

**Brooklyn  
College**

Koppelman  
School of  
Business

**CUNY** THE CITY  
UNIVERSITY  
OF  
NEW YORK



**ANNUAL REPORT**  
**2021-2022**

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# The Koppelman School of Business

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## ***Our Mission***

*We offer a transformative, distinctive, and affordable business education to students from diverse social, economic, racial, and ethnic backgrounds through innovative curricula, applied and theoretical research, and impactful engagement.*

## ***Our Vision***

*We aim to be a business school of choice for undergraduate and graduate students from the State of New York and beyond who are seeking intellectual challenge and professional development. We invest in students, faculty, and staff and continuously innovate our curriculum to sustain our position as a regional and national leader in business education and research.*

## ***Our Values***

***Growth:*** *We are committed to growing as a world-class enterprise that shapes leaders and promotes professional and personal growth and goal achievement of students, faculty, and staff.*

***Respect:*** *We view diversity, equity, and inclusion as our way of life. We treat students, faculty, staff, administration, and community with respect and value our differences.*

***Innovation:*** *We pursue curricular and program innovations that challenge and prepare our students for career success in a rapidly changing social, technological, and economic environment.*

***Transformation:*** *We transform the lives we touch by developing competent and ethical entrepreneurs, professionals, scholars, and leaders, and by supporting impactful engagement with business, community, and society.*



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**ACCREDITED**

## Message from the Dean



I am delighted to present this Koppelman School of Business Annual Report for the 2021-2022 academic year, which highlights the remarkable achievements and successes of our students, faculty, and staff. This academic year has been a year of recovery for us all, and I am proud of the way we have bounced back, achieving significant milestones despite the residual challenges posed by the Covid-19 pandemic and the consequential cultural and operational changes brought by the lockdowns and remote work and learning.

This year we continued our work on developing our 2022-2025 strategic plan, with a focus of fine tuning the strategic priorities, identifying initiatives that implement the priorities, and setting up metrics to measure the outcomes and milestones. I am pleased to report that faculty, staff, and students are actively engaged in this process, and the Dean's Advisory Council has provided critical feedback to the draft strategic plan, with members strongly suggesting that we include real metrics for each of the strategic priorities.

I am also pleased to report on the establishment of the Executive in Residence program in Spring 2022, which saw Barry Salzberg, an alumnus and former CEO of Deloitte, as our inaugural EIC. This program provided our students with the opportunity to interact with industry leaders and gain valuable insights into the business world.

In Spring 2022, we established the Koppelman Entrepreneurship Competitions, thanks to the generous financial support of alumnus Don Buchwald. These competitions have been a huge success, providing our students with the chance to showcase their entrepreneurial spirit, receive feedback from coaches and successful entrepreneurs, and win prize money to support their business ventures.

Our Lorraine Laighold Summer Leadership Academy, in honor of alumna Lorraine Laighold who wanted to see more business students to become compassionate leaders, was restored after a two-year hiatus due to the pandemic. The program selected 25 exceptionally talented students who completed the program and earned their certificates, setting them up for success in their future careers.

Business Matters! annual conference has long exemplified the student leadership and alumni engagement in our school. It was truly exciting to see the continuity of this annual event despite the Covid-19 restrictions. Over the four-day event, highly accomplished alumni, executives, and entrepreneurs offered their insights and inspirations on entrepreneurship to over 145 student and faculty participants over Zoom sessions.

On the academic front, the State approved two new Bachelor of Science degrees in accounting, which we have started offering to our undergraduate students this academic year. These degrees are unique in that they provide students with a pathway toward CPA licensure eligibility without the need to obtain a master's degree in the State of New York. These degrees are the result of our faculty and staff's tireless efforts to provide our students with innovative and distinctive educational programs that meet the needs of the business world.

Through the KSB Faculty Research Seminar series and increased funding for research, we continue to foster a more robust culture of research and collaboration, leading to a record-breaking number of research articles published by our faculty in high-quality academic journals, as well as numerous presentations made at national and international academic conferences throughout the academic year.

Finally, I am thrilled to share with you that our partnership with Aon Plc, one of the largest insurance service providers in the world, has seen solid progress with the first offering of an introduction to risk and insurance course in the 2022 winter intersession. The partnership is established with a goal of developing a Risk Management program in our school that will provide the industry with a reliable pipeline for diverse and talented business professionals.

I am grateful to all our students, faculty, staff, alumni, donors, supporters, and community leaders for their hard work, dedication, and passion. It is their collective efforts that have made these achievements possible. I look forward to the continued success and growth of the Koppelman School of Business, as we work together to realize our vision and mission.

Thank you all for your continued support!

A handwritten signature in blue ink, appearing to read 'Qing Hu', with a long, sweeping horizontal line extending to the right.

Qing Hu, Ph.D.  
Dean, The Koppelman School of Business



## Increasing Student Career Exploration, Preparedness, and Opportunities

### 1. The 10th Annual Business Matters! Conference

Business Matters! conference has been in the running for 10 years. It is a typical student initiated and student led event with the full support of the Dean's Office. Each year the Koppelman Student Leadership Council works with the Dean to decide on the theme of the conference, and then the keynote speakers and panelists are invited based on their expertise and background. The conference usually takes place in four sessions during the common hours (12:30am-2:00pm on Tuesdays and Thursdays) when most students have no classes scheduled.



**2021 BUSINESS MATTERS!**  
Sponsored By: Student Leadership Council, Koppelman School of Business & BC Blackstone Launchpad

Meet CEOs of Large & Small Organizations  
Discussion on how to build your personal brand  
Resources for Student Entrepreneurs

**ENTREPRENEURSHIP**

**JOIN US FROM 12:30-2:00 ON:**  
**NOV. 2ND , NOV. 4TH**  
**NOV. 9TH & NOV. 11TH**

**RSVP NOW!**  
<https://bit.ly/3jkvf8A>

Brooklyn College Murray Koppelman School of Business  
INNOVATION + LAB Brooklyn College  
KOPPELMAN STUDENT LEADERSHIP COUNCIL

The 2021-2022 academic year is still subject to many of the Covid-19 restrictions, with most classes being held in online or hybrid modality. We decided to offer the conference online over Zoom and selected the theme of the conference as “Entrepreneurship.” The focus was on how entrepreneurship may thrive in the macro-economic environment of Covid-19 pandemic, technological breakthroughs, and global geopolitical events. The conference was held on November 2, 4, 9, and 11 during the common hours.

We were fortunate to get 7 inspirational and experienced entrepreneurs and expert speakers to share their experiences and insights on the focal topics with students and faculty. The response from our students had been overwhelming. The average attendance for each Zoom session was over 60 students online, and in each session, we saw dynamic interactions between the speakers and the students and faculty in attendance. Each speaker was very impressed by the questions from the students and the students were very satisfied with their experience with the speakers.

**Business Matters! 2021 Day 1:** The opening session of the conference was a Fireside Chat between David Ehrenberg, CEO and President of Brooklyn Navy Yard Development Corporation, and Qing Hu, Dean of the Koppelman School of Business. The conversation focused on “the trends in entrepreneurship and start-up cases at the Brooklyn Navy Yard.” David is a Brooklyn College alumnus and has been a frequent speaker and mentor for Koppelman students.

**Business Matters! 2021 Day 2:** The focus of session 2 was on “entrepreneurial journeys and valuable lessons as told by the founders.” We were very fortunate to have two successful entrepreneurs, Doris Bien-Aime, founder of Read & Rule Educational Services Leadership Development, and Katerina Bogatireva, founder of Precycle as our keynote speakers. Elena Ivanov, President of the Koppelman Student Leadership Council, served as the moderator of the session.

## 2021 BUSINESS MATTERS

COME LEARN ABOUT THE LATEST TRENDS IN ENTREPRENEURSHIP AND START-UP CASES AT THE BROOKLYN NAVY YARD DEVELOPMENT CORPORATION



David Ehrenberg  
President & CEO  
at BNY



Qing Hu, Ph.D.  
Dean of KSB

**DON'T MISS OUT AND RSVP NOW!!**

JOIN US ON  
NOVEMBER 2ND  
FROM 12:30PM-  
2:00PM

<https://bit.ly/3jkvf8A>

Brooklyn College Murray Koppelman School of Business

KOPPELMAN STUDENT LEADERSHIP COUNCIL

## 2021 BUSINESS MATTERS

LEARN ABOUT THE ENTREPRENEURIAL JOURNEY AND VALUABLE LESSONS AS TOLD BY THE FOUNDERS



Doris Bien-Aime  
Founder of Read & Rule



Katerina Bogatireva  
Founder of Precycle

**JOIN US ON NOVEMBER 4TH FROM 12:30PM- 2:00PM**

**DON'T MISS OUT AND RSVP NOW!!**

LINK IN BIO

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INNOVATION + LAB ENTREPRENEURSHIP

KOPPELMAN STUDENT LEADERSHIP COUNCIL

**Business Matters! Day 3:** This session focused on “building brand and business by leveraging social media and influencers.” Two highly successful entrepreneurs, Rashi Arora, founder of CuddlyTails, and Sami Haiman-Marrero, founder, Urbander, discussed their insights and experiences on building brands and leveraging social media influencers. Stebjola Shurdhi, Vice President of the Koppelman Student Leadership Council, served as the moderator of the session.

**Business Matters! Day 4:** The final session of the conference was a panel discussion focusing on “resources and support for student entrepreneurs.” We invited three experienced experts to offer their knowledge and advice to aspiring student entrepreneurs. The three panelists were: Remy Arteaga, Executive Director of CUNY Startups, Isaac Roldan, Director of Small Business Services, CAMBA Economic Development Corporation, and Roger Gonzalez, Associate Director of the BC Blackstone Launchpad. Qing Hu, Dean of the Koppelman School of Business, served as the moderator for the session.



**2021 BUSINESS MATTERS**

LEARN ABOUT **BUILDING A BRAND**  
AND BUSINESS BY **LEVERAGING**  
**SOCIAL MEDIA AND INFLUENCERS**

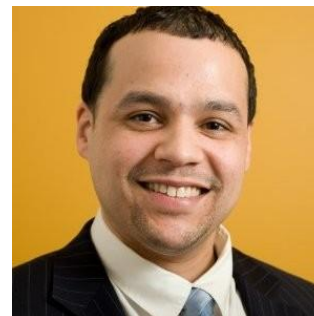
**RASHI ARORA**  
FOUNDER OF  
CUDDLY TAILS

**SAMI HAIMAN-MARREO**  
FOUNDER OF  
URBRANDER

JOIN US ON  
NOVEMBER 9TH  
FROM 12:30PM-  
2:00PM  
DON'T MISS OUT  
RSVP NOW!!

KOPPELMAN STUDENT LEADERSHIP COUNCIL

INNOVATION + LAB  
ENTREPRENEURSHIP  
Brooklyn College





## **2. The CUNY/NYC Jobs CEO Council Micro-Credential Program**

Through a competitive process, the Koppelman School of Business won three consecutive grants from the CUNY/NYC CEO Jobs Council to offer the Micro-Credential in Finance program to qualified students from all CUNY colleges in Summer 2021, Winter 2022, Summer 2022. This 100-hour non-credit intensive learning program was offered to qualified CUNY students through a competitive selection process, and it was completely free to the participants. After the completion of this program, 94 students from 11 CUNY colleges earned their CUNY EverUp Micro-Credential badge and completion certificates and received a \$300 stipend.

## **3. The Futures in Finance Program**

The City University of New York teamed up with Bloomberg LP, Centerbridge, and Goldman Sachs and launched the CUNY Futures in Finance program, a comprehensive financial sector careers initiative aimed at cultivating a vast pool of untapped talent, supporting NYC's recovery, and enabling companies across the finance industry to engage students from first semester through graduation. The founding partners committed catalytic funding to develop, recruit, and prepare CUNY students for careers in finance. Most exciting about this initiative is that Brooklyn College is one of three CUNY colleges selected for this partnership.

## **4. The KSB Beta Gamma Sigma (BGS) Chapter**

BGS is the international business honor society for AACSB-accredited schools only, which consists of the top 5% of business school programs around the world. In 2019, the KSB became eligible to establish a BGS chapter and to induct outstanding students and faculty as members. For over 100 years, BGS members have gone on to serve in critical leadership roles in corporate, entrepreneurial, government, non-profit, and academic sectors. Members currently reside in all 50 U. S. states and more than 190 countries. BGS members are the top 10% of undergraduate students, top 20% of graduate students and all doctoral candidates that have successfully defended their dissertation at an AACSB accredited business school.

In Spring 2021, the Brooklyn College Chapter of the BGS was formally established, thanks largely to the effort of Dr. Seungho Baek, an associate professor in the Finance Department, who also serves as the faculty advisor for the Brooklyn College chapter. The inaugural cohort of inductees include 11 students and Brooklyn College Foundation Board member and BC alumnus Martin D. Sass.

At the Spring 2022 induction ceremony, 19 KSB students and two faculty members were inducted to the BGS honor society, and Brooklyn College alumna Lori Kloper was inducted as an honorary alumni inductee, who delivers an inspirational keynote address to all inductees.

### ***Spring 2022 Student Inductees***

- Jabed Ahmed, Candidate for BBA in Finance
- Ilario Campisi, Candidate for MS in Business Administration
- Zi Jie Chen, Candidate for BS in Public Accounting and Business Management, and Finance
- Chennel Ellis, Candidate for BS in Public Accounting and Business Management, and Finance
- Joseph Hasbani, Candidate for BS in Business Management

- Liru Huang, Candidate for MS in Business Administration
- Liu Ying Huang, Candidate for BS in Internal Accounting
- Khrystyna Ilnytska, BBA in in Business Administration
- Anoosh Khan, Candidate for MS in Business Administration
- Dennis Koester, Candidate for BBA in Business Administration
- Irina Maretcaia Ceabanov, Candidate for in Public Accounting and Business Management, and Finance
- Arseni Matusevich, Candidate for BBA in Finance
- Majeed Muhiuddin, Candidate for BBA in Business Administration
- Huijuan Nie, Candidate for BS in Accounting
- Elena Pashiasvili, Candidate for BS in Internal Accounting
- Olga Ruzha, Candidate for BS in Internal Accounting
- Basheem Simpson, Candidate for BS in Public Accounting and Business Management, and Finance
- Morsalin Tibna, Candidate for MS in Business Administration
- Sayem Uddin, BBA in in Business Administration

### ***Spring 2022 Faculty Honorary Inductees:***

Dr. Carol Connell is Professor of Business Management. Dr. Connell is an Earhart Foundation Research Scholar and the author of *Reforming the World Monetary System: Fritz Machlup and the Bellagio Group*. She earned an Institute for New Thinking in Economics (INET) grant in 2012 for her research into Monetary Reform and the Bellagio Group. Dr. Connell earned a Tow Professorship in 2014-2015 for her research into *Planning for Crisis: Strategy and Management Theory and the Impact of Economic Uncertainty*. She received her Ph.D. from the University of Glasgow, and MBA at Columbia University.

Dr. Veronica Manlow is Associate Professor of Business Management. Her research is focused on luxury consumption, branding and the work performed by artisans, factory workers, salespersons, and those in positions of leadership within the luxury industry. She is co-editor of the *Luxury Studies* journal. She is one of the organizers of the international IPOL conference. She is the academic director of Brooklyn College's Innovation and Entrepreneurship Lab. Professor Manlow earned her Ph.D. in Sociology from the CUNY Graduate Center.

### ***Spring 2022 Alumni Honorary Inductee:***

Ms. Lori Kloper is a Brooklyn College alumna and an accomplished business executive. Lori is an Asset Management Partner at PriceWaterhouseCoopers (PwC) in New York, one of the Big Four accounting firms in the world. She has over 22 years of experience delivering superior client service to registered mutual funds, hedge funds, private equity, offshore funds, and non-registered collective and commingled funds. She advises her clients on various operational, regulatory, and reporting issues associated with these investment vehicles and their strategies. Lori is a Firm Relationship Partner for Brooklyn College and interfaces with different constituents and implements programs to enhance the experience of campus recruits. Born and raised in Brooklyn, New York, Lori received a B.S. in Accounting, summa cum laude, from Brooklyn College. She is a licensed CPA in the states of New York, New Jersey, and Massachusetts and is a member of the AICPA.

## 5. The MD Sass Investment Institute

The Martin D. Sass Investment Institute (MDSII), established in 2015 with a generous donation from Mr. Martin D. Sass, Founder and CEO of the MD Sass Investor Services, a Wall Street hedge fund with multi-billion-dollar asset under management. The MDSII is a unique experiential learning opportunity to students enrolled in the Finance program in the Koppelman School of Business at Brooklyn College. Under the supervision of a team of seasoned and successful professional investment managers, MDSII provides students the opportunity to learn value investing strategies while receiving real-world training by helping to manage a long/short equity hedge fund. Consistent with the Koppelman mission of transforming our students into highly desirable business professionals, this experience with MDSII provides students with real-world experience and expands their career-building opportunities.

Every semester, students enrolled in the Security Analysis class are divided into 3-6 teams, each team is assigned a specific publicly traded stock for comprehensive research and analysis guided by the MD Sass professional investment managers and faculty. At the end of the semester, the teams present their research and analysis to the professional managers and faculty, and the top three teams receive cash awards and certificates for their outstanding performance.

The Martin D. Sass Investment Institute (MDSII) has completed another successful semester with a final student presentation on May 11, 2022. A total of 17 students in 7 teams completed the program. The Top 3 teams, judged by MD Sass investment professionals and faculty members, won cash prizes in the amount of \$3000, \$2400, and \$1500, funded by the returns of the MDSII investment portfolio. Huge thanks to Marty Sass for his devotion and generosity to our students and the outstanding work of Seungho Baek and Ken Globerman in teaching and advising students on security analysis.

Pictured below on the left is Mr. Martin Sass with students, and on the right are the winning teams for Spring 2022 program with faculty members: Professor Seungho Baek, Faculty Advisory Ken Globerman, Professor and Finance Department Chair Sunil Mohanty, and Dean Qing Hu.



## 6. Continuous Improvement of Student Learning Outcomes

We strive to build a culture of continuous improvement of learning based on scientific assessments that benefit students, faculty, and the school. In 2021-2022, with increased awareness and participation from faculty and students, we continued to make progress in key areas of our Assurance of Learning program (AoL).

As set forth in the AACSB 2020 Standard, AoL refers to the systematic processes and assessment plans that collectively demonstrate that learners have achieved the competencies necessary to succeed in those academic programs covered by the school's accreditation. AoL also includes the process of

identifying competency gaps and designing and implementing changes to the curriculum and learning experience, so that the learning competencies are met and continuously improved. Like AACSB-accreditation itself, superior AoL goal performance contributes to the reputation of the school, gives assurance to the employers and stakeholders, and provides a competitive advantage to high performing students.

In 2022, the Assurance of Learning Steering Committee voted to assess undergraduate and graduate learning goals using a set of assessment instruments provided by Peregrine Global Services. These instruments allow KSB to directly assess content knowledge and to compare student content knowledge with that of students in peer AACSB-accredited schools. At the same time, it was decided that writing and information literacy would continue to be assessed using paper assignments.

### ***The Undergraduate Summative Assessments***

The spring 2022 undergraduate summative AOL assessment included business communications, ethical reasoning, and quantitative reasoning (KSB test) and quantitative research and statistics (Peregrine test). The outcome is as follows: KSB students scored 18.10% above peer AACSB-accredited schools in this undergraduate summative test; 80 KSB Accounting, Finance and Business Management students scored in the 90<sup>th</sup>-99<sup>th</sup> percentile, and 69.56% of all undergraduate participated in the test; 14 students scored below the average of 50<sup>th</sup> percentile; and 4 students abandoned the test.

The number of students who scored below the 50<sup>th</sup> percentile was the smallest since we began using standardized tests (including both Peregrine in 2022 and ETS Major Field Test – Business in 2021) to assess subject matter knowledge. It has taken years to move from a perception of AOL as a test of faculty teaching capability to a test of student knowledge, with an emphasis on student responsibility and accomplishment. Two things are responsible for the change: 1) Standardized tests are now part of the grade for the course in which they are administered; 2) Students earn certificates which they can reference or include along with their resumes in job search.

We implemented a KSB specific Quantitative Reasoning Assessment test. In 2022, our undergraduate student test takers scored an average of 78%, representing a 4% improvement over the undergraduate test takers in 2020. We also introduced a second quantitative assessment of research and statistics, a Peregrine-originated test. Our undergraduate test takers scored an average of 71.33%, in comparison to the average score of 54.31% of the AACSB peer schools that also took the test.

### ***The Graduate Student Assessment***

Spring 2022 was our first attempt to assess the graduate subject matter knowledge of business communications, ethics, quantitative reasoning, quantitative research and statistics, business integration strategy, international business, and leadership, and the first time Peregrine assessments were used for this purpose. Graduate students were drawn from our two MS degree programs in Accounting and Business Administration. Overall, our student test takers scored 19.75% higher than peer AACSB-accredited schools. More specifically, 75 graduate students scored in the 90-99<sup>th</sup> percentile, or 71% of students taking the test; 10 graduate students scored in the 80-89<sup>th</sup> percentile; 11 graduate students scored below the national average of the 50<sup>th</sup> percentile; and 4 graduate students abandoned the test or answered randomly.



The combined underperformers represented 14.28% of all test takers. Our graduate students scored an average of 81.02% in Quantitative Reasoning (KSB specific test) and 69.44% in Quantitative Research and Statistics, in comparison to AACSB-accredited peers at 53.91% overall.

### ***Paper Assessments – Formative and Summative***

Information literacy case writing assessments were conducted in undergraduate capstone and graduate degree courses in spring 2022. The information literacy tests student facility on conducting research into a topic and demonstrating appropriate use of external sources. 80% of the students who completed the information literacy assessment scored 90% or above. 80% of the undergraduates who completed the formative assessment in writing scored “Proficient.” High scores in both formative and summative levels reflect the fact that paper writing and research are now included in most of the course syllabi at all levels in the Koppelman School of Business.

## **7. Faculty-Student Collaboration in Scholarly Activities**

- Assistant Professor Ngoc Cindy Pham and her students were featured in a story about their participation in the New York Fashion Week published in the Brooklyn College student newspaper “The Vanguard” on September 15, 2021. You can read the article at: <https://vanguard.blog.brooklyn.edu/2021/09/15/prof-ngoc-cindy-pham-and-bc-take-nyfw/>.
- Assistant Professor Ngoc Cindy Pham and her students participated in the New York African Restaurant Week Festival. You can read the story here: <https://fyidnyc.com/press-1/2021/10/11/new-york-african-restaurant-week-festival-brought-african-culture-to-flatbush-brooklyn-this-weekend>.
- Steven Moukhametzianov and Tsimur Ustinovich, students at Brooklyn College and Koppelman School of Business, members of a team coached by Professor Carol Connell, after winning the “Best Team Sprit” award in the second Build-a-Bot Challenge for IBM RPA, were accepted into the Clinton Global Initiatives University, which is a growing community of more than 11,000 student leaders and entrepreneurs. Find more about this organization here: <https://www.clintonfoundation.org/programs/leadership-public-service/clinton-global-initiative-university/>.
- Professor Josh Fogel and his student Prajwal Prabhu had their research paper titled “Reviewer information and advertising format: Impact on watching a new movie release” accepted for publication in the journal of *Arts and the Market* by Emerald Group Publishing.
- Daouda Illiassou and Jean H Pierre Louis, both are undergraduate accounting students, each received \$10,000 PCAOB Scholarship for the 2022-2023 academic year. This is at least the second year in a row that Koppelman accounting students received this prestigious scholarship.
- The Koppelman School of Business, led by Veronica Manlow, cohosted the 2022 Design Sprint Competition with the University of Hertfordshire (UK) during the week of January 17, 2022. All together there were 22 Brooklyn College students and a total of three hundred students from the

UH, BC and global partner universities working with 6 sponsoring companies on projects as diverse as creating an interfaith worship center for the Archbishop of Canterbury or a fashion campaign for the company AllSaints. The winning team was called Nanotronics led by Norman Schwartz, BC class of 1966, which worked with engineers to build a kiosk at the Brooklyn Navy Yard.

## **Developing Innovative, Relevant, High-Quality, and High-Impact Curricula and Academic Programs**

The KSB faculty and the school leadership team have been actively engaged with alumni, recruiters, and employers in developing innovative, relevant, high-quality, and high-impact curricular and academic degree programs. The following only shows a partial list of such programs that have been completed or are in advanced stages of development during the 2021-2022 academic year.

### **1. New and Innovative Degree Programs**

During the 2021-2022 academic year, CUNY and the New York State Education Department approved the new BS in Public Accounting and Finance degree program. This program, along with the existing BS in Public Accounting and Business Management degree program, with its integrated 150-credit curriculum, offers undergraduate students a path toward CPA certification and licensure in the State of New York without having to complete a master's degree for meeting the CPA education credit requirement. This is particularly helpful to students who need federal and state financial aid to complete their undergraduate education.

### **2. The Lorraine Laighold Summer Leadership Academy**

The Summer Leadership Academy was established in memory of alumna Lorraine Laighold, a generous supporter of Brooklyn College and a former senior vice president, certified financial planner, and financial advisor in the Lexington Group at UBS. As the first and only woman in her family to attend college, Lorraine generously gave to Brooklyn College to support students. Through her collaboration with the college's Magner Career Center and Murray Koppelman School of Business, she created the Lorraine Laighold Summer Leadership Academy, in which she wanted to impart what successful alumni and executives have learned about leadership and career success to students, and to carry on her mission for transforming lives of students for years to come.

The program is designed to provide exceptional students with an opportunity to develop their leadership skills and abilities through a rigorous and engaging program of study. Participants are selected based on the recommendations of their faculty, and the program typically runs for several days during the summer months. Through a combination of classroom instruction, experiential learning, and mentorship, students can enhance their leadership capabilities and prepare for future success in a variety of academic and professional contexts.

In the summer of 2022, 26 Koppelman students were selected into the Academy and successfully completed leadership training. Rina Koshkina, a seasoned executive coach and former banking executive and current Dean's Advisory Council member, designed the program and served as the lead coach. Three additional Dean's Advisory Council members, Tony Castellanos, National Partner-in-Charge of Industry Sectors for KPMG's US Tax Practice, Gladstone Edwards, a Senior Consultant in the Financial Accounting Advisory Services Practice of Ernst & Young LLP (EY), and Shanna Middleton, a Senior Advisor for Education in the First Deputy Mayor's Office of New York City, served as executive coaches.



### 3. The Koppelman Entrepreneurship Competitions

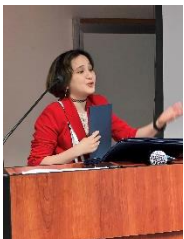
Entrepreneurship should be a fundamental aspect of business education and serve as the foundation for business careers, whether a student embarks on a corporate job or launches their own venture. The Koppelman School of Business has a rich history of instructing students on entrepreneurship, and we are committed to continuing to support and foster student entrepreneurs through various resources and opportunities. The Koppelman Entrepreneurship Competitions were created with this objective in mind. One significant factor to the Competitions is Brooklyn College alumnus Don Buchwald, who has long been an advocate for preparing students for professional success. Thanks to Mr. Buchwald's generous donation in 2021, the Competitions were launched in early 2022.

The Competitions consist of three individual contests, with winning teams progressing to the next level and receiving ongoing guidance from faculty advisors. The first competition is the Ideas Challenge, which aims to raise awareness and draw broader participation from all CUNY students. The winners of this stage then advance to the Pitch Competition, where selected student teams deliver a 10-minute pitch about their business ideas and present a general plan for potential customers and the market for their products/services, as well as how their ideas could be implemented. The winners of the Pitch Competition move on to the final Plan Competition, where the top three teams are selected and awarded the grand prizes for this series of competitions. This report provides an overview of the 2022 competitions and the winning teams.

The first entrepreneurship competition – **The Ideas Competition** – was held on May 24, 2022, at the 25 Broadway Campus. More than 40 students, faculty, staff, and student family members attended the in-person awards ceremony. Six winning ideas were selected and received cash prizes. The winners then move on to the next rounds competitions to be held in September and October of 2022. Thanks to Norm Schwartz, Veronica Manlow, Roger Gonzalez, and Lucas Robin for their instrumental role in implementing this competition, and to Anselma Rodriguez and staff at 25



Broadway for making this ceremony an enjoyable event for all attendees!



## **Increasing Faculty Diversity and Providing Support and Opportunities for Faculty Success**

### **1. Recognizing and Rewarding Excellence in Faculty and Staff**

The annual KSB Faculty and Staff Awards ceremony was conducted via Zoom on May 27, 2021, in spite of the challenges brought by the Covid-19 Pandemic. The ceremony was well-attended by faculty, staff, and students. In addition to the traditional award categories in Research, Teaching, and Services, a new category of Special Impact Award was added.

#### ***Excellence in Research Awards***

Each of the awardees in this category has published research articles during the 2021-2022 academic year in academic journals ranked as A or better on the 2020 ABDC (Australian Business Deans Council) list, widely used by AACSB schools to assess the quality of the academic journals in business disciplines.

- Dr. Frimette Kass-Shraibman, Professor of Accounting
- Dr. Yoshie Lord, Assistant Professor, Accounting
- Dr. Josh Fogel, Professor, Business Management
- Dr. Mitchell Langbert, Associate Professor, Business Management
- Dr. Viju Raghupathi, Associate Professor, Management
- Dr. Laura Rifkin, Assistant Professor, Business Management
- Dr. Nadia Doytch, Professor, Economics
- Dr. Mina Glambosky, Associate Professor, Finance
- Dr. Sunil Mohanty, Professor, Finance
- Dr. Hyuna Park, Professor, Finance
- Dr. Stanley Peterburgsky, Associate Professor, Finance

#### ***Excellence in Teaching Awards***

The awards for Excellence in Teaching were given to the faculty members nominated by their department chairs based on their teaching performance as measured by pedagogical innovations, rigor in curriculum and assessment, and student and peer evaluation of teaching.

- Dr. Dan Tinkelman, Professor, Accounting
- Dr. Toby Birnbaum, Associate Professor, Business Management
- Ms. Sonia Lambert, Adjunct Lecturer, Business Management
- Dr. William Thorne, Adjunct Lecture, Economics
- Dr. Moonsoo Kang, Assistant Professor, Finance

### ***Excellence in Services Awards***

Faculty and staff members are expected to perform a fair amount of service to the department, the school, the college, and their academic profession and industry, as part of their responsibilities. However, the faculty and staff members receiving this Excellence in Service award have gone beyond expectations and devoted a significant amount of time and effort in providing outstanding services to the students and the institutions. The candidates are nominated by their department chairs.

- Dr. John Paul, Professor, Accounting
- Mr. Myles Bassell, Lecturer, Business Management
- Dr. Cliff Clarke, Professor, Business Management
- Dr. Paul Goldberg, Economics, Associate Professor
- Dr. Mina Glambosky, Finance, Assistant Professor
- Ms. Afritiya Green, Administrative Assistant, Accounting

### ***Special Impact Awards***

The Special Impact awards recognize faculty and staff who have made a unique contribution to students, faculty, the college, and the community during the academic year. The awardees are selected by the Dean based on the extraordinary activities and accomplishments that are in alignment with the mission of the school and the college.

- Dr. Seungho Baek, ***Student Impact Award***, in recognition of his contribution to the Brooklyn College Chapter of the Beta Gamma Sigma International Business Honors Society.
- Dr. Hershey Friedman, ***Scholarship Impact Award***, in recognition of his contribution to scholarship, research collaboration, and mentorship to junior faculty research.
- Dr. Ngoc Cindy Pham and Mr. Ben Langer, ***Community Impact Award***, in recognition of their contribution to the community.
- Dr. Carol Connell, ***Service Impact Award***, in recognition of her contribution to the AoL program of the school.
- Dr. Veronica Manlow, ***Innovation Impact Award***, in recognition of her numerous innovations and initiatives that connected students to the business community and global institutions.



## **2. Recruiting and Retaining a Diverse Community of Faculty and Scholars**

During the 2021-2022 academic year, the Koppelman School of Business successfully hired three highly qualified full-time faculty members in a very competitive market for academic faculty. In addition, five faculty members received tenure and/or promotion for their outstanding teaching, research, and services at Brooklyn College.

### ***New Faculty Members Hired***

- Dr. Xianfeng Zeng joined KSB as an Assistant Professor of Business Management. Dr. Zeng earned her Ph.D. degree in Management from the University of Calgary, Canada.
- Ms. Bernadeth Prentice joined KSB as a Lecturer of Accounting. Ms. Prentice earned a LLM in International and US Taxation from St. Thomas University Law School in Miami, Florida, and BA in Accounting from Baruch College. She worked as a tax consultant at KPMG and Deloitte before moving to academia.
- Ms. Chana Mintz joined KSB as a Lecturer of Accounting. Ms. Mintz earned her MS and BS in Accounting degrees from Brooklyn College, has been a long-time adjunct instructor.

### ***Faculty Received Tenure and/or Promotion***

- Dr. Nadia Doytch was promoted to Professor of Economics
- Dr. Hyuna Park was promoted to Professor of Finance
- Dr. Mina Glambosky was awarded tenure and promoted to Associate Professor of Finance
- Dr. Stanley Peterburgsky was awarded tenure and promoted to Associate Professor of Finance

## **3. Increasing Visibility of Faculty Research and Collaboration**

### ***The KSB Research Seminars***

In Spring 2021, we launched the Koppelman School of Business Faculty Research Seminar series for faculty to present their research and share ideas with scholars across the business school, for the purpose of promoting the research culture and increasing research collaborations among faculty members, especially junior faculty members. Three research seminars were conducted in the 2021-2022 academic year.

The 1<sup>st</sup> Research Seminar Series featured Dr. John Paul of the Accounting Department. John presented his research titled “Workplace Cyberharassment” on Thursday, October 21, 2022.

The 2<sup>nd</sup> Research Seminar Series featured Dr. Stanley Peterburgsky of the Finance Department. Stanley presented his research titled “Leveraged ETF Pairs: An Empirical Evaluation of Portfolio Performance” on Thursday, November 18, 2022.

The 3<sup>rd</sup> Research Seminar Series featured Dr. Ngoc Cindy Pham of the Business Management Department. Cindy presented her research titled “The direct and indirect effects of psychological openness, help-seeking propensity, and indifference to stigma on behavioral intention to seek professional mental healthcare services: A cross-country comparison study of USA, Vietnam, and Bangladesh” on Thursday, December 9, 2022.



### ***The Dean's Bi-Weekly Update on Faculty Activity***

In Fall 2020, Dean Hu initiated a KSB Weekly Update on Faculty, Student, and Staff Activities and Accomplishments. This update is sent to all faculty and staff in the KSB, as well as selected college administrators, alumni, and donors via email. Each week the update includes but is not limited to faculty research publications, conference presentations, local government and community services, recognitions by institutions and news media, upcoming and completed KSB and college events, etc.

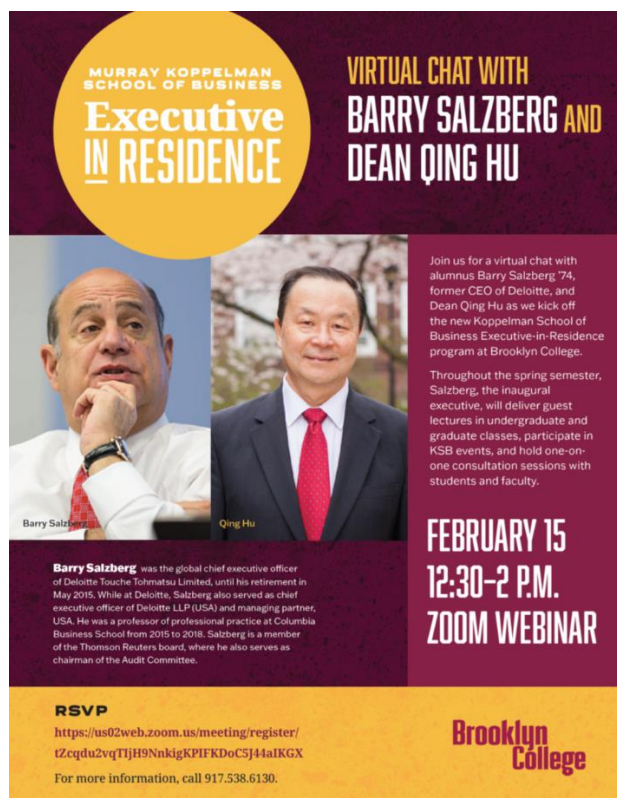
In Fall 2021, this weekly update was revised into a bi-weekly update to provide better content and improve impact. A total of 15 issues were published during the 2021-2022 academic year. It has remained to be a critical venue for communicating faculty, student, and staff accomplishments to the stake holders of the business school. It also has served as the primary source of information for news updates and other media publications from Brooklyn College about the faculty, students, staff, and alumni of the Koppelman School of Business.

## Expanding Impactful Community, Business, and Global Engagement

### 1. Executive in Residence Program

The Koppelman School of Business has established a new Executive-in-Residence program starting Spring 2022. The Executive-in-Residence Program allows Koppelman students to learn from various industry experts who will lend their specialized knowledge and experience in a series of speeches, guest lectures in undergraduate and graduate classes, one-on-one mentoring and consultation sessions with students and faculty, and other special events.

We were thrilled to welcome Mr. Barry Salzberg '74, former Chief Executive Officer of Deloitte Touche Tohmatsu Ltd., one of the four largest international accountancy firms in the world, as our inaugural executive for this program. The program officially kicked off on February 15, 2022, with a virtual fireside conversation between Mr. Salzberg and Dean Hu on leadership and career success. Barry's life journey and professional career have been nothing short of extraordinary and inspirational. The opening fireside chat attracted more than 70 students and faculty, and an open Q&A session at the end.



**MURRAY KOPPELMAN SCHOOL OF BUSINESS**  
**Executive IN RESIDENCE**

**VIRTUAL CHAT WITH BARRY SALZBERG AND DEAN QING HU**

Join us for a virtual chat with alumnus Barry Salzberg '74, former CEO of Deloitte, and Dean Qing Hu as we kick off the new Koppelman School of Business Executive-in-Residence program at Brooklyn College.

Throughout the spring semester, Salzberg, the inaugural executive, will deliver guest lectures in undergraduate and graduate classes, participate in KSB events, and hold one-on-one consultation sessions with students and faculty.

**FEBRUARY 15  
12:30-2 P.M.  
ZOOM WEBINAR**

**Barry Salzberg** was the global chief executive officer of Deloitte Touche Tohmatsu Limited, until his retirement in May 2015. While at Deloitte, Salzberg also served as chief executive officer of Deloitte LLP (USA) and managing partner, USA. He was a professor of professional practice at Columbia Business School from 2015 to 2018. Salzberg is a member of the Thomson Reuters board, where he also serves as chairman of the Audit Committee.

**RSVP**  
<https://us02web.zoom.us/join/register/tZcqd2vqTjH9NnkigKPIFKDoC5J44aIKGX>  
For more information, call 917.538.6130.

**Brooklyn College**



**MURRAY KOPPELMAN SCHOOL OF BUSINESS**  
**Executive IN RESIDENCE**

**Conversation on Leadership, Diversity, and Women in Business**

**Tuesday, May 10  
12:30-2 p.m.**

**Register for the Zoom Meeting**

**GUEST SPEAKER:**  
**Kim M. Rivera**, Chief Legal and Business Affairs Officer, OneTrust

**HOST:**  
**Barry Salzberg**, Executive in Residence, former CEO of Deloitte

Koppelman School of Business Executive in Residence Barry Salzberg, former CEO of Deloitte, will host Kim Rivera, chief legal and business affairs officer of OneTrust, for an inspiring conversation on leadership, diversity, and careers for women in business as well as Rivera's personal journey in the corporate world.



**Kim M. Rivera** is chief legal and business affairs officer at OneTrust. In this role she provides strategic advice and counsel on key enterprise business, operational, and legal matters. Before joining OneTrust she served as president, strategy and business management, and chief legal officer for HP Inc. In this role, Rivera led corporate strategy and development, indirect procurement, customer support, and real estate and workplace functions. Rivera also oversaw the worldwide legal organization, including all aspects of legal and government affairs, brand security, compliance, and ethics. She has served as a key business executive, playing an instrumental role in navigating geopolitical and trade issues, major acquisitions, and the strategy and development of HP's businesses and long-term go-to-market plan. A graduate of Duke University and Harvard Law School, she has more than 25 years of experience advising Fortune 500 companies on significant corporate transactions, strategy, governance, compliance, risk management, and audit and litigation matters.



**Barry Salzberg '74** is a highly accomplished business executive and an outstanding Brooklyn College alumnus. He was the global chief executive officer of Deloitte Touche Tohmatsu Limited, one of the Big Four accounting firms in the world, until his retirement in May 2015. While at Deloitte, Salzberg also served as chief executive officer of Deloitte LLP (USA) and as managing partner. From 2015 to 2018, he was a professor of professional practice at Columbia Business School, where he taught M.B.A. students on leadership and strategy. He is a member of the Thomson Reuters Board, where he also serves as chairman of the Audit Committee; a former member of the board of directors of Blue Apron; and chairman of the board of directors for 100GS, a digital management consultancy startup. He previously was a member of the boards of New Profit, the Committee Encouraging Corporate Philanthropy, the Jackie Robinson Foundation, the Center for Audit Quality, College Summit, United Way Worldwide, and YMCA of Greater New York, the latter three of which he was also chairman of the board. Salzberg is a member of the New York State Bar Association, the American Institute of Certified Public Accountants, the New York State Society of Certified Public Accountants, and the New York County Lawyers' Association.

**Brooklyn College**

As part of the Executive in Residence program, Mr. Salzberg hosted Ms. Kim Rivera, Chief Legal and Business Affairs Officer of OneTrust, a global data security and privacy company headquartered in Atlanta, GA. The conversation centered on Leadership, Diversity, and Women in Business. Ms. Rivera's story, growing up in an immigrant family, graduating from Harvard Law School, and rising in the corporate world, provided insights and inspiration to all students in attendance. The virtual event was well attended and interactive.

## 2. Partnership with Aon and Spencer Education Foundation

The Koppelman School of Business has partnered with Aon Corporation, one of the world's largest insurance companies, and the Spencer Educational Foundation to develop a series of cutting-edge risk management courses and programs at the undergraduate level to better prepare students for a career in risk management, insurance, finance, and other professions and to support diversity in the insurance industry. Aon and Spencer have committed to offering tuition assistance and internship opportunities to qualified students, providing guest lecturers to bring industry expertise to classrooms, as well as financial resources for new course development.

Phase I of this partnership, developing and offering an introduction course on insurance and risk management, had been successfully completed, thanks to the outstanding work of professors Yehuda Klein, Charles Stone, and Moonsoo Kang, and the support of Business Management, Economics, and Finance Departments. Special thanks to Ludovic Leroy of Brooklyn Foundation for his instrumental role in making this happen. You can read about this strategic initiative at: [http://www.brooklyn.cuny.edu/web/news/bcnews/bcnews\\_220118.php](http://www.brooklyn.cuny.edu/web/news/bcnews/bcnews_220118.php).



### **3. Expansion of the Koppelman Dean's Advisory Council**

The Koppelman School of Business **Dean's Advisory Council** (DAC) was formally established, and its inaugural meeting was held on March 25, 2021, with 14 founding members. During 2021-2022 academic year, two new members joined the DAC, and both are Brooklyn College alums and seasoned executives, and one member retired from the council.

Lawrence Katz is a Managing Director in Ernst & Young's Financial Services Offices' Tax practice. He has over 30 years of experience providing tax services to domestic banks, broker dealers, leasing companies, foreign banks and pension funds operating in the US. His experience includes US corporate tax issues, consulting, client relations, tax compliance, tax controversy and research and planning. He has extensive experience managing all aspects of a tax practice. Lawrence joined EY 16 years ago after serving in similar roles at other public accounting firms.

Robert Westreich brings more than 30 years of experience in finance and corporate law from both the public accounting and private company sectors among leading multinational organizations encompassing expertise in business restructuring, global tax planning, tax reporting, capital markets, liquidity and risk management, repatriation planning, and transforming financial reporting and global shared service processes with a proven track record of delivering results through collaboration and team development that drive long term sustained performance. He is recognized as a leading tax and treasury strategist and has been a speaker at numerous global business conferences.

During this academic year, we also bid farewell to DAC founding member Richard Barry, an accomplished senior tax partner at Ernst & Young due to his retirement and relocation. Richard had been a valuable member of the DAC and deeply committed to creating opportunities for students. We thank Richard for his contribution and wish him a wonderful time with his family and friends in retirement.



## **Growing Financial Resources, Brand Recognition, and Alumni Affinity**

The Koppelman School of Business continues to benefit from the strong support of its alumni, industry partners, and individual donors in the forms of cash donations and grants for specific programs and initiatives over the last academic year. The following is an incomplete list of major donations and grants we received for supporting our mission:

- In Spring 2021, Mr. Don Buchwald, a BC alumnus and successful entrepreneur, made a generous donation to the school to establish the Koppelman Entrepreneurship Competitions. Three consecutive competitions with increasing challenges were implemented with 40+ student entrepreneurs and 20+ faculty, staff, and volunteers participating in these competitions.
- In Spring 2021, BKD CPAs and Advisors donated to the Koppelman School of Business to establish a fund designated to support students enrolled in the accounting program. We have used this fund to hire student tutors to help fellow accounting students improve their academic learning and performance.
- In Summer 2021, the Koppelman School of Business won a competitive grant from the CUNY/NYC Job CEO Council to offer a micro-credential in finance to qualified students from CUNY colleges. This grant allowed 54 students from CUNY colleges successfully to earn their micro-credential certificates through 100-hours intensive instructional hours.
- In Fall 2021, the Koppelman School of Business won a PWC INquiries grant for developing new courses in data analytics and business communications.
- In Winter 2022, the Koppelman School of Business won an Aon/Spencer Foundation grant for developing a new course in risk management and offering it during the winter intersession. The grant also supported tuition scholarships to qualified students. An initial cohort of 27 students completed the courses, and 12 students won the tuition scholarship for their outstanding performance.
- In Winter 2021, the Koppelman School of Business won again a competitive grant from the CUNY/NYC Job CEO Council to offer the micro-credential in finance to qualified students from CUNY colleges. 25 students from CUNY colleges completed this 100-hour program and earned their micro-credential certificates.
- In Spring 2022, Barry Chiswick and his wife Carmel Chiswick, both are Brooklyn College alumni, established a scholarship fund for students pursuing economics studies in the Koppelman School of Business with a generous donation.
- In Summer 2022, the Koppelman School of Business won a third time a competitive grant from the CUNY/NYC Job CEO Council to offer the micro-credential in finance to qualified students from CUNY colleges. 15 students from CUNY colleges completed this 100-hour program and earned their micro-credential certificates.

## Summary

The Koppelman School of Business has had an exceptional academic year in 2021-2022, marked by outstanding achievements of students, faculty, and staff. Our community has shown tremendous compassion and support to each other, while effectively engaging with our community, employers, donors, and alumni, making a significant impact on our professional fields.

The level of resilience, ingenuity, professionalism, and empathy demonstrated by our students, faculty, staff, alumni, donors, and supporters is nothing short of remarkable and inspirational.

At Koppelman, we are currently undergoing a significant transformation with a vision to become a premier public business school in New York City by providing cutting-edge business education to students from New York and around the world.

To achieve this, we are expanding our graduate programs in areas of high demand in the digital economy, enhancing our undergraduate core curricula with ethics, technology, analytics, and communication modules. Additionally, we are improving faculty research productivity and quality with increased financial and technological support, and engaging industries, communities, and alumni in all areas of our mission.

We are confident that the future of Koppelman is brighter than ever, and we are eagerly anticipating a more exhilarating, productive, and fruitful 2022-2023 academic year.

## **Acknowledgement**

The Koppelman School of Business extends our gratitude to the outstanding leadership team of Brooklyn College for their unwavering support in championing our mission. We would also like to express our sincere appreciation to the remarkable individuals at the Brooklyn College Foundation, whose tireless efforts have forged invaluable connections with our alumni and donors, securing vital resources for the school and its students.

The dean wishes to convey heartfelt thanks to our exceptional students, devoted faculty, hardworking staff, generous donors, loyal alumni, steadfast supporters, passionate school leadership team, and brilliant department chairs. Their boundless energy, unwavering dedication, creative thinking, and relentless support have propelled our school forward, enabling us to fulfill our mission throughout this extraordinary academic year. Together, we have forged a legacy of excellence and embraced the spirit of collaboration, ensuring a bright and prosperous future for all.