminars, plus 1 NYC cultural event</td>
<td>Small-group research on the business culture of one country; group oral presentation on the results of this research</td>
<td>Collection of reflections from each of the core seminars and cultural events</td>
<td>Ensuring familiarity with political and physical geography of the world</td>
<td>6 masterclasses on art and art history across time and place</td>
</tr>
</tbody>
</table>

The GSC program’s core seminars:
1. Multicultural Team Building
2. Geography: From Where to Why
3. From Intercultural Awareness to Cultural Intelligence
4. The United Nations, A Critical Look
5. Cross-Cultural Negotiating
Global Student Certificate

Global Student Certificate Highlights
The Global Student Certificate program put the lessons of the previous year into practice and moved its activity entirely online. With 24 participants from sophomores to seniors, we continued to explore how cultural interactions affect the global economy.

We encouraged small-group research, and we fostered discussions through online forums via our blog at Blogs@Baruch. Students gained skills in online content-sharing platforms and digital presentation modalities.

The most important development for the 2020-21 year was the addition of the Arts Masterclass Series, entitled "A Tour of the World in Six Artworks." This series introduced students to selected artworks from around the world*, providing Baruch students with a fluency in discussing art and culture. In each event, the art historian explained the artwork, highlighting key details and identifying why they were significant.

The instructors also examined the cultural context in which the artwork was created and explained why the different pieces remain relevant today. Students reflected on these master classes in an online discussion forum.

* Picturing Freedom: Photographer Augustus Washington’s Imaging of a Black Republic, by Dalila Scruggs, museum educator at the Brooklyn Museum
* "Two Fridas," Self Portrait by Frida Kahlo, by Gail Levin, professor of art history in Baruch’s Fine and Performing Arts department
* Weaving Time: Cecelia Vicuña’s “Disappeared Quipu,” by Melanie Mariño, Sotheby’s
* The Story of the Goddess Tara: Exploring the Hidden Messages in a Tibetan Buddhist Statue, by Nitin Ron, neonatologist, mountain climber, and docent at the Rubin Museum
* Guo Xi’s “Early Spring” and 11th-Century Chinese Landscape of Power, Eremitism, and Ecology, by Heping Liu, professor of art history at Wellesley College
* JP Morgan and the Stavelot Triptych, by Vanessa Troiano, doctoral candidate in art history at the CUNY Graduate Center
What Students Are Saying About The Global Student Certificate

Arts Master Class on Augustus Washington’s Imaging of a Black Republic

by Dalila Scruggs

“I found the arts masterclass on Augustus Washington’s daguerreotypes interesting because of the rich history that the portraits bring. Learning history feels a lot more real and personal when you can physically see the people who were behind progressive moments in history, and Augustus Washington’s work is an example of that.”

Peter Petrov
BBA in International Business, expected May 2022

Arts Master Class on Guo Xi’s “Early Spring” and 11th-Century Chinese Landscape of Power, Eremitism, and Ecology

by Professor Heping Liu

“It was apparent that the speaker was very passionate and knowledgeable about this subject. His analysis and metaphorical comparisons were interesting as he described the small brushstrokes in relation to the overall painting. I would have never thought to give this much consideration to a landscape painting, but the speaker’s explanations and comparisons drew me into the overall composition of a painting. I realized that different components such as light, shadow, and brushstroke patterns all add depth to a landscape painting.”

Vicky Chen
BBA in International Business, May 2021

Arts Master Class on Picturing Freedom: Photographer Augustus Washington’s Imaging of a Black Republic

by Dalila Scruggs

“I enjoyed these masterclasses and I felt they were, as a whole, able to expand my knowledge of different cultures and different styles of art. I learned of stories and history, what makes each society unique and what unites us all. Art transcends time or place; it is everywhere, and in art we can see the values and ideas that makes up each group of people in this world.”

Kyle Richards
BBA in Finance, expected May 2023

Global Student Certificate Core Seminar: Intercultural Awareness

by Jack Keogh

“As we learned about cultural competence, it is interesting to think how having the ability to interact effectively with people of different cultures eases the process of understanding others’ behavior. This workshop reminded me of my experience studying abroad in Spain.”

Jasmin Vidal Ventura
BBA in International Business, May 2021
Mitsui USA Lunch-Time Forum Series

The Mitsui USA Lunch-Time Forum series is underwritten by Mitsui & Company (USA). The Forum has been continuously running for almost 30 years. Its goal is to bring C-suite executives on campus to speak to Baruch students about their work and life experiences. Due to COVID-19 restrictions, the series has been presented in a virtual format since Fall 2020 and recorded for future reference. This format has worked surprisingly well, attracting from 50 to 80 audience members per event. The feedback we get from students attending the Mitsui USA Lunch-Time Forums remained very positive.

Four Mitsui USA Lunch-Time Forum events offered during the reporting period:

1. Anouk Pappers, CEO of Signit: “How to Be in Control of Your Online Presence”
   Ms. Pappers’ company specializes in helping C-suite-level executives take control of their online presence.

   Ms. Coville discussed the findings of Brodeur’s recent broad-scale survey reflecting a sharp contrast of attitudes of the American public compared to its 2012 baseline survey.

3. Dr. Natalie Nixon, President, Figure 8 Thinking: “The Creative Leap”
   Dr. Nixon’s presentation helped Baruch students learn how to improvise and effectively respond to changing environments.

4. Thomas Miele, Managing Director, Private Wealth Management Alliance Bernstein, and Cooper Harris, Founder and CEO Klickly: “Financial Success and Career Happiness: How to Achieve Both”
   Cooper Harris and Thomas Miele shared their experiences and provided helpful strategies and tips for students in a fun discussion that was both engaging and inspiring.

Benefits to students beyond the event itself:

Anouk Pappers, CEO of Signit, offered students in the undergraduate international business major a complimentary spot in the training program she developed for business leaders on how to create an effective online presence.

Dr. Natalie Nixon, President, Figure 8 Thinking, gave attendees her new eBook, The Creative Leap.
Students Take the Lead with Support from the Weissman Center

Working with Student Clubs

The Center provides support to a variety of student clubs, showcases information resources, and connects students to networks that help them deepen their global awareness. Lene Skou, the Center’s deputy director and adjunct assistant professor of law, has been the faculty advisor for the Model United Nations Club for more than a decade. During these years, the club has received numerous awards. In just the past year, for example, it won the Honorable Mention Delegation Award at the New York National Model UN conference, where club members split up to represent both the United States and Kenya. The team also won an Outstanding Delegate Award at the McGill Model United Nations conference. The McGill conference was held virtually, but normally the conference is held in Montreal. Thanks to generous support from the Weissman Center, the club has attended these conferences numerous times.

Many students in the Baruch Model UN club take advantage of Weissman Center student programs like study abroad and work abroad. Several have also had student jobs at the Weissman Center. For example, Salome Makharadze, the founding president of the club, studied abroad in Salamanca, Spain in the Spanish language program. Upon graduation she joined Goldman Sachs, where she worked for over 16 years, eventually serving as chief of staff to the president and COO. Most recently, she has worked as part of Goldman Sachs’ firm-wide Alternatives Capital Markets & Strategy Group. She is a licensed attorney in New York State.

Connecting Students to Professional Networks

MBA student, Aidel Kagan served as NASBITE Student Ambassador. NASBITE is a leading international association of international business educators connecting the classroom to practice. Aidel founded the virtual NASBITE Student Society and hosted workshops to connect Baruch students to practitioners. Aidel is preparing to sit for NASBITE’s CGBP credential exam, which she hopes will prepare her for a career in the U.S. Foreign Service with a focus on international economics and trade. The Weissman Center’s deputy director is the Baruch liaison to NASBITE.

Through our partnership with the U.S. Department of Commerce, we connected with Daniel Pit, an international trade specialist, who is being posted to the U.S. Embassy in Vietnam. He spoke to the students about his experience and how the Department of Commerce recruits MBA-level students for career positions. The Weissman Center is an educational partner of the Council of Supply Chain Management Professionals. Baruch students can attend the national conference at no cost. A CSCMP scholarship covers travel and transportation expenses. For the fall 2020 conference, CSCMP sponsored a student scholarship essay competition. The winner was Ramy Gadelsayed, an undergraduate business student at Baruch and a WCIB student employee also interning at Linkedin. His essay was featured on the CSCMP website and on social media.

Partnering with the Newman Library to Support Information Literacy

The Weissman Center works closely with Baruch’s librarians on a range of projects, including the CSR-S Monitor and NYCdata. During the reporting period, the Center worked with business librarian Louise Klusek to develop a series on social media to promote students’ global awareness and information literacy.

The series included three regular weekly digital features: Travel Tuesdays: Stuck at Home? Travel the Web; Thursday Training Tips; and Friday Facts & Figures. Louise Klusek also authored a paper, “Google is Not Enough,” to help students do research in the digital environment.
Support for International Business Curriculum

The Zicklin School of Business offers an undergraduate degree with a major in international business and an MS degree in marketing/international business concentration. Working with the faculty director of international business academic programs, Professor Andy Grein, the Weissman Center offered support for these programs through scholarships, fellowships, student advisement, and events during the reporting period. Justine Kharnak serves as the student liaison for the graduate program and Sarah Demetz as the student liaison for the undergraduate program. The student liaisons are there to give students the individual attention they need to help them succeed in their academic program and upon graduation.

The undergraduate international business (IB) major is a selective undergraduate major that enrolls approximately 50 students per year. (Students must apply for acceptance, which is granted based on an application essay, grade point average, work experience, and foreign language ability.) The Weissman Center for International Business provides a great deal of support to these students. This includes academic advisement, financial support for study abroad, and access to the many programs and other services, such as internship placement, that the Center provides.

During the pandemic, students in the IB major continued to persevere despite uncertainty in their academic paths and their future career. Students were not able to study abroad or work abroad and the program had to find alternative ways to help them get the international experience that was required.

Sarah Demetz, Coordinator
Professor Andreas Grein, Faculty Director
Lene Skou, Capstone Practicum Liaison

Special Thanks
Many thanks to the outgoing faculty coordinator of the IB major, Dr. Andreas Grein. He has served in this position since 2013. We’d also like to thank Professor Cliff Wymbs, who developed the undergraduate major and supervised its launch.

With the amiable assistance and advising from the Registrar, Zicklin UG Services, Advisement, Financial Aid, SEEK, Starr CDC, Newman Library, and many other Baruch offices.

Accomplishments

- **Vitoria Waterkemper**, BBA International Business, May 2021, started her career as an investment banking analyst at Goldman Sachs in July 2021. Vitoria studied for a year in China during her undergraduate studies and is fluent in Portuguese.

- **Danqing Hua**, BBA International Business, May 2020, is pursuing a master of science in international business and emerging markets at the University of Edinburgh Business School in Scotland, supported by the Edinburgh Business School Postgraduate Scholarship. Danqing also studied in Japan as an undergrad and received the C.V. Starr Study Abroad Fellowship and the Chancellor’s Global Scholarship to support her abroad programs, as well as the Keller Scholarship and Fromme Scholarship.

- **Nicholas Lopez**, BBA International Business, May 2021, took a business trip to Ghana in fall 2021 and wrote about his experience.

- **Nayancie Matthews**, BBA International Business, expected May 2022, led the Baruch team for the “Up to Us” competition to first-place victory. “Up to Us” is a national, nonpartisan initiative focused on building a stronger economy and a sustainable fiscal outlook. Nayancie hopes to become an attorney and financial professional.

- **Monika Dziewa**, BBA International Business, May 2016, is an attorney in the New Jersey office of John Onal & Associates P.C., where she advises domestic and international clients on establishing their business in the United States. Prior to joining the firm, she worked in the New York office of Borenius, an international law firm based in Finland, practicing in its corporate, transactions and finance group. She is a graduate of New York Law School. She speaks English, Polish, and Spanish.
Graduate of the MS Program Shares Her Success Story

"I received my bachelor's degree in marketing from a university in Russia and came to the United States to continue my education. In Fall 2019 I started the Master of Science in Marketing with an international business concentration at Baruch College. I enjoyed taking international marketing and international business classes, as they exposed me to the complexities and challenges of conducting business globally.

I appreciated the diversity we had in our classes, which prompted many great conversations about business practices in Europe, South Asia, Latin America, and elsewhere. I received the Mitsui Scholarship, which helped me tremendously in funding my studies.

In January 2021, I received my master's degree. After graduation, I started an internship with Coty, where I joined the Global Consumer and Market Insights team. I believe that the essence of my job is to bridge the world of consumers with the world of marketers. It is important to grasp the complexities of consumer behavior across countries, and how social, economic, and cultural factors affect it.

I was recently offered an Associate Manager position working with global brands, such as Calvin Klein, Marc Jacobs, and Tiffany. For an international student like myself, gaining permanent employment is not always an easy task. I am fascinated by my job, where I constantly progress as a professional."

Maria Li
Graduate of the MS Program in Marketing with an International Business Concentration

Support for International Business Curriculum

Launched in 2016, the MS Program in Marketing/International Business Concentration combines the academic resources of the Allen G. Aaronson Department of Marketing and International Business with the programmatic support of the Weissman Center for International Business. This partnership creates a unique and highly student-focused learning environment. Students who wish to complete the concentration take 30 credits. Classes are offered in the evening and on weekends. The average completion rate for full-time students is 1.5 years, and 2 years for working professionals. The program offers Mitsui USA Foundation scholarships, a dedicated program liaison who provides individual student support for the entirety of the program, and mentors with relevant senior-level experience. Students have the option to study abroad in Lyon, France, during the January intersession and funding support is provided to help cover travel costs.

The MS Program by the Numbers

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<thead>
<tr>
<th>The MS Program by the Numbers</th>
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<tbody>
<tr>
<td><strong>Spring 2021 Semester</strong></td>
</tr>
<tr>
<td>Number of applications                 19</td>
</tr>
<tr>
<td>Number of new student registrants      4</td>
</tr>
<tr>
<td>Number of deferrals from the Fall ’20 semester 4</td>
</tr>
<tr>
<td>Total student registrants              8</td>
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<tr>
<td>Number of applicants deferring to the Fall ’21 semester 1</td>
</tr>
<tr>
<td><strong>Fall 2020 Semester</strong></td>
</tr>
<tr>
<td>Number of applications                 30</td>
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<tr>
<td>Number of deposits                     24</td>
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<tr>
<td>Number of new student registrants      16</td>
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<tr>
<td>Number of applicants deferring to the Fall ’21 semester 3</td>
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<tr>
<td>Number of students deferring to the Spring ’21 semester 4</td>
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<tr>
<td>Continuing students from last academic year 6</td>
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One of the areas of research that Professor Clifford Wymbs has pursued is how curriculum design can enhance student learning in international business. In 2003, he co-authored an article entitled “Digital Technology in Teaching International Business: Is a Tradeoff Between Richness and Reach Required?” that was published in the *Journal of Teaching in International Business*. Here, he foreshadowed how digital technology could be used to overcome distance. “At a minimum, the classroom reach can be extended by having students electronically discuss culturally diverse perspectives of IB problems, but a much richer exchange is possible if students from different countries work in teams to simultaneously solve international business problems. The very basic constraints associated with the traditional teaching methods of IB, distance and time, can be used by students to enhance the learning experience,” he wrote.

Professor Wymbs put his research into practice when he developed the undergraduate international business major and supervised its launch. The curriculum design has a strong focus on international experiential learning. Professor Wymbs wrote an article about the process, “The Launching of a New International Business Major in the Digital Age,” for *AIB Insights*.

He also incorporated X-Culture, a digital international experiential learning platform, into his undergraduate course MKT 3400 – International Business Principles. The course is required in the undergraduate international business major. The X-Culture platform connects over 80,000 students from 600 institutions in 110 countries online. Students work on teams to solve real-world business problems in an international setting. Professor Wymbs received a “CUNY Career Success Course Innovation Grant” to introduce the X-Culture platform in 2019/2020. Based on a successful trial and very positive student feedback, the Weissman Center supported the program for the academic year 2020-21.

### Mitsui USA Foundation Practitioners-in-Academia

The Weissman Center offers Baruch faculty a variety of research and teaching development grants. One that stands out is the Mitsui USA Foundation Practitioners-in-Academia (PIA) Fellowship. The fellowship is designed to encourage Baruch adjunct faculty of international business to use innovative curriculum and teaching methods in their courses and co-curricular activities to ensure that the student experience is based on real-world international business problems and practices.

### This Year’s Mitsui PIA Fellowship Recipients

**International Competitiveness (Capstone Course) IBS 5750**

Adjunct Professor Duysal Askun, Allen G. Aaronson
Department of Marketing and International Business

The course provides students with the requisite skills to understand and be able to identify international business creation and expansion opportunities. The course involves a business strategy simulation and an international business-consulting project with a real client.

Prerequisites:
MKT 3400, IBS 4200, and MGT 4880.

**Foreign Markets, Cultures and Institutions IBS 4200**

Adjunct Professor Shinobu Turner, Allen G. Aaronson
Department of Marketing and International Business

This course provides an understanding of the historical, economic, social, cultural, and political influences shaping national/international business environments. More specifically, it explores the national and political influences on the economy, the economic foundations of markets, the cultural and institutional fabric holding business systems together, and the technological forces pulling them apart.

Prerequisites:
MKT 3400 and ZICK or ZKTP Student Group.
Teaching and Research

Professor Andy Grein Discusses How the Undergraduate IB Consulting Course Gives Students Real-Life Experience

The capstone course in the undergraduate international business major (IBS 5750) consists of consulting projects, where student teams work with real-world clients to help resolve actual problems in international business. No other undergraduate major includes this kind of experiential learning.

In the past, international business majors consulted for NYC-based small and medium-sized businesses such as exporters, manufacturers, and banks. In the 2020-21 academic year, the Weissman Center agreed to expand our approach by contracting with an external vendor (International Study Programs – ISP) to find clients overseas. The idea is that students would experience cultural differences, a wide variety of management styles, and broader business problems, as well as learn to work effectively via Zoom meetings and email. The Weissman Center provided a curriculum development grant to support this initiative.

There were 49 international business majors enrolled in IBS 5750 in Spring 2021. Students were formed into nine teams, each working with one client. The nine client firms were based in five European countries: the Czech Republic, Estonia, Denmark, France, and Spain. Some of the clients’ employees also came from countries other than the headquarters country, so students encountered many different cultures while interacting with clients.

The client firms represented a wide range of industries including cosmetics, fashion, food processing, glassmaking, high-end loudspeakers, metal and plastic manufacturing, processing and applications of recycled materials, and software (ERP). Firms ranged in size from SMEs to multinationals.

Consulting Tasks

Student teams’ tasks were carefully designed to reflect both the client’s needs and the educational nature of the course. Students were asked to complete a variety of different consulting tasks such as evaluating the market positioning of a product, interviewing potential customers, and making recommendations to increase awareness as well as sales.

Client Feedback

At the end of the course, the clients were requested to provide feedback on the experience. The comments were both positive and constructive.

Here is a sample:

“Students were very engaged, enthusiastic and nice to work with. They should try to learn more about their clients and improve their time management.”

“Students were very committed and professional all the way through.”

“The team very quickly learned what we do on what level. Our second call was extremely friendly, I had a feeling that at some point, I’m not talking to the students but to the experienced managers, who knew exactly where we could do better, and they showed us how. The team did everything we asked for and a few things on top of that.”

Student Feedback

We also asked for feedback from the students, gathered by both ISP and the course professor. Students were very satisfied with the experience, rating it on average 4.3 out of 5.

Here is a sample:

“I like that it challenged me intellectually and forced me to learn about an industry that I would never have known about otherwise. The project has sparked my interest in the industrial sector of the industry, and I can see myself working in that field.”

“I liked that the project gave us real-life experience. A lot of other classes simply introduce topics rather than pushing us into the material.”

“I liked learning about the French culture and being more aware of what UK consumers are interested in. It was interesting to receive hands-on experience from our clients who operate and own a business so that I can better understand the market out there.”
International Business Faculty Research

The Weissman Center for International Business Faculty Seminar Series creates a forum to allow Baruch faculty to share state-of-the-art research in international business with leading scholars from around the world. Professor Lilac Nachum is the academic coordinator of the series, identifying speakers and papers. 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. The Weissman Center provides an annual research grant to support Professor Nachum’s work.

Lilac Nachum
Professor, International Business, Baruch College, City University of New York
Academic Coordinator, WCIB Faculty Seminar

Professor Nachum was inducted as a Fellow of the Academy of International Business (AIB) in 2019. AIB is the world’s largest association of international business scholars, with more than 3,600 members from 96 countries around the world. Her research has been awarded several recognitions, most recently the 2021 AIB/FIU Best Theory Paper Award for her paper “Value distribution and markets for social justice in global value chains: Interdependence relationships and government policy.” She is the recipient of a Baruch College 2011 Best Teacher Award and 2012 Presidential Excellence Award for Scholarship. She has also created courses in the MBA program that focus on emerging markets and the international business environment.

She is the author of two books on global competition in service industries (one of which was translated into Chinese) and numerous journal papers. These have been published in the Strategic Management Journal, Management Science, and the Journal of International Business Studies, among others.

Most recently, she is the co-author of a new book, The Contest for Value in the Global Apparel Supply Chain. This book explores how local firms in Bangladesh in the textile and apparel industries interact with foreign firms. The book outlines the ways that value in the global apparel industry is distributed between labor, manufacturers, global brands, and consumers, and identifies the sources that help determine this process.

Professor Nachum has held visiting positions in business schools around the world, including Sun Yat-sen University in China, India School of Business (ISB), Lagos Business School in Nigeria, and BI Norwegian Business School, among others. She has served as an expert witness in several legal cases on cross-border issues involving global clients, including U.S. federal and international court appearances.

She was selected to be a Fulbright Scholar in Kenya in academic year 2021-22. As a Fulbright Scholar, she intends to build on her work in Africa to evaluate the global value chain-based development model.

Weissman Center for International Business Faculty Seminar Series Speakers

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<tr>
<td>Jie Bai</td>
<td>Timothy M. Devinney</td>
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<tr>
<td>Ross Levine</td>
<td>Leonard Wantchekon</td>
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<td>Aseem Kaul</td>
<td>Jordan Siegal</td>
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<td>Felix Tintelnot</td>
<td>Andre Sammartino</td>
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<tr>
<td>Tim Pollock</td>
<td>J.T. Li</td>
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<tr>
<td>Marleen Dieleman</td>
<td>Tailan Chi</td>
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Research Group Analyzes Quality of Corporate CSR/ESG Disclosure Around the World

The CSR-Sustainability Monitor® and Corporate Sustainable Development-Disclosure Monitor are the research group's two main projects. The projects assess the quality of information provided by Fortune® Global 500 companies in their nonfinancial reporting. Since the projects are mostly research-based, our team was able to continue working remotely.

During this year, the CSR/ESG research group completed the Corporate Sustainable Development - Disclosure Monitor (CSD-D Monitor) project, which connected our sustainability research to the United Nations Sustainable Development Goals (UN SDGs). This resulted from a multi-year collaboration with Professor Costanza Consolandi, University of Siena, Italy. The project website, which can be found at www.CSDDisclosure.org, provides access to the full set of data, which stakeholders can use to compare the comprehensiveness of UN SDG–related environmental disclosures in CSR reports of Fortune Global 500 companies. In this respect, the project provides stakeholders with the basis for evaluating a company’s commitment to UN SDGs, as well as where it stands relative to its peers, and lays out best practices that are beneficial for every organization.

The group also published an executive summary report that provides an overview of the project's key findings. In its first iteration, the CSD-D Monitor analyzes 2017-published reports, as this was the first year that companies would be able to effectively incorporate SDGs into their disclosures. The group is working on expanding this project, and plans to eventually cover more years and other topics beyond just the environment as well.

www.csddisclosure.org

Project Leaders
Mert Demir and Alex Schwarz

Project Analysts
Lisa Kehr, Nahin Khan, Andrew Lane-Lawless, Lady Masopeh, Shanah Persaud, Lauren Snyder, Viktoriiam Tambaeva, Robin Taylor, Mateja Tokic, and Harriet Wylie

The CSD-Disclosure Monitor home page
Learn more about our efforts to measure corporate disclosure related to the environmental aspects of the United Nations Sustainable Development Goals.
Academic Articles in Progress
On the research side, the team revised and resubmitted a joint research article by Mert Demir, Terrence Martell, and Mehmet Ozbilgin on the determinants of CSR disclosure to the Journal of Business, Finance and Accounting. It will assist both the academic and practitioner communities in better understanding the dynamics of corporate sustainability disclosure. In another article, the same team has collected the first results of a study analyzing a global sample of companies and their CSR disclosures to identify the extent to which the variations across legal environments in different regions/countries influence how capital markets value these disclosures. This study will help highlight the opportunities and challenges posed by varying legal regimes to companies with international business operations.

In another research project, the research team led by Mert Demir, Terrence Martell, and Lene Skou has continued working on an existing multi-stage project exploring the viability of using agricultural commodity futures to create a sustainable investment product. The research team has been working in close coordination with Gresham Investment Management LLC on the project and has finalized the first full draft of a conceptual research article that argues that investments in U.S. agricultural commodity derivatives are consistent with broad sustainability goals.

In another cross-border collaboration, the research team led by Mert Demir, Terrence Martell, and Qian Zhang from China Pharmaceutical University are developing a research project on Chinese publicly listed pharmaceutical company CSR disclosures. This article will shed the first light on a relatively mature yet understudied industry in China and its rapidly emerging nonfinancial performance and disclosure practices. The team analyzes the factors that influence the level of CSR disclosures by 35 leading Chinese pharmaceutical companies and whether these disclosures influence the market valuations of these companies. Their sample covers the period 2014-18 for which yearly CSR disclosure scores are kindly provided by co-author Professor Zhang and her team in China.

Analyst Seminar Series
During the seminar series, the team’s research analysts prepare and deliver an approximately 45-minute lecture to their peers about interesting or challenging CSR reports they have analyzed. Their focus for much of this year was on the environment topic and many of the presentations acted as deep dives into tricky or highly nuanced aspects of scoring for this difficult section. This activity gives the analysts a chance to practice presentation skills in a relatively low-risk environment as well as fine-tune the skills needed for scoring reports.

Analysts Win Award for Policy Brief on “the Future of New York City”
Some members of the team of analysts also garnered an impressive achievement of their own this year. In May 2021 Shana Persaud, Vika Tambaeva, Lauren Snyder, Lisa Kehr, and Lady Masopeh submitted their policy brief, entitled “The Future of New York City,” for the Susan Locke Prize in Environmental Sustainability: Research competition and were awarded third prize. The brief focuses specifically on ways New York City can reduce its environmental impact primarily through incentivizing and supporting electric vehicles.

Social Media
As part of the WCIB’s increased social media effort, the team continued to submit CSR-related content for the Center’s Facebook and Twitter pages.

Special Thanks
University Distinguished Professor Satyarth Prakash Sethi, Professor Costanza Consolandi of the University of Siena, Bennett Saltzman and Tal Horovitz of Amenity Analytics
Baruch /SWUFU Research and Teaching Consortium

The Weissman Center has been instrumental in the establishment and coordination of the Baruch-SWUFU 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-SWUFU 2+2 project is a transfer program where SWUFU students study for two years at SWUFU and then transfer to Baruch, where they complete the final two years towards a Baruch degree. The Baruch-SWUFU 3+1 is a separately registered program with the Ministry of Education in China. Baruch/SWUFU students spend three years at SWUFU 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 SWUFU-Baruch research symposium.
The Baruch College Strategic Plan 2018-2023 addresses both internal and external contexts and stakeholders. We work in partnership with external constituencies in the private and public sectors to prepare our students for employment and public engagement upon graduation. We develop information resources tailored to practitioners of international business with a particular focus on understanding the international linkages of New York City. The Center continues to be active in the business community, both locally and abroad. In addition to being chair of ICE Clear US, Dr. Martell served on several nonprofit boards, such as the New York District Export Council. As of July 1, 2021, Deputy Director Lene Skou will assume this role. Dr. Martell also served on the board of directors of the Manhattan Chamber of Commerce. In addition, Dr. Martell also works internationally, sharing his expertise on commodity futures markets to help commodity-dependent developing countries gain from commodity trade and production.

**Occasional Paper Series**
The Weissman Center’s Occasional Paper series features data-driven, practical pieces on current issues relevant to business, with a particular focus on the New York regional economy and its global linkages. The series features authors from inside and outside academia who share their research and ideas. So far, there are 22 papers in the series, all of which are posted on the Baruch website for free. Several of the papers have received prominent media attention. Some have subsequently been published in academic journals.

* Lilac Nachum  
No. 22 Fall 2020  
**COVID-19 and its Impact on Global Value Chains: The Case of the Medical Devices Sector and the Fight against Global Epidemics**

* Frank Donnelly  
No. 21 Fall 2020  
**New York’s Population and Migration Trends in the 2010s**

The annual World Trade Week NYC (WTWNYC) events in May 2021, which brought together 77 different partner organizations, was virtual for the second year in response to COVID-19. More than 30 different online events were featured over the course of the month of May. The U.S. Secretary of Commerce gave the headline address at the virtual kick-off event. Dr. Martell was presented a certificate of accomplishment by the U.S. Department of Commerce for his service to the NY District Export Council and World Trade Week NYC. Nayancie Matthews, a Baruch undergraduate IB major, was selected for a World Trade Week scholarship. Geraldine Chadenat, a student in the MS marketing program with a concentration in international business, was awarded a Rising Star Award. The Weissman Center’s Deputy Director, Lene Skou, chairs the WTWNYC steering committee.

**NYCdata**
[https://www.baruch.cuny.edu/nycdata/](https://www.baruch.cuny.edu/nycdata/)
The Center’s NYCdata website was redesigned and updated and released in May 2021.

**Redesign WCIB Team:**  
Vitaly Berdyakov, Webmaster  
Ayse Kelce, Research Assistant and Writer  
Lene Skou, Project Manager  
Frank Donnelly, Baruch Geospatial Librarian  
Data Consultant: Ruthy Gascot, Administrative Specialist
Student Success Is Supported by the Spirit of Giving

Brian Becovic
Brennan Family Foundation
Falconwood Foundation
Fidelity Charitable Gift Fund
Financial Women’s Association
Fitch Ratings
Jeffrey Freed
Anupam Ghose
Alexander Gittens
Sheharyar Hasan
Ahmet Karagozoglu
Yan Kutnetsov
Frank Lourenso
Mitsui USA Foundation
Morace Family Foundation
Barbara Perry
Martin Rapaport
Schoenhut Family Foundation
Howard Smith
Starr Foundation
Leslie Stroh
David Tendler
Jennifer Turner
Weissman Family Foundation
Academic year 2020-21 scholarships for undergraduate and graduate students made the college experience more affordable by helping cover tuition costs during a year when many Baruch students and their families faced financial difficulties due to the effects of the pandemic.

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Graduate/Undergraduate</th>
<th>Name</th>
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<tbody>
<tr>
<td>Carl Spielvogel '56 Scholarship in International Marketing</td>
<td>Graduate</td>
<td>Naoko Matsushita</td>
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<td>Graduate</td>
<td>Julissa Ovalles</td>
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<td>Graduate</td>
<td>Fabianna Rodriguez-Mercado</td>
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<td>Charles H. Falk Memorial Scholarship</td>
<td>Undergraduate</td>
<td>Pradite Britariana Windyamurti Adi</td>
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<td>Aris Balili</td>
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<td>Sebastien Fenelon</td>
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<td>Mariah Martinez</td>
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<td>Katherine Martinez-Valdez</td>
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<td>Sara Lucia Meza</td>
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<td>Jan S. Rozenved</td>
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<td>Mariana Sanchez</td>
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<td>Olga Sukhoparova</td>
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<td>Nicole Andrea Vega</td>
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<td>Xinyi Zhang</td>
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<td>Harvey and Sheila Stone '41 Prize Scholarship in International Marketing</td>
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<td>Yoav Aburus</td>
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<td>Odellia Etaat</td>
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<td>Anano Kapanadze</td>
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<td>Alicia Marian Tamessar</td>
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<td>Hugh Lamle Scholarship</td>
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<td>Tabassum Akhtar</td>
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<td>Lucibell Chou Zheng</td>
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<td>Izbella A Wieckowska</td>
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<td>Ying Yu Yu</td>
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<td>Mina Yun Yun</td>
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<td>Shao Ru Zhang</td>
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<td>Irwin Fromme Scholarship</td>
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<td>Luis Munoz</td>
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<td>Bar Joza Tamir</td>
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<td>Sabrina A. Villalva</td>
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<td>Alexander James Wrightson</td>
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<td>Mitsui USA Foundation Full-time MBA Scholarship</td>
<td>Graduate</td>
<td>Beryl Kagan</td>
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<td>John H Simmons</td>
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<td>Mitsui USA Foundation MS MKT-IB Scholarship</td>
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<td>Jennifer T. Abdullah</td>
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<td>Tamar Abesadze</td>
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<td>Nolett Ahmed</td>
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<td>Geraldine Armesto Chadenat</td>
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<td>Fernando R. Valenzuela</td>
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<td>Michelle Vasquez</td>
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<td>MUFG Entrepreneurship Scholarship</td>
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<td>Bryan Chan</td>
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<td>Leonardo D’Auria-Gupta</td>
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<td>Neel A Hatwar</td>
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<td>Sumi Sherpa</td>
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<tr>
<td></td>
<td>Undergraduate</td>
<td>Weiguang Wu</td>
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</table>
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 opening BCF fund balance for fiscal year 2021 was $17,377,649.17. The ending fund balance was $19,440,734.08. The vast majority 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 and the Falconwood Foundation.

In addition, we receive significant annual support from individuals on the Advisory Council. The third source of funds is BAR55/Designated Funds Group and represents income earned from some of the Center’s activities.

The Center employed 29 staff members in the fiscal year 2021. Of these, 8 are full-time staff members and 21 are part-time. The vast majority of the part-time staff members are student employees. Five staff members—the Center’s deputy director, associate director and administrative specialist, as well as the director of study abroad and the associate director of study abroad—are tax-levy employees in the HEO series. Twenty-four employees, of which 21 were part-time, were paid out of non-tax levy funds, primarily from the Baruch College Fund. BAR55/DFG funds were also used to cover payroll expenditures.

FY 21 was a very unusual year for the Center due to the impact of COVID-19 restrictions on our activities, most notably the Center’s international mobility programs. Our largest endowment is dedicated to providing students the financial support they need to make international experiences like study abroad and work abroad affordable. During the reporting period students could not travel. As a result, the Center spent only approximately 60 percent of its $1,064,396.81 BCF budget in fiscal year 2021. The five-year cumulative average for the period FY 2016-FY 2020 was approximately 90 percent.

New York City was in lockdown for a significant part of fiscal year 2021. The City University of New York continued to offer courses exclusively online through summer 2021, and all nonessential personnel at Baruch College worked remotely until August 2021. No events were held on campus. All physical international travel, study abroad, work abroad, and in-person student programs were suspended. Instead, we operated remotely using Zoom and MS Teams and other technology tools to achieve a flexible and collaborative work and student service model to facilitate engagement with external and internal stakeholders around the world. We learned a lot from this experience, sharpened our technology skills, and experimented with program design and delivery modes. The Center focused on connecting with Baruch students wherever they are, including on social media. Ruthy Gascot, the Center’s administrative specialist, manages this effort.
People at the Weissman Center

Terrence F. Martell, PhD
Center Director
Saxe Distinguished Professor of Finance

Lene Skou, LLM
Deputy Director
Adjunct Assistant Professor of Law

Justine Kharnak
Associate Director

Ruthy Gascot
Administrative Specialist

Vitaly Berdyakov
IT Coordinator

Richard Mitten, PhD
Director of Study Abroad

Christopher Tingue
Associate Director of Study Abroad

Dina Luu Van Lang
Assistant Director of Study Abroad

Sarah Demetz
Assistant Director (Global Student Certificate, Undergraduate International Business Major, and Work Abroad)

Mert Demir, PhD
Director of Research
Adjunct Assistant Professor of Finance

Alex Schwarz
CSR-Sustainability
Lead Analyst

In addition, 20 Baruch students worked at the Center in a variety of functions ranging from accounting and communications to research.
The Weissman Center's Advisory Council is composed of individuals who represent the highest level of achievement in a significant realm of international business. The Council meets twice a year to review Center activities and offer guidance to the College's administrators and faculty. Council members and their enterprises take part directly in the Center's work by hosting Baruch interns and providing expert speakers, as well as sponsoring and participating in Center programs and events.

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

Donald P. Brennan, Retired Chairman
Morgan Stanley Capital Partners

Anupam Ghose, Chief Executive Officer
System Two Advisor

Dr. Henry G. Jarecki, Chairman
Falconwood Corporation

Julian Johnson, Executive Vice President
Sponsors for Educational Opportunity

John J. Kelly, President and CEO
Hanover Stone Partners, LLC

Cleve S. Langton, Chief Partnership Officer
Brodeur Partners Worldwide

Frank Lourenso, Retired
JPMorgan Chase

Lynn Martin, President & COO
Intercontinental Exchange Data Services

Thomas Miele, Managing Director
Alliance Bernstein

Martin B. Mosbacher, Managing Partner & CEO
Intermarket Communications

Sven C. Oehme, President and CEO
European-American Business Organization, Inc.

Vanja Radivojevic, Senior Manager
Data & Analytics/Management Consulting, KPMG

Martin Rapaport, Chairman and CEO
Rapaport Diamonds

Leon Shivamber, Chairman
Viper Drones

Howard I. Smith, Vice Chairman, Finance
C.V. Starr & Co.
Advisory Council Chairman

Leslie Stroh, Publisher, The Exporter
Chairman, Trade Finance Service Corporation

David Tendler, Partner, Tendler Beretz LLC
Former Co-chairman and CEO, Phibro-Salomon, Inc.

Vincent Tese, Chairman
Premier American Bank

Sayu Ueno, President and CEO
Mitsui & Co. (USA), Inc.

Diane Whitty, Global Head of Philanthropy
JP Morgan Chase

Terrence F. Martell, Ex Officio
Saxe Distinguished Professor of Finance
Director, Weissman Center for International Business
Baruch College provides students with the skills, knowledge, and perspectives to pursue their aspirations in today's global environment. Part of The City University of New York (CUNY), Baruch is also listed among the nation's top public colleges for academic excellence, affordability, student success, and value. Its three schools educate more than 18,000 students who represent one of the most diverse college campuses in the country. Strong career and support services drive Baruch's national recognition as an engine for social and economic mobility. Through executive education, continuing studies, international partnerships, public events, and arts programming, Baruch stands out as an intellectual and cultural resource for New York City and the world. baruch.cuny.edu