Our mission

We impact industry, academia and society through business education and research in a technology-driven economy.

Our vision

To be a leading business school widely recognized for superior technology-focused and student-centric educational programs and research.
DEAN’S MESSAGE

Stevens means business

In 2012, soon after my arrival at Stevens, the community of the Howe School of Technology Management collaborated to develop a strategic plan for the next five years. The result of this exercise was an ambitious plan that called for the transformation of the school to an accredited School of Business, while at the same time achieving high goals for quality, growth and impact.

Five years later, everyone realizes an extraordinary change has taken place. New undergraduate business majors and new graduate programs have successfully been launched; enrollments have increased significantly, while the quality of the incoming classes improved as well; new research-active faculty have been pursued and hired in key business areas; research and research impact have grown; the student experience has improved; our graduate programs have appeared in national rankings; and much more. In May 2015, the school was granted accreditation by AACSB, and was formally renamed the School of Business at Stevens.

We continue strong. With innovative programs like Quantitative Finance and Accounting & Analytics at the undergraduate level, and Business Intelligence & Analytics and Enterprise Project Management at the graduate level, we continue to build on the technology and analytics ecosystem of Stevens in order to offer up-to-date programs and cutting-edge research, integrating business principles and best practices with technology innovations to achieve improved processes and optimized decisions.

Even though our results are impressive, there is still much to be accomplished. A new strategic plan is being developed for the next phase of the school’s development, calling for more activities to enrich the student experience, more top-notch faculty to conduct breakthrough research, new innovative programs that reflect the changes in our society, enhanced infrastructure like labs and student spaces, and so on.

This report presents the changes that have happened in the last five years, as well as some of what we call the “Stevens DNA” that characterizes most of our decisions. I welcome you to share in some of our successes as we continue our journey to become a leader in technology-driven business education and research, and show how Stevens means business.

Sincerely,

Dr. Gregory Prastacos
Dean and Professor
School of Business
Stevens Institute of Technology
ACHIEVEMENTS

Building a business school at Stevens

The 2012-17 School of Business strategic plan, which was acclaimed by the AACSB review team for its completeness and exemplary execution, was fully aligned with the university’s strategic plan and identified four key pillars for the school to address:

QUALITY. We will stand for quality in all that we do.
IDENTITY. We will be a unique business school with technology at our core.
GROWTH. Our undergraduate and graduate student body and faculty will be larger and more diverse.
IMPACT. We will have impact throughout the world.

Here are five key achievements:

AACSB accreditation
To address the objective of Quality, the School of Business made AACSB accreditation a top priority. A major mobilization of faculty and staff began in 2012, and included revamping curricula, hiring research-active faculty, setting up academic processes, installing continuous improvement mechanisms, aligning the mission and vision of the school with AACSB International standards, and much more. Stevens earned accreditation in May 2015, the first non-STEM accreditation in Stevens’ 140-year history.

Rebranding
In May 2015, following the creation of many new business majors and graduate programs, the Howe School of Technology Management became the School of Business. The transition recognized the changing need in the marketplace for graduates of technology-infused business programs able to think quantitatively about strategy, decision-making and entrepreneurship.

Remarkable growth
The school’s growth over the past five years has been phenomenal, and encompasses every category — from number of programs offered, number of applications received, number of enrollments, student qualifications, faculty size, research output and impact, research funding, corporate outreach, and revenue. At the same time, a number of diversity metrics improved.

Research impact
Starting in 2012, the School of Business has placed greater emphasis on both publication in top journals and dissemination of faculty research. Since then, there has been remarkable growth in the number of papers published in both the prestigious FT 50 list of journals and in journals belonging to the top two categories of the ABS list (ABS3/ABS4). The number of citations has dramatically increased, while research funding from prestigious sources, like the National Science Foundation, has grown.

Corporate connections
To further its impact on industry, the School of Business has been strengthening its ties to businesses. The school launched a number of new onsite corporate programs; developed a Field Consulting Program in collaboration with industry; and established advisory boards packed with leaders in industry. In addition, the school revitalized its key industry partnerships, the Stevens Alliance for Innovation and Leadership (SAIL) and the Consortium for Corporate Entrepreneurship (CCE).
### BY THE NUMBERS

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<td>12</td>
<td>For 20-year Return on Investment</td>
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Major growth

A critical component of the school’s transformation and growth effort was to enrich its program offerings, with new undergraduate business majors to attract additional students interested in a broad suite of specialties. Six new majors have been launched in the last five years, in Accounting & Analytics, Economics, Finance, Information Systems, Management and Marketing. These new majors complement the already successful programs in Business & Technology and Quantitative Finance, and bring the total number of undergraduate majors offered from two to eight.

The impact of the diversification and expansion of the undergraduate program has brought in record numbers of applicants, while raising significantly the quality standards of the incoming class.
Undergraduate majors

Accounting & Analytics*  Information Systems*
Business & Technology  Management*
Economics*  Marketing*
Finance*  Quantitative Finance

* New majors added since 2012

Incredible placement, solid returns

The placement rate for the School of Business could not be stronger. For the Class of 2016, 100 percent of undergraduates were employed in the field of their choice or accepted into graduate school within six months of commencement, a testament to the practical focus and analytical emphasis of Stevens business classes.

The value of a Stevens education also is felt through internships. Recruiters know Stevens students are able to apply their classroom lessons without lengthy orientation periods, so they draw challenging, high-visibility projects from the beginning. Ninety percent of students do at least one internship, and many take on more than one.

MEET: GENEVIEVE FINN ’17

Genevieve Finn has had some incredible internships with JPMorgan Chase, but her passion is in running her nonprofit Genevieve’s Crutches, which collects used crutches, decorates them and donates them to disabled veterans. Genevieve says her Stevens classes made her comfortable talking to managers as an intern: “The interviewers asked me in detail about my classes, and how I could apply them at work — and that was probably the easiest question they could have asked, because all the classes here at Stevens emphasize real-world application.”
Beyond the classroom

Along with the curricular enhancements created through the new majors, the School of Business has developed additional opportunities that allow students to further explore their potential. Students have the opportunity to get involved with many student clubs, participate in international study trips or semesters abroad, attend lectures from thought leaders, participate in competitions, develop their entrepreneurial passions, or just enjoy nearby New York City.

Student competitions

Business students at Stevens have a healthy appetite for competition, and they have a track record of strong performance. Student teams have performed well at competitions in the past few years. Stevens is a regular finalist in the CME Group’s annual Trading Challenge, which features hundreds of student teams from dozens of countries. A Stevens undergraduate team also took top honors in the 2016 Ten Plus Supply Chain Case Dual Challenge, which featured competitors like Maryland, Syracuse, Northeastern and Penn State. Business students also played a vital support role in planning and soliciting and tracking donations for the construction of the SURE House, Stevens’ winning entry into the U.S. Department of Energy’s Solar Decathlon.
**Academic distinction**

The School of Business in 2016 welcomed its first class of high achievers into its chapter of Beta Gamma Sigma, the business school honor society. Only students with the best grades are invited to become members of the society, which is considered the highest honor at an AACSB-accredited school. Membership in Beta Gamma Sigma provides many benefits and networking opportunities to its members.

**Real-world perspective**

Business students are able to hear from some of the most exciting minds in the corporate world today through a variety of campus lecture series. The President’s Distinguished Lecture Series has welcomed such luminaries as Sharmin Mossavar-Rahmani, the chief investment officer of Goldman Sachs; Norman Augustine, former CEO of Lockheed Martin; and Dr. Craig Barrett, former president, CEO and chairman of Intel. Other lecture series, such as the Provost’s Lecture Series and the Heath Lecture Series, specific to the School of Business, have welcomed former ADP CEO Josh Weston; Morris Tanenbaum, executive vice president of AT&T; Lori Traweek, CEO of American Gas Association; Linda S. Sanford, senior vice president of enterprise transformation at IBM, Ruth A. David, president and CEO of Analytic Services; and Corinna Cortes, head of Google Research.

**Home away from home**

To support the student-centric emphasis of the university, the School of Business created its Student Support Center in late 2012, with the goal of becoming a one-stop resource for everything from registration to graduation. Staff at the center address issues like student advising, study plans and studying abroad, and generally work to improve the overall student experience.

**Top recruiters**

The marketplace recognizes the value of a Stevens education. PayScale’s recent reports all demonstrate the impressive return on investment Stevens offers its graduates. For 2016, PayScale ranked Stevens No. 12 in the country for 20-year net return on investment, while it ranked Stevens No. 17 in its mid-career salaries ranking.

Among the many companies that recruit Stevens business students are:

- BD
- BLACKROCK
- CREDIT SUISSE
- EY
- GOLDMAN SACHS
- KPMG
- L’OREAL
- NBCUNIVERSAL
- PEPSI
- PROTIVITI
- PRUDENTIAL
- TOYS R US
- UBS
- VERIZON
Careers in high gear

Stevens leverages its location near New York City to invite corporate leaders to serve on advisory boards, provide curricular input, speak in classes, hire consultants and meet promising students. That real-world perspective, as well as recent developments in management research, is reflected in each master’s program the school offers.

In the last five years, the MBA and Executive MBA have been revamped dramatically, while three new master’s programs have launched in Business Intelligence & Analytics, Enterprise Project Management and Finance, increasing the pool of applicants and strengthening the incoming class. During the last two years, our master’s programs in Management and Business Intelligence & Analytics have been ranked in the top 10 in the country.

As a result of these changes, the school has experienced a dramatic increase in applications, and an important increase of the percentage of full-time students. The financial results have also been impressive — since 2012, graduate revenue for the School of Business has increased by 80 percent.
Growing the graduate division

**Master’s in Business Intelligence & Analytics**

Launched in 2013 as the first such program in the tristate area, this program addresses the increasing need for skills in analyzing data in a business environment. In each of the last two years, it has been ranked in the top 10 in the country by TFE Times, a sign of its already-impressive reputation.

**Master’s in Enterprise Project Management**

This degree program was created in 2013 to teach managers how to best allocate limited resources and complete complex projects that span across the organization. The program also is delivered in China through a successful collaboration with Central University of Finance and Economics.

**Master’s in Finance**

To meet technology’s disruptive impact on the financial industry, Stevens created its graduate Finance degree to teach managers to understand technology, risk and regulation in this fast-changing field. The program has been growing rapidly since its fall 2015 launch.

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Graduate programs

**MBA**

**Executive MBA**

**M.S. in Business Intelligence & Analytics***

**M.S. in Enterprise Project Management***

**M.S. in Finance***

**M.S. in Information Systems**

**M.S. in Management**

**M.S. in Network & Communication Management & Services**

**M.S. in Technology Management**

*New majors added since 2012*
Standing out

The School of Business creates unique value through an approach that emphasizes outstanding outcomes, convenient delivery options and global perspective.

Flexible delivery

An advantage of working directly with so many managers in industry is an understanding of how critical flexibility is to increasingly busy professionals. Graduate business programs are designed to accommodate work and family schedules by offering the convenience of online delivery for students who prefer to participate in classes remotely. Online courses benefit from Stevens’ long tradition of excellence in this area, including live lectures, collaborative opportunities and downloadable content. Ninety percent of graduate business students have taken at least one online course during their studies.

International impact

During the last five years, the School of Business has launched joint degree programs with Narsee Monjee Institute of Management Studies (NMIMS), in Mumbai, India; Chongqing University of Posts and Telecommunications (CUPT), in Chongqing, China; and Central University of Finance and Economics (CUFE), in Beijing. In addition, Stevens maintains a local program in China through a collaboration with CUFE, and a dual-degree program with École Pour l’Informatique et les Techniques Avancées (EPITA), in Paris.

MEET: CINDY DEVER

When Pfizer started offering Stevens MBA courses onsite, Cindy Dever signed up right away, thinking that having a graduate degree on her résumé would be helpful down the road. But the impact has been much more immediate — since starting classes, she’s been promoted twice, and is now senior manager of marketing and strategy development for Pfizer’s Greenstone division. And she relishes being able to take classes right down the hall with a cohort of her colleagues. “The value is coming in every class, every week, in every project I’m working on,” Cindy says.
Corporate connections

Companies today want professional development options that emphasize the role data and technology play in a modern enterprise. That's why demand for Stevens business programs among New York City companies has never been stronger. Though there are many high-quality business schools in the region, managers from Pfizer, Verizon, JPMorgan Chase and others have Stevens master’s degrees on their résumés — a testament to both the value of a School of Business education and the close relationship between businesses and Stevens faculty. In the last three academic years, the number of on-site corporate programs offered has doubled, and the number of corporate students has grown by 35 percent.

Business trips

For graduate students in the Executive MBA program, Stevens launched in 2014 a weeklong trip to meet high-level managers at top companies, along with an international business seminar emphasizing different values and philosophies of studying abroad. The past two classes have visited China, where students met with managers at Microsoft, Nokia, Merck, Lenovo, Baidu and others in Beijing and Shanghai. The Stevens alumni chapter in China, created in 2013, helped facilitate the trips, and is active in promoting programs and meeting potential students.

West Point experience

A key feature of the Saturday executive lockstep master’s degrees at Stevens is the strong networks forged between classmates as they go through their classes together. Those bonds are cemented during the weekend leadership retreat the students complete at West Point, where lessons in communication, strategy, leadership, trust and improvisation are put to test in scaling obstacles and navigating unfamiliar terrain. The West Point program has been an annual feature of the weekend executive programs since 2014.
Invaluable insights for industry

Stevens classrooms command an excellent view of downtown Manhattan and Wall Street from the windows, but you don’t have to look outside to see finance. In the last five years, the School of Business has upgraded significantly its offerings in this discipline. A new major in Finance, the world-class undergraduate Quantitative Finance program, several graduate programs — including the recently launched MS in Finance, the MS in Financial Engineering and the MBA in Finance — a set of certificate and executive programs, extensive research activity, and two cutting-edge labs create a unique ecosystem in a one-of-a-kind location. Today, finance and its continuing, technology-driven evolution are a central concern for students, researchers and the many industry representatives who visit to recruit or secure consulting partners. And more offerings in this area are on the horizon, including a program in Financial Innovation, set to launch in 2017, and the incorporation of the Financial Engineering graduate programs from the School of Systems and Enterprises. All School of Business finance programs have been included in the CFA Institute’s distinguished University Recognition Program.

Hanlon Financial Systems Center

The emphasis on technology’s role in business is felt most acutely in the Hanlon Financial Systems Center and the state-of-the-art Hanlon Financial Systems Labs. The labs have a powerful collection of technology, as well as a full array of financial data sources and software tools that allow faculty and students to analyze, visualize and manipulate vast data sets in order to make evidence-based decisions that advance the enterprise. The center governs these labs and enables research breakthroughs in finance, analytics and data. The newest lab, specializing in data visualization and analytics, opened in September 2016.

Lab software and data sources

The Hanlon labs are packed with dozens of cutting-edge tools, including 24 Bloomberg terminals — providing Bloomberg certification for students in their freshman year — and Oblong technology, which is in use in only two other U.S. universities. Among the other tools:

- MATLAB
- WRDS
- ONETICK
- COMPUSTAT
- HADOOP
- THOMSON REUTERS TICK HISTORY
- SAS

LEADERSHIP IN QUANTITATIVE FINANCE

The bachelor’s degree in QF combines skills in business, math, finance and computer science to prepare professionals for rewarding careers on Wall Street and beyond. Outstanding incoming classes, a rigorous curriculum, and a set of add-on lab courses to orient the students to what happens in the financial world today create a winning program. Within six months of graduation, 100 percent of QF graduates in the Class of 2016 were placed at an average salary of $70,200.
Applied learning in finance

Stevens finance offerings also go well beyond the classroom, extending into market-leading research and educational opportunities for students.

Research leadership

Stevens has worked closely with companies in the finance space to create career options for its students, but the faculty research, as well as the high-tech facilities and approach of the School of Business, make the university an attractive partner in other ways. One example is the Chicago Mercantile Exchange Group Foundation, which is working with Stevens on research projects investigating how regulators prepare for electronic trading events and detect illegal trades. This research is aimed at the application of quantum computing to complex financial problems and the development of a new simulation platform for the high-tech markets of tomorrow, which will allow researchers to test proposed regulations and stress-test financial institutions. Furthermore, the foundation is supporting the annual Conference on High Frequency Finance and Analytics, the largest event of its kind in the world, and is collaborating with Stevens on a high-frequency finance journal that will be the first of its kind. Stevens also has worked with Thomson Reuters, the Montreal Exchange, Accenture and other market players on research work, and is publishing the Quantitative Finance series of books with Springer/Apress. Topics in the series have included financial engineering, risk management and algorithmic trading.

Student Managed Investment Fund (SMIF)

Stevens launched SMIF in its undergraduate Quantitative Finance program in 2014 and enjoyed tremendous success with the initiative. Over two semesters, the students have the opportunity to rotate through a number of positions, from back-office analysis to front-office trading decisions, thus getting an experience similar to the working world. The SMIF performance was so strong that the course has attracted additional financial support from the Board of Trustees, raising the total amount under management to $400,000.

Trading Day

For the last three years, the School of Business has invited dozens of schools to compete in its annual Trading Day competition. The day teaches high school students about the disruptive role of technology in finance, and also gives students a chance to meet professionals working in this industry.
Improving impact

In the last five years, there has been a focused effort on improving the quality and impact of research in the school’s areas of emphasis, from information systems and business analytics to marketing and technology integration. Stevens is becoming known as a school that puts a great deal of emphasis on getting published in the most visible, impactful peer-reviewed journals, and has a formal mentorship program to help younger faculty get published. Since 2012, Stevens faculty have been published or accepted in the following prestigious journals of the Financial Times list:

- THE ACCOUNTING REVIEW
- INFORMATION SYSTEMS RESEARCH
- JOURNAL OF BUSINESS ETHICS
- JOURNAL OF CONSUMER PSYCHOLOGY
- JOURNAL OF CONSUMER RESEARCH
- JOURNAL OF FINANCIAL & QUANTITATIVE ANALYSIS
- JOURNAL OF MANAGEMENT
- JOURNAL OF MANAGEMENT INFORMATION SYSTEMS
- JOURNAL OF MARKETING
- MARKETING SCIENCE
- MIS QUARTERLY
- ORGANIZATION STUDIES
- PRODUCTION AND OPERATIONS MANAGEMENT
- REVIEW OF ACCOUNTING STUDIES

Faculty also have been highly successful in securing grants. In the last three academic years, School of Business faculty have been awarded more than $10.7 million in grants, as PIs or co-PIs, from organizations like the National Science Foundation — an increase of 340 percent over the previous three-year period — to advance knowledge in crowdsourcing, vehicle routing optimization, business analytics, finance, innovation, leadership and entrepreneurship.

The doctoral program at Stevens has been revamped, also. In 2015, the focus was updated to Business Administration from Technology Management, with three new concentrations: Innovation & Entrepreneurship, Information Systems & Analytics, and Finance. The school has also emphasized strong placements, with graduates going on to tenure-track positions at well-known universities around the world.

340%  
Increase in external research funding (from 2011-13 to 2014-16)

20x  
Increase in citations of Stevens papers (from 2012 to 2016)

8x  
Increase in downloads of Stevens papers (from 2012 to 2016)

98  
Positions improved in SSRN ranking of total downloads

157  
Positions improved in SSRN ranking of total citations

$10.7 million  
Research grants in the last three years (2014-16)
**CROWDSOURCING AND CREATIVITY**

Stevens research aims to solve immediate problems in business, but also look down the road to the kinds of opportunities that will define success in the years to come. One such area is crowdsourcing, where Dr. Jeffrey Nickerson has been doing pioneering work in defining the kinds of problems crowds are good at solving and how to evolve ideas through crowd contributions. Based on this work, Dr. Nickerson has received significant funding from the National Science Foundation and has published a number of papers in top journals. Dr. Nickerson had individuals generate, evaluate and modify ideas independently, then collaboratively, before having the public design unique creative processes and solve problems. He then determined how quickly assembled crowds in cyberspace can contribute to design. The resulting evolutionary system he designed will change how professionals collaborate virtually in the future, both with remote team members and with prospective clients or customers.

**Gaining influence**

For ten semesters in a row, Stevens has been improving on the Social Sciences Research Network, which ranks business schools by the number of times research papers by its faculty are downloaded. SSRN distributes a quarterly electronic journal of Stevens research four times a year to 5,000 recipients.

**11,000+ downloads**

Stevens is home to some highly prolific researchers on SSRN. Just in the last 12 months, Dr. Germán Creamer’s work had 1,544 downloads, while Dr. Elaine Henry’s work had 1,172 downloads. Overall, Dr. Creamer’s work has had 11,440 downloads, while Dr. Henry’s work had 11,558 downloads. These numbers put both of them comfortably in the top 8 percent of the most downloaded authors on SSRN internationally.

**Total Citations**

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NEW FACULTY

Breaking new ground

In order to further its leadership in areas like finance, information systems, accounting, marketing and operations, Stevens continues to hire accomplished faculty committed to insightful research and student-centric education. Since 2012, a total of 27 new faculty have been hired, raising the number of tenure or tenure-track faculty by 81 percent. This is a sampling of some of the new hires.

Dr. Stefano Bonini
Assistant Professor of Finance
Dr. Bonini is among the most influential authors on the Social Sciences Research Network, with papers appearing in many well-known journals, including *Financial Management* and *Journal of Business Ethics*. His work focuses on venture capital and private equity, and has received attention from the *New York Times* and *Wall Street Journal*, among others. Before coming to Stevens in 2014, he taught at Bocconi University and was a visiting professor at New York University.

Dr. Elaine Henry, CFA
Associate Professor of Accounting
Before joining Stevens in 2015, Dr. Henry was on the faculty of Fordham University and the University of Miami, and she also brings her extensive corporate experience from Citi, McKinsey and others to her research. Dr. Henry played an instrumental role in getting Stevens into the CFA’s University Recognition Program. Her research focuses on financial reporting and disclosures. She has been published in *The Accounting Review* and the *Journal of Business Finance and Accounting*, among many others.

Dr. Nan Hu
Associate Professor of Accounting
Dr. Hu has been among the most prolific School of Business researchers, with more than 20 papers published in the last five years. His investigations into the value, policy implications and market efficiencies of traditional vs. technology-driven information have been published in *MIS Quarterly*, the *Journal of Management Information Systems* and elsewhere. He joined Stevens in 2014.

Dr. Theodoros Lappas
Assistant Professor of Information Systems
A researcher with a variety of interests, Dr. Lappas, who joined Stevens in 2013, studies data mining, social media, information retrieval, machine learning and natural language processing. Some of his work in customer review management has been submitted as patent pending technology by Yahoo, and he has a paper forthcoming in *Information Systems Research*. 
Dr. Aron Lindberg
Assistant Professor of Information Systems
Dr. Lindberg is among the newest hires at Stevens, having joined in 2015, but he’s quickly making an impact. He won a Best Paper Award from the Academy of Management for his dissertation work, and had a paper accepted to Information Systems Research journal in mid-2016.

Dr. Adriana Madzharov
Assistant Professor of Marketing
Dr. Madzharov is a consumer psychologist who conducts innovative research into sensory marketing. She joined Stevens in 2013, and her research has been featured in the Journal of Marketing, the Journal of Consumer Psychology and the Journal of Consumer Research. Her work on how scents influence consumer behavior has received extensive media attention, and is changing how retailers appeal to customers.

Dr. Feng Mai
Assistant Professor of Information Systems
Dr. Mai’s research interests include marketing analytics and user-generated content. He came to Stevens in 2015, after earning his Ph.D. from the University of Cincinnati. His professional experience includes co-founding Sinoway International Education Group. His research has been published in Marketing Science and the Journal of Consumer Research.

Dr. Gaurav Sabnis
Assistant Professor of Marketing
Dr. Sabnis, who was hired in 2012, investigates marketing strategy in social media and sales leads, including the impact of a company’s social media activities has on its competitors. His work has been accepted or published in the Journal of Marketing, Information Systems Research and MIS Quarterly. He worked at IBM before pursuing his doctoral degree from Pennsylvania State University.
REAL WORLD

Putting skills to the test

The School of Business approaches education knowing that there’s no substitute for applying what you’ve learned in the real world. That philosophy is at the core of the Field Consulting Program, introduced in 2014, in which graduate business students help managers at a company solve a problem or evaluate a new opportunity through their analytics-focused, technology-driven business education. Past clients have included Infineum, Wiley, Bell Labs and Pershing.

The experience is enormously helpful to students, but also to the partner companies, who gain fresh perspective on particularly vexing problems. Greg Finkelstein, a senior vice president with Wiley, said working with the students offered “a new look into the next generation of professionals. The students coming from Stevens are an impressive, diverse group that provides more than just quantitative results to projects. Their recommendations were not only well thought out and sound in strategy, but they each aligned with our bigger business strategies and initiatives.”

Honed in the field

Managers say the student input on the corporate challenges presented through Field Consulting Program projects has been useful in guiding future strategy. Here are three projects evaluating disruptive technologies and their impact on business.

Pershing
Can machines one day take the place of financial advisors? A team of Stevens students assessed how Pershing’s business model might be disrupted by the rise of computer-enabled systems that use intelligent algorithms to automatically manage a financial portfolio. By analyzing market trends, customer preferences and alternative online platforms, the team gave a number of insightful recommendations, including that high-net-worth clients want to be able to speak to an advisor about their needs, while robo-advisers become more palatable for younger customers with less wealth. Pershing said it plans to incorporate the students’ recommendations in its own advisement strategy.

Nokia
Telecommunications and other companies that own their own networks are aware of the disruptive potential of digitalization on their businesses, but those risks are hard to quantify and manage. A team of Stevens students researched software-defined networks (SDNs) — which startup companies use to improve operational efficiency — and conducted extensive customer interviews to determine the impact of SDNs for large, midsized and small telecom companies. Students evaluated the erosion of sales and
Closed ties to industry
A key element of the Stevens DNA is its close relationship with industry, which is felt most prominently in two industry alliances the School of Business has developed: the Stevens Alliance for Innovation and Leadership (SAIL) and the Center for Corporate Entrepreneurship (CCE). SAIL — formerly the Howe School Alliance for Technology Management — celebrated in 2015 its 25th anniversary of sharing best practices and strategies in innovation among academic and industry partners. In that time, SAIL — which counts companies like Horizon, Wiley, Nokia, AT&T, ARDEC and Verisk among its membership — has organized 25 annual conferences and more than 100 roundtable meetings attended by both faculty and industry leaders, while providing more than $315,000 in grants for faculty research. CCE, which traces its roots to 1998, has hosted an annual conference exploring the “front end of innovation” — a term coined through the group’s research — for 15 years. The conference attracts hundreds of members each year, who learn about how to increase the number, speed and success probability of new products and services. Members include 3M, Corning, ExxonMobil, Nike, WL Gore, Goodyear and Intel.

Wiley
One of the world’s largest publishers looked to Stevens as it sought to build out websites containing content that would drive search traffic into areas where Wiley is focusing some of its publication efforts. Four teams of students built websites around healthcare, data science, cybersecurity and communications. In doing so, they researched markets, created personas, ran competitive analyses, created site mapping and content plans, built the sites, and filled them with content. The students offered recommendations to Wiley as they handed over control of the sites in a presentation; the publishing team appreciated how thorough the students' work was and planned to keep up the sites as part of its strategy planning.

Meet: Nidhi Thind M.S. ’16 Information Systems
Nidhi has a colorful résumé — corporate communications, systems engineering, even small-business owner — but the Field Consulting Program was her introduction to working with an executive team. She leveraged her coursework to wow Wiley’s managers with her insights and recommendations. “Stevens classes really immerse you in industry,” she says. “Every assignment has emphasized how to apply what I’ve learned — so I haven’t just learned these concepts, I’ve been taught how to use them at work.” She’s now an enterprise resource planning consultant with Protiviti.
REAL WORLD

Encouraging entrepreneurs

The road entrepreneurs travel from idea to enterprise has long fascinated faculty at the School of Business. Researchers here investigate what makes entrepreneurs successful and how decision-makers at established companies can think like entrepreneurs to solve problems. Those findings are directly incorporated into the classroom.

Entrepreneurship for engineers

In 2013, School of Business faculty developed a course, Introduction to Entrepreneurial Thinking, that is required for all Stevens engineering undergraduate students. Here, they develop and nurture an idea through rapid prototyping and customer input, with the goal of attracting crowdfunding. Students hone their presentation, marketing and critical thinking skills as they build out their product concept through regular interactions with potential customers and guidance from faculty. The course culminates in a short video, produced by each team, highlighting the features and benefits of the product or service. Student projects have raised thousands of dollars on Kickstarter, including one that attracted $10,000 in startup funding.

Pre-college programs

Since 2014, the School of Business has offered a weeklong entrepreneurship camp for promising high school students that teaches them to develop their own business concept and pitch it to a panel of actual entrepreneurs, who judge the merits of their idea and evaluate their presentation skills. In 2016, 88 students participated in summer business programs, a 47 percent increase from 2013.

108 Backers who contributed more than $10,000 to Modu-Strip on Kickstarter

47% Increase in summer business enrollment, 2013-16
Innovation meets entrepreneurship

The annual Innovation Expo is an opportunity for students to showcase what they've learned at Stevens, both through four years of business classes and, more specifically, in the intense, year-long Senior Design courses they take. Senior Design challenges students to think creatively about lessons in technology integration, entrepreneurship, strategy, marketing and finance. In many cases, students’ entrepreneurial passions are nurtured through Stevens classes to become full-fledged startups upon graduation. Some examples:

**Cornys**
Jasmine Mina and Nayad Manukian, both Class of 2015, developed a marketing strategy for Cornys, their imported Egyptian corn puffs, which they further refined as Stevens graduate students.

**NovaFit**
Developed by student Omar Sarhan '16, NovaFit is creating more ergonomic barbells and other equipment designed to better accommodate athletes during their workouts.

**MKBHD**
Founded by student Marques Brownlee '15, MKBHD has millions of subscribers on YouTube, where Marques is a leading personality in tech reviews.

MEET: JESSICA SPANIER ’15
As a girl, Jessica would spend her summers vacationing in Vermont, and the state's reputation for natural, handmade goods made a lasting impression. As a Stevens senior, she worked with a team to develop her subscription box company, Scrumptious Secrets, that linked crafters in Vermont to customers looking for unique goods or gifts. “Stevens has helped me think about how to figure out how the pieces fit together when you don’t know what the big picture looks like,” she says.
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Steady stewardship

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A history of finding solutions

In 1871, the American Institute of Mining Engineers came to Stevens with the most notorious engineering problem of the time — exploding steam engine boilers, which often caused fatalities. Under the guidance of Professor Robert H. Thurston, a Stevens research team developed a testing machine to determine the reliability of the metals in boilers, and solved the problem.

In the later 19th and early 20th century, companies came to Stevens looking to more effectively manage people and projects. Solutions to these challenges came from Frederick Taylor, the father of scientific management, and Henry Gantt — a forerunner of industrial psychology and inventor of the Gantt chart. Their ideas are still used by companies a century later.

Today's challenges revolve around how technology, data and analytics are used to understand and leverage new marketplace opportunities. Once again, Stevens is leading the way, through research and instruction that aims to find practical answers for the most pressing problems of tomorrow. Whatever challenges the future brings, expect Stevens to be part of the solution.