No Risk Ahead: SJU’s Insurance Program Leads the Way
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Hawks Build Worldwide Jesuit Business Network
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The Haub School’s reputation as one of the nation’s premier business institutions is built on several points of distinction: AACSB-accredited and top-ranked programs, a liberal arts foundation that fosters creative and critical thinking, industry-focused curricula, and top performing faculty and students.

With the constant evolution of both higher education and best business practices, today’s business schools need to look beyond academic prowess and program performance in order to remain competitive. They must also foster thought leadership, innovation and rich connections between students and alumni.

The Haub network is a powerful one, and our cover story features examples to illustrate this. HSB alumni and their businesses continue to return to Hawk Hill to form partnerships with our programs and students. Through business policy competitions and case studies, scholarships and lectures, co-ops, internships, and job offers to new graduates, companies are seeing the value in working with SJU — and our students are reaping the benefits of experiential learning and career opportunities.

This coming year, we celebrate 10 years of risk management and insurance instruction at SJU. What started as a few classes in 2007 has become the No. 1 program in the country and fastest-growing major in HSB, with an Academy that is leading conversations in the industry and an alumni chapter that is among the University’s most engaged.

This year, we hosted the first-ever Jesuit Business Student Alliance Conference. Students from five sister Jesuit institutions spent a week together in a collaborative online course on business ethics. In April, they gathered on the Saint Joseph’s campus for a two-day immersive conference and culmination of the class. Beyond the lively conversations, students benefitted from connecting with Jesuit-educated peers and alumni. After all, relationships are at the heart of good business.
Managing Human Capital Program Earns Leadership Awards

HSB’s managing human capital program was ranked No. 1 by Leadership Excellence and HR.com in its 2016 LEAD Awards in both the “Degree Program with Emphasis on HR” and the “Master’s Program with Emphasis on HR” categories.

“This recognition validates the Haub School faculty’s commitment to preparing students for the job market,” says Lucy Ford, Ph.D., director of the managing human capital program and assistant professor of management. “We are not only providing them with the skills they need to excel in the field today, but also preparing them for the future of HR.”

The SJU Center for Professional Development’s partnership with Kennedy Health System, led by Ford and launched in 2014, was also ranked No. 3 in the “Top Leadership Partner” category, and No. 4 for “Innovation in Deployment of Leadership Programs.” By June 2016, over 400 Kennedy Health employees had completed the program.

When surveyed, Kennedy associates who participated in the program experienced an increase in workplace satisfaction by more than 20 percent, and the healthcare system reports incremental improvement in patient satisfaction surveys.

Haub Professors Recognized for Industry Contributions

Internationally recognized expert and professor of food marketing, John L. Stanton, Ph.D., was selected by the European Retail Academy (ERA) as its 2016 Honored Personality and was inducted into the academy’s Hall of Fame.

With over 250 member schools, the ERA works to spread awareness about retail-focused research and education.

An SJU professor since 1984 and a longtime member of ERA’s board, Stanton has lived and taught all over the world, including in Africa, Brazil, Germany and Ireland. He was recognized for his impact in the industry — including his more than 100 peer-reviewed articles and 10 books on food, nutrition and health topics. He has also served as a board member for Herr’s Food Company and Frankford Candy Company, and as a consultant for Campbell Soup, Kellogg, Kroger, Melitta and the Tengelmann Group.

Professor and Sutula Chair of Accounting Kent St. Pierre, Ph.D. was inducted into the Teaching and Learning Hall of Honor of the American Accounting Association (AAA) at its annual meeting and conference August 6-10 in New York City.

Nominated by his peers from universities across the country, St. Pierre has been dedicated to academia for over 38 years, teaching at four different universities and publishing in a variety of scholarly journals. Prior to his post at SJU, he was a professor at the University of Delaware.

Throughout his career, St. Pierre has been an active member of AAA. Former president of the organization’s Teaching and Learning section and the Accounting Programs Leadership Group, he also served as AAA’s education journal editor for 19 years.

“The work ethic and commitment embodied by these distinguished faculty members is astounding and we are proud to celebrate their recognitions,” says HSB Dean Joseph A. DiAngelo Jr., Ed.D. ’70. “Dr. Stanton and Dr. St. Pierre are true representations of the Haub School of Business’ dedication to excellence.”
Senior business intelligence & analytics and economics double major Kyle Chalmers of Phoenix City, Arizona, was awarded the 2016 Information Systems Audit and Control Association’s (ISACA) academic scholarship this past May.

The ISACA, a worldwide association of information systems governance professionals, uses its Philadelphia Chapter to sponsor local education seminars and workshops, and promote the IS, audit, control and security professions throughout the region.

Virginia Miori, Ph.D., associate professor of decision and system sciences and Chalmers’ academic advisor, says that he faced fierce competition from peers at rival institutions. “It’s a great tribute to Kyle’s work ethic and capabilities,” she says.

Presented each year to the top three applicants, the scholarship was given to Chalmers for his essay on the changing nature of mobile applications within business operations.

“I focused on the security threats of confidentiality, data integrity and app availability,” says Chalmers. “While there are some risks, mobile applications can help yield more productive workers and business relationships.”

Chalmers’ winning essay also garnered him a one-year membership to ISACA and is now published on the Philadelphia chapter’s website.

A member of both the economics honor society and Beta Gamma Sigma, the business honor society at SJU, Chalmers has completed internships with Karlene Keogh Parks for Phoenix City Council and Cotiviti. He began his third internship with PricewaterhouseCoopers in June as a member of its risk assurance practice.

“In my 10 years at SJU, Kyle is the most academically outstanding student I have taught,” says Miori. “This semester, we are working together on an independent study for his departmental honors.”

To read Kyle’s essay, visit sju.edu/ISACAKyle
60 students from Saint Joseph's University will attend the 23rd annual Net Impact Conference November 3-5 at the Pennsylvania Convention Center in Philadelphia. SJU’s students will gather with over 3,000 students and professionals dedicated to prioritizing social and environmental issues on campuses and in industries worldwide.

Brent Smith, Ph.D., associate professor of marketing, assistant director of the Arrupe Center and former faculty advisor of SJU’s Net Impact chapter, will moderate a session at the conference on sustainability and career advancement in the corporate landscape. He says that SJU’s sustainability efforts reflect Net Impact’s mission, including the Leadership, Ethics, and Organization (LEO) major and minor programs, as well as the Dean’s Leadership Program.

“When I met with the conference planning team, I proposed moderating a session on sustainability careers,” he says. “This topic is of interest to today’s students, especially those pursuing the LEO program, and aligns perfectly with industry executives.”

This year’s conference will be the second for SJU’s Net Impact chapter president Jacqueline Pignataro ’17, a food marketing and LEO major. “The Net Impact Conference is an incredible opportunity to network, grow and learn about environmental and social issues in our society,” she says. “I’m looking forward to sharing the organization with SJU faculty and students of all majors.”

For more about Net Impact, visit netimpact.org.
HSB Partners with PCOM

HSB hosted executives from Philadelphia College of Osteopathic Medicine (PCOM) on May 5 to celebrate the launch of SJU’s fully online Executive MBA program with a focus on healthcare for alumni of the medical school’s Doctor of Osteopathic Medicine program. Developed by Saint Joseph’s in partnership with PCOM and coordinated by Robert G. Cuzzolino, Ed.D., vice president for graduate programs and planning at PCOM, the program enrolled its first cohort of 21 professionals this spring.

HSB Dean Joseph A. DiAngelo Jr. Ed.D. ’70 (left) greets PCOM’s Robert G. Cuzzolino, Ed.D., vice president for graduate programs and planning (right), and Jay S. Feldstein, DO, president and CEO. (center)

Veterans Complete Nationally Recognized Entrepreneurship Program at SJU

From April 9 to 17, Saint Joseph’s University’s Office of Veterans Services, in partnership with Syracuse University’s Institute for Veterans and Military Families, hosted 18 post-9/11 military veterans with disabilities for participation in the nationally recognized Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program. This is one of two entrepreneurship programs for veterans offered at SJU.

After three weeks of online courses, the veterans participated in a nine-day residency featuring guest speakers, panels and workshops and culminating in a venture pitch competition and graduation ceremony. Philadelphia Mayor Jim Kenney greeted the veterans and their guests at the graduation dinner, and the Hon. Patrick J. Murphy, under secretary of the Army, served as the keynote speaker.

“The SJU Office of Veterans Services is honored to serve our veterans through our entrepreneurship programs,” says Ralph Galati ’70, director of veterans services. “We have great support from our local entrepreneurs, business and civic leaders, business school faculty, and veterans — all focused on delivering value and education for our veterans.”

This fall, 23 honorably discharged veterans from across the country are participating in the second cohort of the Veteran’s Entrepreneurial Jumpstart (VEJ) program.

Applications for SJU’s second EBV class, which will be held April 2017, will be announced at sju.edu/veterans.
SB alumni and their businesses are discovering a secret well-known to those who have come before them: forging partnerships with SJU and its students leads to success.

Alumni engagement, coupled with a curriculum that values experiential learning, is helping to build the resumes and skillsets of students in every business discipline, at the undergraduate and graduate levels, while creating opportunities for the businesses to grow innovation, client bases, talent pools and bottom lines.

“By maintaining relationships with industry leaders we remain relevant, competitive and engaged in the business world,” says Joseph A. DiAngelo Jr., Ed.D. ’70, dean of the Haub School of Business. “And who makes a better business partner and mentor for our students than a fellow Hawk?”

HSB Associate Dean Stephen Porth, Ph.D. ’80, has witnessed the positive impact on both the students and the alumni partners. “Our students’ level of career preparedness is unmatched, largely because of the real-world experiences offered them to Haub,” he says. “The alumni walk away from engaging with our students feeling energized, ready to move their companies forward and eager to hire our graduates.”

These alumni hail from companies ranging in size, scope and industry — from rising family-owned NEST; to candy giant Mars; sustainability-focused R World Energy Solutions; and household brand manufacturer Hormel Foods.
“What are the benefits of working with SJU?” a friend and fellow alumnus once asked NEST CEO Rob Almond ’04 (MBA). Without hesitation, he replied, “Get a pen; it’s a long list!”

While earning his MBA at SJU, Almond joined multi-facility maintenance and construction management advisor NEST, a business founded by his father in 1994. NEST specializes in guiding clients through the process of building, managing, budgeting and tracking construction and facility maintenance. Almond worked his way up the leadership path and was named CEO in 2015.

In the spring of that year, Almond was invited to participate in University Professor Nicholas S. Rashford, S.J.’s CEO Intervention, a program that culminates the capstone course for Executive MBA students at SJU. Under Almond’s lead, NEST had already engaged with HSB in multiple ways, including sponsoring the management department’s annual business policy competition and hiring interns and co-ops from a variety of majors including marketing, business intelligence & analytics and finance — but this opportunity was uniquely appealing.

In the spring of that year, Almond was invited to participate in University Professor Nicholas S. Rashford, S.J.’s CEO Intervention, a program that culminates the capstone course for Executive MBA students at SJU. Under Almond’s lead, NEST had already engaged with HSB in multiple ways, including sponsoring the management department’s annual business policy competition and hiring interns and co-ops from a variety of majors including marketing, business intelligence & analytics and finance — but this opportunity was uniquely appealing.

Created by Fr. Rashford in 1976 when he was a professor at Rockhurst University, CEO Intervention brings 10-15 executives to campus each year to present real-time challenges to cohorts of EMBA students who serve as sounding boards and consultants. Widely praised by students and executives alike, the program has engaged active alumni — such as CEOs Mike Hagan ’85, managing partner and co-founder of Hawk Capital and former CEO of Nutrisystem, James Maguire Jr. ’84, executive chairman of Philadelphia Insurance Companies, and Christian Haub, Co-Chief Executive Officer at Tengelmann Group.

“Students need to be exposed to real leadership challenges when they are in our classrooms, so that they will know how to encounter them in the real world,” says Fr. Rashford, who co-teaches the course with Associate Professor of Management João Neiva de Figueiredo, Ph.D.

“Hearing feedback from EMBA students who are not only currently immersed in case studies and learning best business practices, but have also worked in the business world and been successful themselves, was incredibly valuable,” says Almond. “There was a direct symbiotic benefit in that moment. I was able to get reinforcement for a decision I was planning to make, and the students were able to engage in a real-life business decision.”

Almond’s intervention experience was so successful that Rashford and Neiva included it in the second edition of Organizational Change and Strategy: An Interlevel Dynamics Approach, the book that provides a framework for the method and the class.

“To hear the case would be used in a text to educate future graduate students, like I once was — it was like everything came full circle,” says Almond.
One of the University’s most specialized programs, food marketing consistently graduates top quality hires, so it’s no wonder the nation’s largest food service companies are interested in recruiting — and learning from — Haub students.

Not long ago, Emma Stoll ’14, a food marketing major, was recruited by one such company: global confectionery, pet food and food product manufacturer Mars, Inc. Stoll interned for the company in 2013, the summer before her senior year.

Between her internship, classes and the business policy competition (a capstone course for HSB students), Stoll says she was exposed to many real-world scenarios, companies and contacts at SJU. “I started working two weeks after graduation and the transition was seamless,” she says.

Now an associate category development manager at Mars Chocolate’s North American headquarters, she is also the sales division’s recruitment lead assigned to SJU. It’s an “extra” job she couldn’t be more enthusiastic about. “I’ve become a huge advocate for the food marketing program,” says Stoll. “Because of its incredible track record with interns and new hires, SJU is one of the only schools from which we now recruit for direct full-time hires. This is a big deal.”

Across the country, Mars Chocolate, one of six segments of the Mars Corporation, has over 30 employees with SJU diplomas, from interns to senior-level executives. This year, the company’s North American Headquarters also joined the Academy of Food Marketing’s five-year cooperative education program (co-op) as a participating employer.

Students in the co-op program graduate with 24 months of paid work experience gained through three separate work placements.

Like Stoll, Megan Kalagher ’17, the first co-op student to be placed with Mars, is a food marketing major who has benefitted from her forays into the industry.

“After having the opportunity to work for three large CPG (consumer packaged goods) companies as previous coops, I realized that you can only learn so much in a classroom,” she says. “Real-world experience has aided dramatically in helping me find out what I like and don’t like about the industry. It also has allowed me to learn more about myself as a person.”
“WHO MAKES A BETTER BUSINESS PARTNER AND MENTOR FOR OUR STUDENTS THAN A FELLOW HAWK?”

JOSEPH A. DIANGELO JR., Ed.D. ’70
DEAN, HAUB SCHOOL OF BUSINESS

“EACH YEAR, THE RECRUITS FROM SJU GET BETTER AND BETTER.”

JOSEPH O’CONNOR ’06
HORMEL FOODS

“Our students’ level of career preparedness is unmatched.”

STEPHEN PORTH, Ph.D. ’80
ASSOCIATE DEAN, HAUB SCHOOL OF BUSINESS

“Because of its incredible track record with interns and new hires, SJU is one of the only schools from which we now recruit for direct full-time hires. This is a big deal.”

EMMA STOLL ’14
MARS CHOCOLATE
Building a Sustainable Partnership

Walking through the halls of R World Energy Solutions, it’s hard to miss the affinity of CEO Frank Fazio ’76 (B.S.) ’05 (MBA) for Saint Joseph’s University. Prints and photos cover the walls of the common areas while diplomas, memorabilia and even a stuffed hawk decorate the alumnus’ office.

In 2010 when he was recruited to the role of CEO at the sales and engineering firm focused on efficiency and renewable energy solutions, Fazio had already been in discussions with the University about helping to develop and teach sales courses. In his new role, he saw even more possibilities for the partnership. “There was a clear opportunity to elevate both the SJU business curriculum and R World’s reach,” he says.

A natural fit for the Pedro Arrupe Center for Business Ethics’ board, Fazio began working closely with the center’s leaders, John McCall, Ph.D., professor of management and philosophy, and David Steingard, Ph.D., associate professor of management, to incorporate sustainability into the center’s focus and, consequentially, into the HSB curriculum.

R World also became an active supporter of the school’s chapter of Net Impact, a nonprofit organization for ethically-minded business students, and received its B Corps designation (a certification of social and environmental performance) with the help of students in the Leadership, Ethics, and Organizational Sustainability (LEO) program.

In 2015, the company partnered with Net Impact students to complete an energy audit of Mandeville Hall. The R World team guided students through the process of assessing the building’s energy usage, finding sustainable solutions and preparing a presentation and proposal.

The students submitted the project to the Association for Advancement of Sustainability in Higher Education (AASHE) and it was accepted as a case study. “The goal of AASHE is to spread discussion of best practices in sustainability among colleges and universities,” says McCall. “The students’ work is thus contributing to the adoption of sustainability initiatives across the higher education community.”

A learning exercise for the students, the project was also an opportunity to expand R World’s client base as the company began working with the University to implement some of the changes. Four members of the five-person team from R World who worked on the project were alumni of SJU, among them, Danielle Myers ’13 a LEO major, and former president of Net Impact, who was recruited by Fazio as a student.

“Our mission aligns perfectly with that of Saint Joseph’s,” says Fazio, “which makes it a really powerful partnership.”
GROWING RELATIONSHIPS, RECRUITMENT

Despite its national reach and footprint of over 40 production facilities and sales offices throughout the country, Hormel Foods prides itself on being an extended family for its employees. That feeling rings true for the SJU graduates who work at the company’s location nearest to campus, in Bethlehem, Pennsylvania. Of the 38 employees there, seven are Hawk alumni — and both of the office’s co-ops are current SJU students.

This past summer, Hormel celebrated its 125th year with a conference for all employees. During the week, a gathering of Hormel employees who graduated from SJU topped 30 people in the consumer products sales division alone.

This cohort is thanks, in large part, to a partnership with the University led by Joseph O'Connor '06.

"SJU's food marketing program is a hub of innovation and a rich network,” says O’Connor.

Customer Business Manager for Hormel’s Consumer Products Sales division, O’Connor recently celebrated his 10th anniversary with the company, where he has enjoyed an accelerated career. For the last six of those 10 years, O’Connor has actively recruited SJU students as the company’s ambassador to the University — but he has done more than attend the career fair and make phone calls.

“We strive to build relationships with students early on that eventually result in top candidates; but this partnership offers an education for us as well,” says O’Connor. “The ability to connect with faculty and students, attend lectures on best practices in industry and get feedback through business policy — it’s all so valuable.”

O’Connor has served as a guest lecturer in the classes of Richard George, Ph.D., professor emeritus of food marketing, delivered presentations, served on panels and organized “day in the life” sessions for SJU students with his colleagues. His team has sponsored events, scholarship fundraisers and annual business policy competitions, and regularly hires interns, co-ops and full time employees.

Two years ago, one of those hires was senior sales representative and food marketing major Cailyn Alfieri ’15.

“I attended the career fair in September and handed the Hormel team a copy of my resume. The next day, I interviewed with Joe O’Connor,” she says. “The process was extremely quick. Before Halloween of my senior year, I received an offer from Hormel and already accepted my dream job.”

“Each year, the recruits from SJU get better and better,” says O’Connor. “On average, we hire about six or seven annually to fill positions in offices across the country. The Saint Joseph’s graduates that we hire add to our culture and help us move forward.”
The intersection of scholarship and industry is at its best in SJU’s Risk Management and Insurance (RMI) program. Ranked No. 1 in the nation by U.S. News & World Report’s 2017 best undergraduate business school rankings, released this September, RMI is the Haub School’s fastest growing major and is supported by one of the University’s most active academic centers.

“Our goal has been to position RMI as the premier program in the country through a holistic approach,” says HSB Dean Joseph A. DiAngelo Jr., Ed.D. “We offer scholarships to students entering the program, help them with internships and later offer networking opportunities with executives from top companies in the industry to jumpstart their careers.”

DiAngelo and SJU professor and finance chair Karen Hogan, Ph.D., led the efforts to develop the academic program’s curriculum, housed within the finance department, in collaboration with Philadelphia Insurance Company founder and SJU benefactor James J. Maguire Jr. ’58, who recognized the opportunity for an insurance major at the Haub School of Business 10 years ago.

“Right here in the Delaware Valley, we have some of the finest insurance companies in America,” says Maguire.
“We ought to be planning for the next generation to take over the industry.”

Maguire recruited the initial Academy of Risk Management and Insurance (ARMI) board, comprised of 15 local insurers and active industry leaders, and continues to serve as the board’s chair. Many of the early board members, including Anita Deven, senior vice president of Zenith Insurance Company and Sean Sweeney ’94, chairman of the World Energy Corporation, served as adjunct professors for the program’s first courses.

With the Academy’s engagement and the HSB faculty’s expertise, the program is drawing national attention for leading the best practices in the field of insurance — and producing top performing graduates.

THE ACADEMY:
LEADING THE WAY TODAY

Under the direction of ARMI Executive Director Michael E. Angelina and with guidance from a board representing some of the country’s leading insurance companies, ARMI has garnered widespread respect and helped the academic major grow from 10 students in 2011 to 154 students in 2016 with 250 minors. The happy marriage between the academic program and the academy provides benefit to both insurance executives, who engage in research and industry-focused events, and students, who are drawn to robust academic offerings, direct access to top professionals and competitive job opportunities after graduation.

“We are distinguishing ourselves in insurance education,” says Angelina, a 30-year industry veteran and former executive with Endurance Specialty Holdings Ltd., “and leading the way through our research, curriculum and student outcomes.”

Angelina recently presented on the underrepresentation of women in the industry during the Insurance Industry Charitable Foundation’s Global Women in Insurance Conference. His presentation was based on research conducted with Rajneesh Sharma, Ph.D., associate professor of finance, which analyzed information from over 100 insurance companies to examine gender diversity in the field.

SJU and ARMI also sponsored a widely attended symposium on diversity this past year, one of many symposiums hosted by ARMI. Speakers include some of the Who’s Who in insurance — in the past two years, a series of 80 insurance professionals have shared their first-hand experiences during symposia on issues such as mergers and acquisitions, ethics, price optimization, technology and more.

“These are the top issues in the field right now,” says Angelina. “We are bringing together executives to showcase thought leadership.”

ARMI also honors trailblazers with an annual Insurance Executive of the Year Award. This year’s recipient, Dan Glaser, CEO of Marsh & McLennan Companies, joins past honorees Stephen Johnson, retired deputy insurance commissioner of the Pennsylvania Insurance Department; Evan Greenberg, chairman and CEO of ACE Group; and Inga Beale, CEO of Lloyds of London.

No. 1 NATIONALLY RANKED
U.S. News & World Report

SJU RMI MAJORS:

| Students enrolled in 2015-2016 | 179 |
| Graduation rate | 100% |
| Average starting salary | $51,600 |

Career Outlook:

- Insurance and Risk Management is the fastest growing service industry in the United States with a multi-trillion-dollar market.
- More than 1,800 insurance companies in the U.S.
THE CURRICULUM: PREPARING THE LEADERS OF TOMORROW

SJU’s RMI curriculum is directly aligned with the material underlying one of the industry’s leading designations. Through their undergraduate coursework, students can complete three or four of the eight exams needed to obtain the Chartered Property Casualty Underwriter (CPCU) designation.

“Our main objective is to help students launch successful careers. To do so, it’s crucial to expose our students to material relevant to what they will encounter in the business world and at the same time provide them with an opportunity to pass some of these exams,” says Angelina.

“Because the RMI curriculum [at SJU] is well-rounded and corresponds to the CPCU exam material, I was able to pass five of the eight CPCU exams before graduation,” says Kathleen Troy ’16, who is currently a risk analyst for Munich RE.

“The design of our RMI program allows students to build a more comprehensive resume,” says Hogan. “Many of our students have double majors or minors in other business fields. We encourage them to not only learn about the practitioner side of insurance, but to dive into how RMI intersects with and is important to other industries.”

SJU’s RMI faculty, led by Hogan, infuse experiential learning, professional networking and awareness of the global nature of the industry into the RMI curriculum.

Associate Professor Steve Miller, Ph.D. served as a visiting foreign scholar at the Central University of Finance and Economics in Beijing, China, supporting cultural exchange in RMI teaching and research. Prior to his death this past February, Jean Heck, Ph.D., former Brian C. Duperreault ’69 Chair for Risk Management and Insurance at SJU, annually led RMI students on a trip to Bermuda to meet the most senior executives in the industry including SJU alumnus Brian Duperreault ’69, CEO of The Hamilton Insurance Group.

SJU’s RMI faculty have also lent their expertise to Gallaudet University, a liberal arts university designed to accommodate deaf and hard of hearing students, contributing to the successful launch of an RMI program with the support of the Maguire Foundation.

With the professors’ support, networking extends into SJU’s student chapter of Gamma Iota Sigma, the international risk management, insurance and actuarial science collegiate fraternity, which gives RMI majors access to invaluable resources, including speaking and professional events.

“In my professional career I have never seen such collaboration between different interest groups coming together to start a venture from scratch that was so successful, so quickly, with such great results.”

Stephen Johnson
ARMI Board member

“Our chapter of Gamma Iota Sigma and our professors do an incredible job of providing many networking opportunities,” says RMI major and Gamma Iota Sigma President Nicholas D’Orazio ’17, who completed an actuarial internship with PricewaterhouseCoopers this summer. “Frequently, these introductions lead to meaningful relationships with industry professionals, which, in turn, can lead to internship or job offers.”

“In my career I have never seen such collaboration between different interest groups coming together to start a venture from scratch that was so successful, so quickly, and yielded such great results,” says ARMI board member and past Insurance Executive of the Year Honoree Stephen Johnson, Insurance Financial Regulatory Specialist and former Deputy Insurance Commissioner for Pennsylvania.

“Looking ahead, we are focused on an aggressive fundraising strategy to continue to grow the program, including increasing our endowment and scholarships,” says DiAngelo. “Our goal is to continue to be regarded as the top RMI program in the country.”
In the spring of 2016, Jack McWilliams ’16 was looking forward to meeting other Jesuit business students from across the country, anticipating the first gathering of what he believed could be one of the world’s largest and most effective business networks.

The Jesuit Business Student Alliance (JBSA), a national networking organization formalized at Saint Joseph’s University in 2013, hosted its inaugural conference at SJU on April 4, 2016. Along with McWilliams, 17 undergraduates from several of the nation’s 28 Jesuit colleges and universities gathered to discuss ethical practices in business and network with Jesuit university alumni.

“This network is key for the success of Jesuit business students around the world,” says McWilliams. “It will help us to learn from one another and evolve in our Jesuit values.”

Preceding the conference, students enrolled in an eight-week online management course titled “Ethical Practices in Business,” taught by Ronald Duska, Ph.D., SJU adjunct professor and executive director of the Society of Business Ethics. A highly interactive course that raised consciousness and sensitivity to the ethical elements of business decisions, the class was a guiding theme of the conference. SJU students learned alongside peers from Creighton, Fordham, Georgetown, St. Louis and St. Peter’s universities.

“I was happy to see how well the students from different universities collaborated with one another,” says Duska. “It was refreshing to work with business students who, despite their youth, have a good understanding of why ethics is important in business.”

“JBSA provided me with the opportunity to take a course that would not otherwise be a part of my curriculum,” says Kelsie Eckert ’18, a student from Saint Louis University. “I have a better understanding of what it means to be a Jesuit business school student by recognizing core values in the students that I met.”

The conference served as a conclusion of the course, where members of the class delivered their final presentations.

Conference highlights included a keynote presentation by William J. Byron, S.J. ’51, University professor and author of many texts on business practices including The Power of Principles: Ethics for the New Corporate Culture (Orbis Books, 2006). Fr. Byron shared his “10 traditional principles” including integrity and love to emphasize the necessity of business ethics.

Johnson & Johnson Health Services Vice President of Finance John Mahony ’82 (B.S.), ’93 (MBA) also presented a keynote session on ethical decision-making within organizations. His discussion covered a range of day-to-day business decisions and rare company crises, including Johnson & Johnson’s Tylenol recall in 1982, and focused on the requirement and challenge to put customer needs and well-being first.

The conference closed with a trip to Lincoln Financial Field, home of the Philadelphia Eagles, for a tour of the Leadership in Energy and Environmental Design (LEED) certified stadium. To learn why it is ethical to function as a green business, attendees were guided through the premises to view efforts that support sustainable management, including the largest solar power system in the NFL and the Philadelphia area.

In the evening following the conference, the students attended SJU’s “Hawk2Hawk” alumni networking event, where they had the chance to speak with professionals in their fields of interest.

“This conference was a great opportunity for our students to come together to build a Jesuit network,” says Pat O’Brien, associate dean for the Haub School of Business and founder of both the JBSA and the Jesuit Business Undergraduate Group, comprised of associate deans of Jesuit business schools. “We hope this is just the beginning.”
Faculty Insights

In the News

6ABC  
Ad Age  
Adweek Magazine  
AOL News  
AOL.com  
Asbury Park Press  
Baltimore Sun  
Business Insider: Australia  
Carroll County Times  
CBS3  
Comcast Business  
Consumer Technology  
ConsumerAffairs.com  
Courier-Post  
Economic Times  
Examiner.com  
Food & Wine  
Food World News  
FOODStuff USA  
Fox 29  
Fox Business  
Grocery Headquarters  
International Business Times  
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The Christian Science Monitor  
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The Philadelphia Inquirer  
The Record  
The Statesman  
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Yahoo! Finance  
Yahoo! News  
York Daily Record  

On the Impact of the “Gig Economy…”

“…This is a disruptive explosion that we’re seeing…Is it good or bad for workers? The real question is, What kind of worker are we talking about?”

Michael Solomon, Ph.D.  
professor of marketing  
“Exclusive: See How Big the Gig Economy Really Is”  
TIME, January 6, 2016

On the Census Bureau’s first entrepreneurship survey…

“[The survey data] allows for planning, from companies to universities, to say to themselves, ‘What kind of courses should we be offering to students, and how can we help the communities we’re involved in be more successful?’”

Marc Kramer  
executive-in-residence for family business and entrepreneurship  
Philadelphia Inquirer, September 1, 2016

On how photographing food improves taste perception …

“It provides insight into the effects of consumers taking pictures of their food before consumption, a growing trend on social media sites (Instagram). Marketing managers can develop strategies to encourage their consumers to take pictures of their food.”

Sean Coary, Ph.D.  
assistant professor of food marketing  
Economic Times, March 13, 2016

Faculty Members

David Allan, Ph.D. ’99 (MBA)  
Michael E. Angelina  
Ernest Baskin, Ph.D.  
Sean Coary, Ph.D.  
Benjamin F. Cummings, Ph.D.  
Ralph Galati ’70  
Richard J. George, Ph.D.  
Meghan Juday  
Marc Kramer  
Mark Lang, Ph.D.  
Emily M. Moscato, Ph.D.  
Mary Nicoletti  
Amie Sheridan  
Michael R. Solomon, Ph.D.
Investment advice from SJU’s 26-year veteran finance professor, Ginette McManus, Ph.D., mirrors the way she’s lived her life: “With discipline and patience, you will be successful,” she says.

A Quebec native who grew up in foster care, McManus was the first female to graduate with a Ph.D. from the business school of the city’s L’Université Laval. Now a worldwide expert in international and emerging stock markets, she has published over 45 journal articles and delivered more than 68 presentations on issues in finance including international diversification, retirement planning and the impact of trade agreements and market integrations.

A number of her more recent publications — co-authored with colleagues in the finance department, Rajneesh Sharma, Ph.D. and Ahmet Texel, Ph.D. — focused on aspects of market timing and investment strategies

“Often, investors let emotion, fear or greed get in the way of following through on their strategies,” McManus says, “but if you can commit, more often than not, you will see success in the end.”

To help minimize the influence of emotion, McManus suggests that investors educate themselves about the markets hire certified financial advisors and be more open to international diversification.

She points to an insight by Pulitzer Prize-winning journalist and author Thomas L. Friedman, who writes, “In Globalization 1.0, which began around 1492, the world went from size large to size medium. In Globalization 2.0, the era that introduced us to multinational companies, it went from size medium to size small. And then around 2000 came Globalization 3.0, in which the world went from being small to being tiny.” (The World Is Flat, 2005)

“When you’re investing, it’s important to think like a global person,” says McManus.

During the past two decades, increased access to developed and emerging stock markets, market consolidations, and advancements in technology continued to “flatten the world” and expand the global economy.

Gaining an understanding of the factors that play a part in the world markets can be an overwhelming but lucrative feat, says McManus.

“Don’t think about investments like a small investor, think like a corporation, says McManus. There’s a whole world of opportunities to invest in. Businesses are taking these opportunities every day: Why shouldn’t you?”
In a September 2015 *Politico* article, Nicholas Carr writes, “Ever since the so-called Facebook election of 2008, Obama has been a pacesetter in using social media to connect with the public. But he has nothing on the [2016] field of candidates.”

Associate professor of marketing and expert in entertainment marketing and social media Janée N. Burkhalter, Ph.D., has not only witnessed the growth of this phenomenon, she’s been a part of it. In 2013, she ran a social media campaign for local Court of Common Pleas candidate Timika Lane, managing everything from daily posts and ads to campaigns encouraging voter interaction and regular analysis of the platforms’ performance. Lane won the election.

“Social media is a major part of political campaigns at every level — local to national,” says Burkhalter. “It’s normal now for a politician to be in these spaces. The expectation has been set largely by the 2008 and 2012 campaigns and by Obama’s consistent social media activity while in office.”

According to the Pew Research Center, social media platforms saw a 10-20 percent increase in every user age group over 30 between 2012 and the current election season (2015). The Center’s Internet and American Life Project found that 66 percent of social media users in this country (or 39 percent of all American adults) have engaged in “at least one of eight civic or political activities” on social media — including promoting or creating a post about a political issue, offering a comment, sharing an article or following a candidate’s account.

“As different platforms arise, candidates find ways to use them to stay connected,” says Burkhalter, adding that often, entire campaign teams are focused on researching different audiences for each social media platform, how the audiences use a particular platform, and which outlets might be the best for their messages.

“The key is to have a clear, consistent and compelling message no matter where you’re heard” says Burkhalter.

From a voter perspective, she adds, “Social media helps because we’re able to share our opinions, get challenged on our opinions and learn different information that maybe we didn’t know before, so that we can make the most informed decision possible.”

To view a video version of Janee’s commentary visit, sju.edu/socialmediapolitics
Highly ranked [pharmaceutical] firms that have frequently demonstrated success across the main financial performance dimensions may be viewed as having better managers and greater ‘financial stamina’ than the lower-ranked firms. This is particularly important for the largest pharmaceutical firms because the industry is buffeted by patent expirations, regulatory uncertainty and adverse economic conditions.”

Thani Jambulingam, Ph.D.
associate professor of pharmaceutical & healthcare marketing
Carolin Schellhorn, Ph.D.
assistant professor of finance
and Rajneesh Sharma, Ph.D.
associate professor of finance
“Using a Rasch Model to Rank Big Pharmaceutical Firms by Financial Performance”

Crowdsourcing can also be used to assess trends and changes in the marketplace and environmental factors that have a significant impact on their operations and profitability such as predictions on future crop and fuel prices, general category spending behaviors, and other macro industry and economic variables.”

Mark Lang, Ph.D.
assistant professor of food marketing
“How Crowdsourcing Improves Prediction of Market-Oriented Outcomes”

Scholarly Publications

David Allan, Ph.D. ‘99 (MBA)
International Journal of Sports Marketing and Promotion

Janée Burkhalter, Ph.D.
Journal of Promotion Management
Journal of Advertising

Kathleen Campbell, Ph.D.
International Journal of Business Intelligence Research
Significance

Nicolle Clements, Ph.D.
Advances in Business and Management Forecasting
International Journal of Business Intelligence Research

Ronald Dufresne, Ph.D.
Journal of Jesuit Business Education

Mark Lang, Ph.D.
Journal of Business Research
Journal of Food Products Marketing

João Neiva de Figueiredo, Ph.D.
Organizational Change and Strategy: An Interlevel Dynamics Approach, 2nd Ed.
Renewable Energy

Thani Jambulingam, Ph.D.
Journal of Commercial Biotechnology

Virginia Miori, Ph.D.
Business and Management Forecasting

Rajneesh Sharma, Ph.D.
Journal of Commercial Biotechnology
International Journal of Financial Research

Carolin Schellhorn, Ph.D.
Bank and Bank Systems
Journal of Commercial Biotechnology

Feng Shen, Ph.D.
Journal of Commercial Behaviour

Amie Sheridan
Sports Business Journal

Brent Smith, Ph.D.
Global Perspectives on Contemporary Marketing Education

Michael Solomon, Ph.D.
Consumer Behavior: Buying, Having, and Being, 12th ed.

Sancheol Song, Ph.D.
Long Range Planning
Management International Review
International Journal of Business & Emerging Markets

Kent St. Pierre, Ph.D.
Journal of Accounting Education

Stephen Porth, Ph.D. ’80
Strategic Management: A Cross-Functional Approach. 5th Ed.
Journal of Jesuit Business Education

Stephanie Tryce, Ph.D.
Strategic Management: A Cross-Functional Approach. 5th Ed.
Journal of Jesuit Business Education

Natalie Wood, Ph.D.
Journal of Commercial Behaviour
On April 5, SJU and the Academy of Food Marketing recognized Daryl Thomas ’03 (M.S.), senior vice president of sales and marketing for Herr’s Foods Inc., during the third annual Food Marketing Hall of Honor.

Fifty attendees, including alumni, faculty, administrators and various representatives from the food industry supported Thomas as he received the award that acknowledged his achievements in the industry and 30 years of service to the Herr’s family.

Thomas joined Herr’s as a route salesperson after graduating from high school. He helped create and manage the company’s quality assurance program, assumed marketing management responsibilities, and rose to lead Herr’s sales and marketing division. Thomas credits his SJU education with helping him develop skills necessary for his career.

“The Executive Master’s program in food marketing taught me that food manufacturers, retailers and suppliers have to strategize, market and grow together to be more relevant and profitable as an industry,” he says.

In addition to recognizing Thomas, the Hall of Honor also featured a presentation by SJU’s team of food marketing majors who won the 2016 National Grocers Association student case competition.

Nadia DeVries ’16, Thomas Flynn ’16, Joe Magazzu ’16, Meghan McAlpin ’16, Mia Tomkins ’16 and Sarah Trabattoni ’17 showcased their winning presentation on e-commerce with their moderator, Assistant Professor of Food Marketing Sara Williamson, Ph.D.
After graduating from Saint Joseph's University with a degree in food marketing, Christopher D. Furman '81 began a career in the food, beverage, and consumer products industries that has flourished for more than 30 years.

Today, Furman is president and CEO of Ventura Foods, a privately held joint venture between CHS Inc. and Mitsui & Co., Ltd., and a leading global manufacturer of custom and branded food products based in Brea, California.

On April 5, 2017, he will be recognized for his leadership and positive influence on both his profession and SJU when he is inducted into HSB's Hall of Fame. The presentation and dinner reception will be held at the Union League of Philadelphia beginning at 6 p.m.

“Chris and I first met when I had the pleasure of being his pitching coach on the Saint Joseph’s baseball team,” says HSB Dean and former Hawk coach Joseph A. DiAngelo Jr., Ed.D. ’70. “He has brought the same passion and determination that he had as a player to everything in his life — his family, his community, his career and his alma mater. I am proud to welcome Chris into our Hall of Fame.”

In 2009, Furman took the reins of a successful budding company and set into motion an aggressive growth strategy. At the helm of Ventura Foods, Furman leads more than 3,000 employees and over $3 billion in annual sales. Under his leadership, Furman and his talented team have grown a largely U.S. based company into a well-respected and highly regarded global food company. He has led Ventura through five of its most successful growth years and the company is consistently recognized and celebrated for excellence by its customers, suppliers and employees.

Furman came to Ventura Foods from PepsiCo Inc., where he had a remarkable 23-year career. During his tenure with PepsiCo, Furman held positions across the organization including in operations, sales and marketing, ultimately rising to general management assignments accountable for company-wide functions. Furman fulfilled numerous roles leading efforts in the United States and abroad, including president of Pepsi Spain. He met each opportunity and challenge with success and eventually ascending to the position of president, PepsiCo Foodservice. In this role, Furman was one of PepsiCo’s top 30 executives and a member of the company’s governing executive leadership committee.

A former member of Saint Joseph’s Board of Trustees, Furman has a long history of being generous with his time, lending his expertise and giving to support educational and charitable organizations close to his heart. In 2013, he established an SJU endowed scholarship for food marketing students and is consistently recognized as Children’s Hospital of Orange County as a Circle of Hero’s donor. Furman serves as a board member of the Pacific Life Insurance Company, and previously served on the Children’s Hospital of Orange County (CHOC) Foundation Board and the Consultative Board for the Santa Margarita Catholic High School in Rancho Santa Margarita, California. On behalf of Ventura, he recently joined the Culinary Institute of America (CIA) as a society fellow to support enhancing the quality of education and enriching the lives of CIA students and the college communities.

“My time spent in the classroom, on the field and as part of the Saint Joseph University family prepared me well for the many challenges in the dynamic business environment and instilled in me a strong sense of community and faith – professionally and personally,” says Furman. “It is an honor to be welcomed into the Saint Joseph’s HSB Hall of Fame and to have my achievements recognized.”

Furman lives in Coto de Caza, California, with his wife, Monica. They have three children, Matthew, Emily and Caroline ’18.

Information about the Hall of Fame registration and event sponsorship will be available soon.
Random House Executive Editor Jon Meacham will headline the fall installment of the 2016 Anthony Carfagno ’60 Lecture Series on Tuesday, October 18, 7:30-9 p.m. in Mandeville Hall’s Wolfington Teletorium.

Before becoming Random House’s executive editor, Meacham served as editor-in-chief of Newsweek. He is a contributing editor to Time magazine, editor-at-large of WNET and a commentator on politics, history and religious faith in America.

Meacham received the Pulitzer Prize for his 2008 biography of Andrew Jackson, American Lion, and is the author of the New York Times bestsellers Thomas Jefferson: The Art of Power, American Gospel, and Franklin and Winston.

His presentation, titled “Ethical Leadership in Faith, Politics, and Business,” will be grounded in historical context with discussion of the role of ethical leadership.

This is the second presentation of the 2016 series, designed to promote civic engagement and thought leadership through discussions directed by industry experts. The Spring 2016 presentation, delivered by Fortune editor Alan Murray and moderated by Jim McTague ’71, contributing editor at Barron’s, focused on issues of business ethics in the world’s largest companies.

“Through the generosity and vision of our benefactors, Anthony and Evelyn Carfagno, the Haub School is delighted to host exceptional leaders and visionaries who are internationally revered and appeal to a wide range of audiences,” says associate dean of the Haub School of Business, Vana Zervanos ’07 (MBA).

The event is free and open to the public. For more information or to register, visit sju.edu/carfagno.

WHAT EMPLOYERS ARE SAYING...

“When we see a strong technical student with the right coursework, who also has a sense of the Magis, like those who come from St. Joe’s — they make attractive candidates.”

Rodney Firmin ’05 (MBA)
Finance Manager at Johnson & Johnson
Co-op participant / employer
Administration and Board

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Joseph J. Wolk ’88
Vice President, Investor Relations
Johnson & Johnson
Medical Devices & Diagnostics
Global Services, LLC
What do Caitlyn Fichtner '17 and Kristen Moisey '17 have in common? They are both senior food marketing majors, members of Beta Gamma Sigma international honor society, and now, two of only five recipients of 2016 Network of Executive Women (NEW) scholarship awards.

Fichtner and Moisey were selected from a national pool of applicants vying for the prestigious recognition granted by NEW, the retail, consumer goods and services industry’s largest women’s organization for learning and leadership. After submitting resumes, essays and letters of recommendation from professors and industry managers, the two emerged as outstanding students excelling in their academic programs and industry experiences.

“I am honored to be recognized by the Network of Executive Women for something that I am so passionate about,” says Fichtner, a two-time NEW scholarship award winner, who is vice president of the Food Marketing Association on campus and a merchandising intern at Wegmans. “Networking through St. Joe’s and my Wegmans internship has made a tremendous difference in my education about the food industry.”

Moisey has also gained valuable business experience through off-campus internships in the consumer packaged goods industry, as well as networking events hosted by Aspire: Future Women in Business. Moisey is president of Aspire, a NEW campus development program at SJU.

On her journey to becoming a brand manager, Moisey recognizes the necessity of having women’s voices heard throughout all levels of a company.

“Businesses excel when the leadership contains innovative thinkers and a diversity of perspectives,” says Moisey. “Young women need to understand that their ideas are valuable and can impact a business in meaningful ways,” she says.

“**Young women need to understand that their ideas are valuable and can impact a business in meaningful ways.**”

Kristen Moisey ’17

“Women in leadership positions are great role models for the younger generation,” Fichtner adds.

With the goal of advancing women and transforming workplaces for all, the two are paving the way for personal and professional success for themselves and others.
An estimated 90 percent of companies in North America are family-owned businesses. These businesses generate 57 percent of the U.S. GDP and create 70 percent of all new jobs in North America (EY Family Business Yearbook, 2014).

Entrepreneurial families have the ability to positively impact personal relationships, the local and global community, the job market, and the philanthropic community.

SJU’s Initiative for Family Business & Entrepreneurship is the region’s only university-based program providing families with the tools, support and guidance to navigate the complexities of building — growing and transitioning family enterprises from one generation to the next. Learn more about how this Haub School initiative is supporting entrepreneurial families thrive while navigating the complexities of running a family business.

Programming:
- Executive Education
- Legacy Seminar Series
- Peer-to-Peer Learning
- One-on-One Family Coaching
- Social Networking Community

Email the Initiative for Family Business & Entrepreneurship at ifbe@sju.edu or learn more at: sju.edu/ifbe
U.S. News & World Report’s 2017 edition of “Best Undergraduate Business Programs” ranked the following:

- No. 1 Risk Management and Insurance
- No. 8 Marketing
- No. 10 Accounting
- No. 21 Business Intelligence & Analytics

For more information on the Haub School of Business rankings, visit sju.edu/hsb rankings.