

2022 DEAN'S ANNUAL REPORT



PAMPLIN COLLEGE OF
BUSINESS
VIRGINIA TECH

MESSAGE FROM THE INTERIM DEAN



Dear Pamplin Hokies and friends,

The 2021-22 Dean's Report illustrates the realization of the Pamplin College of Business' dedication to academic excellence and aspirations to make a difference in the world during global events that impact how we live, work, and educate the next generation of business leaders.

The college is committed to providing students with a world-class business school education, conducting impactful research, and creating an inclusive community with purpose.

I have been a Hokie for over 50 years – beginning as an undergraduate, and then as a Ph.D. student, Pamplin faculty member, department head, and now as Pamplin's interim dean for the 2022-23 academic year. Pamplin's future is incredibly bright, and I am proud of our students, faculty, alumni, and partners across the globe in our collective efforts to advance this charge.

The quality of education our students receive continues to enhance our reputation with industry and has increased our ability to successfully recruit top faculty and students. Our approach to experiential education prepares students for real world challenges through hands-on learning, dedicated career services, and access to top employers. The class of 2021 saw an 89 percent career placement rate despite pandemic-influenced economic challenges.

Undergraduate enrollment is up 2.8 percent despite a university and college cap on enrollment and a nationwide downturn in students seeking business degrees. In Northern Virginia, our graduate program enrollment by industry leaders across every sector remains strong.

Our faculty continue to participate in research that benefits business and society. In 2021-22, Pamplin had its highest research productivity year in the college's history, with 55 articles accepted for publication in Pamplin elite journals.

The Blackwood Department of Real Estate officially became Pamplin's seventh academic department on Nov. 1, 2022 and is set to build on a foundation of success as one of the nation's best undergraduate real estate programs.

Diversity, equity, inclusion, and belonging (DEIB) is becoming a core strength of Pamplin, and we continue to make progress toward increasing the diverse representation and cultural competence among our stakeholders. To achieve these goals, we established a centralized Office for DEIB in 2021 led by an associate dean and four team members. The office delivers a range of programs and events to build infrastructure for sustained transformation.

In 2021-22, Pamplin had another successful year advancing its culture of engagement and philanthropy. Pamplin alumni and friends led all Virginia Tech colleges and units on Virginia Tech Giving Day 2022 with 2,314 unique donors giving over \$2.5 million in support of the college.

Pamplin has made noteworthy progress with the fundraising campaign for the Global Business and Analytics Complex (GBAC), one of the named presidential priorities in the Boundless Impact Campaign. Construction is on track for completion ahead of the fall 2023 semester at the Data and Decision Sciences Building (D&DS) where faculty from the College of Engineering, College of Science, and Pamplin will share a transdisciplinary space. In April 2022, the Virginia Tech Board of Visitors approved the hiring of the architect for the Academic 1 building where Pamplin will be fully relocated.

I want to share my sincere thanks for all our alumni volunteers with more than 600 alumni and friends serving on advisory boards, councils, and societies; and our donors, including corporate partners and friends, who have helped make these many accomplishments possible.

Virginia Tech is marking the 150th anniversary of its founding with ongoing celebrations and commemorations from July 2021 through December 2022. Pamplin's featured Sesquicentennial spotlight is December 2022. It is an honor to serve as the finale for this milestone occasion and highlight Pamplin's many accomplishments and contributions to the Hokie Nation, commonwealth, country, and global community through this report, a virtual spotlight event, and more, in December.

Ut Prosim.

Let's Go...



Roberta (Robin) Russell
Interim Dean
Pamplin College of Business



OUR VISION

Create the next generation
of business leaders and
innovative business practices
to build a better world.

OUR MISSION

Leverage world-class
business education,
research, and service
to inspire inclusive leaders
to solve the critical
economic, social, and
environmental problems
facing communities and
organizations.

CORE VALUES

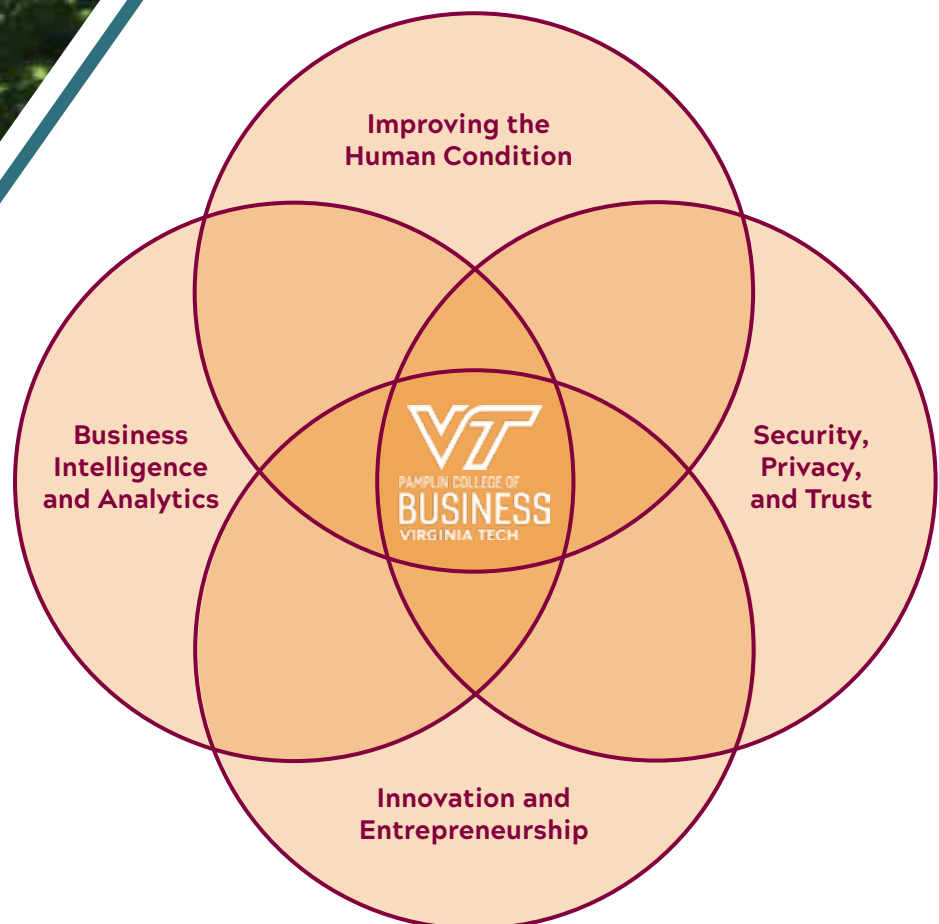
- » Diverse and Inclusive Communities
- » Knowledge and Innovation
- » Opportunity and Affordability
- » Excellence and Integrity





PAMPLIN PILLARS

Pamplin Pillars are areas of study and business practice that cut across the college's degree programs and address escalating societal needs and will have an accelerating impact across all industries on a global scale.



PAMPLIN AT A GLANCE

ENROLLMENT

Undergraduate: 5,257

Graduate: 937

FACULTY AND STAFF

Faculty: 205

(A/P and teaching and research faculty)

Staff: 55

PAMPLIN PHYSICAL PRESENCE



NEW MAJORS IN 2021-22

BUSINESS INFORMATION TECHNOLOGY

Cybersecurity Management
and Analytics

FINANCE

Financial Planning and
Wealth Management

FinTech and Big Data Analytics

Finance and Real Estate

MANAGEMENT

Entrepreneurship, Innovation,
and Technology Management

Human Resource
Management

Management Consulting
and Analytics

Business Management

REAL ESTATE

Real Estate for
Commercial Properties

Real Estate for
Residential Properties

ACADEMIC PROGRAMS, DEGREES, UNITS

B.S. IN BUSINESS, PH.D. IN BUSINESS

Accounting and
Information Systems

Business Information
Technology

Finance

Hospitality and
Tourism Management

Management

Marketing

B.S. IN REAL ESTATE

MASTER OF ACCOUNTING AND INFORMATION SYSTEMS

MASTER OF BUSINESS ADMINISTRATION

Evening MBA
(Northern Virginia)

Online MBA
(Northern Virginia)

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

MSBA - Business Analytics

MSBA - Hospitality and
Tourism Management
(Northern Virginia)

MASTER OF INFORMATION TECHNOLOGY (ONLINE)

EXECUTIVE PH.D. IN BUSINESS

HIGH-DEMAND GRADUATES

Through top-notch academics, career advising, experiential learning, internship opportunities, and a strong industry partner network, Pamplin students gain the skills needed to become productive business leaders.

CLASS OF 2021

89 percent of Pamplin students seeking a job after graduation secured a position within their field.

Graduates earned a **\$60,500** median starting salary.

99 percent of Pamplin students reported using at least one or more of the college's career services.

100 percent job placement of FinTech and Big Data Analytics and Financial Planning and Wealth Management majors.

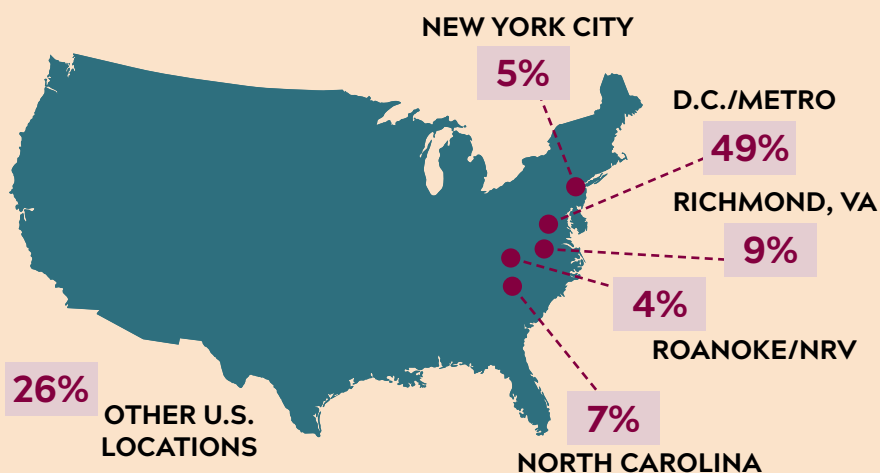


DEDICATED CAREER SERVICES AND DEVELOPMENT OPPORTUNITIES

Over **3,200 students** and **140 employers** participated in **Business Horizons**, Pamplin's hallmark career fair in September 2022.

Career Services hosts **40-50** recruiting, networking, and professional development events each semester.

MOST COMMON PLACEMENT LOCATIONS



TOP EMPLOYERS

- Accenture
- Capital One
- PwC
- RSM
- Grant Thornton
- Baker Tilly
- Bank of America
- memoryBlue
- Deloitte
- KPMG
- EY
- CGI
- IBM
- Amazon
- Booz Allen Hamilton
- Freddie Mac

RANKINGS AND ACCOLADES

#1

MASTER OF INFORMATION TECHNOLOGY, INFORMATION TECHNOLOGY PROGRAMS FOR VETERANS

U.S. NEWS & WORLD REPORT

MASTER OF INFORMATION TECHNOLOGY, CYBERSECURITY

CYBERDEGREES.ORG

BEST BACHELOR'S IN REAL ESTATE

BACHELOR'S DEGREE CENTER

BUSINESS INFORMATION TECHNOLOGY, MANAGEMENT SCIENCES AND QUANTITATIVE METHODS/BUSINESS ANALYTICS

COLLEGE FACTUAL

2022 MODEL PROGRAM AWARD – ENTREPRENEURSHIP

UNITED STATES ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

#3

MASTER'S DEGREE IN INFORMATION TECHNOLOGY, BEST ONLINE PROGRAMS

U.S. NEWS & WORLD REPORT

BEST REAL ESTATE DEGREE PROGRAM

GREAT BUSINESS SCHOOLS

#4

HOSPITALITY LEISURE MANAGEMENT PROGRAM

QS TOP UNIVERSITIES

#17

BEST COLLEGES FOR BUSINESS MAJORS

MONEY MAGAZINE

#18

ACCOUNTING AND
INFORMATION SYSTEMS
MAJOR

COLLEGE FACTUAL



#22

BEST LEARNING
COMMUNITIES

Pamplin operates two:
Innovate and IMPACT

U.S. NEWS &
WORLD REPORT

#23

BUSINESS PART-TIME MBA
PROGRAM
(EVENING MBA)

U.S. NEWS &
WORLD REPORT

MANAGEMENT
INFORMATION
SYSTEMS (BIT + ACIS)

U.S. NEWS &
WORLD REPORT

FINANCE & FINANCIAL
MANAGEMENT MAJOR

COLLEGE FACTUAL

#25

UNDERGRADUATE
ENTREPRENEURSHIP
PROGRAM

PRINCETON REVIEW

#39

UNDERGRADUATE
BUSINESS EDUCATION

U.S. NEWS &
WORLD REPORT

#60

UNDERGRADUATE
ACCOUNTING
PROGRAM

U.S. NEWS &
WORLD REPORT

ACADEMIC AND EXPERIENTIAL LEARNING HIGHLIGHTS

With State Council of Higher Education for Virginia approval, the Blackwood Program in Real Estate within Pamplin became the **Blackwood Department of Real Estate** on Nov. 1, 2022. Building on a foundation of continued success as one of the nation's best real estate programs, the department has grown to over 370 students enrolled in three interdisciplinary tracks.



The **Pamplin Leadership Development Team**, a group of undergraduate students who deliver leadership development opportunities and mentoring experiences for fellow students, hosted the 23rd annual **Pamplin Student Leadership Conference** attended by 100 students and industry leaders in September 2022.



Jason Malone (Finance) earned the **2022 Teaching Scholar Award for Large Class Teaching** from Virginia Tech's Center for Excellence in Teaching and Learning. The award is designed to recognize faculty members with a longstanding record of teaching excellence in large-enrollment courses of 100 or more students per section.



157 undergraduate TAs gain real-world skills in mentoring, teaching, and engagement through the **Pamplin Engage Undergraduate Teaching Assistant Program**.



Students from the Blackwood Department of Real Estate took home **first place at the Mulroy Real Estate Challenge**, the “March Madness” for undergraduate real estate where students from 23 colleges with top real estate programs compete using a realistic case study.



PRISM, Pamplin’s faculty-led, student-run, next-generation marketing firm, earned international recognition for excellence in videography at the 43rd Annual Telly Awards.

WORLD-CLASS FACULTY

In 2021-22, Pamplin had its highest research productivity year in college history with **55 articles accepted for publication** in Pamplin elite journals.

Consistent among the nation's top business schools, the primary measure of research this impact is publication in the most influential business journals. The University of Texas at Dallas ranks business schools by elite level publications. Since 2014, Pamplin increased its rank from 84th to 69th among North American business schools, landing at 71st in 2021.

Over **\$2 million in research grants** were awarded to Pamplin faculty in 2021.

Pamplin had over **14,300 Web of Science citations** in 2021, a 36 percent increase from 2020.

Virginia Tech was ranked **No. 7 in Hospitality** and **No. 13 in Tourism** for its faculty research by the Journal for Hospitality and Tourism.



In 2021, **Viswanath Venkatesh (BIT)** was ranked 95th out of approximately 9 million scientists in all fields for research citations, was included among Clarivate's Highly Cited Researchers in 2022, and was the top-cited researcher at Virginia Tech.



Zheng Xiang (HTM) was among six Virginia Tech faculty recognized as Clarivate's Highly Cited Researchers in 2022, demonstrating significant influence in their fields through publication of highly-cited papers during the last decade.



Juan Luis Nicolau (HTM) received the **2022 Virginia Tech Alumni Award for Excellence in International Research**. The award honors one faculty member annually who has made significant international research contributions.

PAMPLIN ELITE JOURNAL HIGHLIGHTS IN 2021-22



Management Science: Idris Adjerid's (BIT) research on gamification and health wearables highlighted the positive health outcomes gamification had for more sedentary individuals and the adverse effect for more active users.



Journal of Consumer Research: Introducing audio mining technology to marketing literature, Shane Wang's (Marketing) research demonstrated how online Kickstarter campaigns were more successful when persuaders' vocal tones showed greater focus, less stress, and less extreme emotion.

The Accounting Review: Jeffrey Pittman's (ACIS) research provided the first large-scale analysis on the nuanced ways in



which emotions can affect top executives and their corporate forecasts.



Journal of Financial and Quantitative Analysis: Brad Paye (Finance) and Sara Easterwood (Finance) reported that merger returns are responsible for the size premium found in stock returns, contrary to current thinking that firm size has a direct effect on returns.



FACULTY MEDIA HIGHLIGHTS

Mahmood Khan (HTM) discussed the JetBlue Spirit merger and its potential impact on travelers on **CBS News**. His expertise has also been featured in **USA Today**, **Forbes**, and **The Washington Post**.

Janine Hiller (Finance) and her research on credit card companies' use of social media data to inform approvals was highlighted in **Newsweek**.

Eli Jamison (MGMT) spoke with **PBS** on the Great Resignation and the future of the workforce.

Jonathan Everett (Real Estate) shared his perspective on the volatile real estate market with the **National Desk**.

Andrew MacKinlay (Finance) spoke to the **Economist** on how high property prices can damage the economy.

Research from **Max Stallkamp** (MGMT) highlighting obstacles to globalizing a digital corporate platform was published by **Harvard Business Review**.



Strategic Management Journal: Karen Schnatterly's (MGMT) research highlighted when a board of directors brings on a new board member whose skills and expertise address the firm's future risks, the firm performs better than if there is less alignment.

IMPROVING THE HUMAN CONDITION

Safeguarding our environment and assuring human well-being are global challenges. Business education and research must play a critical role in developing and rapidly deploying solutions to address these challenges.

RESEARCH HIGHLIGHTS

U.N.-recognized longitudinal research from **Viswanath Venkatesh** (BIT), continues to improve the health and well-being of rural communities in India, particularly for women. In boosting Internet access and information dissemination on healthcare, farming best practices, and entrepreneurial opportunities, the research showed positive outcomes at scale, including reduced maternal and infant mortality rates and strong engagement of women in rural economies.



Lance Matheson (BIT) was part of a Virginia Tech faculty team that delivered strategies for improving teaching and relationship-building to clients in Afghanistan's agricultural system. His research has focused on supply chain management principles in international development projects.



Nancy McGehee's (HTM) research explores the impacts of tourism – sustainable, volunteer, and rural – on global communities. In a 2022 study, McGehee engaged community cultural development organizers from a single-industry central Appalachia town to understand how these organizations can increase residents' participation in and ownership of tourism projects over the long term.



Research from **Broderick Turner** (Marketing) examines how school choice leads to segregation and how preferences like school performance rating and income demographics can be contributing factors to segregation.

FACULTY AND STUDENTS IMPLEMENTING POSITIVE CHANGE



Through a U.S. Bureau of Indian Affairs grant, **Kristin Lamoureux** (HTM) partners with Native American tribes to help advance economic

development, tourism human capital, and tourism asset positioning within reservations and indigenous communities

Pamplin's **Lugano Creating Sustainable Social Change** study abroad program offers students the opportunity to study abroad both in Switzerland and Africa. Students conduct a semester-long grant proposal project and, in Africa, partner with a nonprofit to develop ESL, computer skills, and programming curricula.



Students in **Dirk Buengel's** (MGMT) consulting course delivered a business plan and growth strategy for Ladies Own Transport, a women-led driving school and taxi service striving to reduce gender-based violence in South Africa.



Students in **PRISM** appeared on the **TODAY Show** on Earth Day 2022, helping set a world record for the most people watering plants simultaneously in multiple venues live.

BUSINESS INTELLIGENCE AND ANALYTICS

Pamplin plays a critical role in advancing a world-class data analytics educational and research environment at Virginia Tech. As opportunities to solve the world's complex problems through data grow exponentially, the college is answering the charge to deliver leading business intelligence and analytics education and research and engage students in opportunities to develop practical skills in analytics to fill the need for highly-skilled talent.

RESEARCH HIGHLIGHTS



Alan Abrahams' (BIT) research leverages text mining and machine learning to effectively screen data in millions of consumer reviews to identify and predict potential product safety hazards with applications in food, cars, products for senior citizens, and much more.



Michelle Seref (BIT) and **Onur Seref** (BIT) utilize novel rhetoric mining methodology and machine learning to study and detect instances of discourse intentionally used to persuade an audience in disinformation on social media.



Tabitha James (BIT), **Eduardo Villacis-Calderon** (BIT), **France Belanger** (ACIS), and **Paul Lowry** (BIT) developed a framework to understand how online health community users, active and passive, give and receive support.

ACADEMICS AND EXPERIENTIAL LEARNING

Business Information Technology (BIT) is Virginia Tech's largest major, with more than 1,500 students. The program is STEM-H designated and offers three tracks:

- Operations Supply Chain Management (BIT-OSM)
- Decision Support Systems (BIT-DSS)
- Cybersecurity Management and Analytics (BIT-Cyber)

Approximately **80 percent** of BIT students participate in an internship, field study, or experiential learning before graduating.



43 students participate in **IMPACT**, a data analytics-focused living-learning community launched in 2021, co-hosted by Pamplin and the College of Science.

CENTER FOR BUSINESS ANALYTICS

Pamplin's Center for Business Analytics (CBA) catalyzes collaborative relationships among students, faculty, and corporate leaders to advance best practices and deliver student learning opportunities. CBA operates the Master of Science in Business Administration with a Business Analytics concentration (MSBA-BA), a one-year graduate program where students tackle a real problem faced by a sponsoring company.



The inaugural **Day for Data Conference** hosted by CBA was held in September 2022. During the event, students, faculty, and industry professionals networked and learned how industry leaders like IBM, Norfolk Southern, and Deloitte, use data analytics to drive business decisions.

SECURITY, PRIVACY, AND TRUST

Pamplin is building a sustainable digital future by preparing future professionals and researching solutions to growing threats to security, privacy, and trust. Pamplin faculty engage with the Commonwealth Cybersecurity Initiative, NIST, GAO, DHS, and Virginia Tech's National Security Institute in contributing to cybersecurity policy and research.



Research from **Paul Lowry** (BIT) and **Nicholas James Brown** (BIT) demonstrated how information security events like breaches significantly affected a company's stock market performance.



With the proliferation of 'bring your own devices' in company environments, research from **France Belanger** (ACIS) demonstrated how repeated, mandatory exposure to security and privacy news increased employees' knowledge and usage of company information protective settings like secure passwords.



Research from **Idris Adjeric** (BIT) investigated delayed adoption of the COVID-19 vaccine through the lens of data privacy concerns. Findings showed that identification requirements reduced vaccine demand but were offset when individuals were able to remove information from an immunization registry.



Virginia Tech students are enhancing election cybersecurity in municipalities across the commonwealth through the **Virginia Cyber Navigator Program**. The 12-week program combines a semester-long academic curriculum through Pamplin's Elections Security course and an immersive internship experience.

BIT-CYBER MAJOR

The approximately **435** students in the **Business Information Technology - Cybersecurity Management and Analytics major** (BIT-Cyber) are required to complete an extended field study or internship to help prepare them for the workplace. These placements have included FBI, Goldman Sachs, IBM, Cisco, Northrop Grumman, NetApp, boutique firms, and more.

BIT-CYBER IN D.C.

An agreement between Virginia Tech and Northern Virginia Community College provides a transfer path



toward a BIT-Cyber bachelor's degree. The first **Virginia Tech bachelor's degree outside Blacksburg**, the work-based program removes barriers for students from diverse, non-traditional backgrounds, while providing access to high-level workplace learning opportunities in the greater Washington, D.C., metro area.

MEDIA HIGHLIGHTS

The Wall Street Journal featured research from **Michelle Lowry** (ACIS), **Anthony Vance** (BIT; Commonwealth Cyber Initiative Fellow), and **Marshall Vance** (ACIS) that called attention to the urgent need for more cybersecurity expertise on corporate boards.

Wired featured commentary from **Anthony Vance** on potential corporate implications from the recent Uber data breach conviction.



INTEGRATED SECURITY EDUCATION AND RESEARCH CENTER

Through its **Integrated Security Education and Research Center** (ISERC), Pamplin leads a transdisciplinary approach to integrated security research and education. The ISERC operations center spurs faculty research around data modeling and efficacy of crisis coordination. The facility's reconfigurable space gives students active simulation experience. Throughout the year, ISERC hosts a variety of seminars and events.

INNOVATION AND ENTREPRENEURSHIP

With world-class entrepreneurship education, research, and experiential learning, Virginia Tech is a destination of choice for student entrepreneurs.



ACADEMICS AND EXPERIENTIAL LEARNING

4,991 students were enrolled in entrepreneurship courses across Virginia Tech in 2021-22.

The **Department of Management** offers the **Entrepreneurship, Innovation, and Technology Management** major.

170 students participate in Innovate, Pamplin's entrepreneurship living-learning community.



NATIONAL RECOGNITION

In 2022, Virginia Tech won the Model Program Award, **the top national award for entrepreneurship education**, from the United States Association for Small Business and Entrepreneurship for its bold entrepreneurship educational programs.

RESEARCH

Virginia Tech continues to emerge as a globally renown, award-winning center for scholarly research in entrepreneurship and innovation, with **22 published articles** and more than **50 research presentations** delivered at top conferences in 2021-22.

Multidisciplinary research collaborations are underway in rural entrepreneurship, artificial intelligence

and machine learning, female entrepreneurship, sustainable innovation, Black entrepreneurship, and more.

Virginia Tech is playing a leading role in bridging scholars, entrepreneurs, and policymakers in the multi-institution development of the **Entrepreneur & Innovation Exchange (EIX.org)**, a free peer-reviewed resource on entrepreneurship and innovation for entrepreneurs, innovators, investors, advisors, and educators.

Virginia Tech ranked **No. 25** for undergraduate entrepreneurship programs in 2022 Princeton Review rankings.

APEX CENTER FOR ENTREPRENEURS SPOTLIGHT

The Apex Center for Entrepreneurs is a transdisciplinary center housed within Pamplin that engages student entrepreneurs in educational programming, networking, and funding opportunities to catalyze their business ventures.

2021-22 HIGHLIGHTS

Students from **112 different academic majors** engaged in Apex Center programs, from across all **nine colleges and institutes** at Virginia Tech.



38 alumni entrepreneurs served in the Apex Center's mentor network.

49 student-led startup teams built and launched new products and services.

\$21,100 in funding was awarded to student entrepreneurs through Apex Center programs.

Virginia Tech student entrepreneurs won

approximately **\$300,000** in external entrepreneurship competitions facilitated by the Apex Center.



A **\$500,000** philanthropic investment from **Win Sheridan '94** will help the Apex Center for Entrepreneurs engage more student entrepreneurs in transformative experiential learning and funding opportunities.



24 German Fulbright Summer Institute scholars engaged in Apex Center programming through Virginia Tech's Leaders in Entrepreneurship German Fulbright Summer Institute, including a capstone **Startup Weekend** event that brought together cross functional teams comprised of Virginia Tech and German students.

FOSTERING A DIVERSE AND EQUITABLE BUSINESS LEARNING ENVIRONMENT

Pamplin is dedicated to fostering a business learning environment that is rooted in inclusivity, innovation, collaboration, and a shared commitment to improving the human condition.



Pamplin's Strategic Plan charges the college to build a model inclusive community; one that challenges the status quo and promotes the diversity, equity, inclusion, and belonging of all its constituents.

Pamplin's **Office for Diversity, Equity, Inclusion, and Belonging (DEIB)** celebrated its first anniversary in June 2022. It is staffed by five full-time positions, including Associate Dean for Diversity, Equity, Inclusion, and Belonging Dr. Janice Branch Hall who was appointed in 2021.

The office delivers a range of programs and services to support efforts to build infrastructure for sustained

transformation, achieve diverse representation across students and faculty, advance the academic mission, and foster an equitable and inclusive community.

41 percent of Pamplin's fall 2022 undergraduate class (first-year and transfers) come from underrepresented minority or underserved backgrounds.

Virginia Tech's online Master of Information Technology program launched the **MIT Scholars Program** in 2022 to expand educational pathways for student populations traditionally underrepresented in technology through new scholarships.

DEIB

OFFICE FOR DIVERSITY, EQUITY,
INCLUSION, AND BELONGING



View the Pamplin
DEIB 2021-22
Impact Report

STUDENT AND FACULTY ENGAGEMENT

80 student students served as peer mentors in the **Pamplin Undergraduate Mentoring Program (PUMP)** operated by the Office for DEIB. The mentors offer a sounding board for their peers and connect them with resources to develop academically, personally, and professionally.

14 students lead the new **Inspire Excellence Academy**, a first-year student enrichment program where participants immerse themselves in growth opportunities to develop as culturally informed leaders to help foster a more diverse and inclusive Pamplin community.



Pamplin served as the lead higher education institution for the **Race In the Marketplace (RIM) Research Re-Union** in June 2022. The RIM Network is an international gathering of diverse scholars, activists, creatives, researchers, and practitioners who examine the role of race in the marketplace.

In honor of **International Women's History Month** and 100 Years of Women at



Virginia Tech, Pamplin DEIB hosted a luncheon at the Blacksburg and Falls Church campuses to celebrate Pamplin women.



The Office for DEIB hosted its inaugural **Pamplin's Inspiring Possibilities Academy** in July 2022. The 10-day residential program introduced **27 rising high school seniors**, many from underrepresented and underserved communities, to the dynamic world of business careers.

GLOBAL BUSINESS AND ANALYTICS COMPLEX

The **Global Business and Analytics Complex** (GBAC) is a \$250 million presidential priority project to erect two new academic buildings near the northwestern entrance to the Blacksburg campus and two living-learning communities anticipated to be built in the proposed Student Life Village. The complex's academic buildings are expected to provide roughly 220,000 square feet of space for teaching,

research, and collaboration by faculty and students from multiple colleges, with a focus on data analytics and decision-making.

CONSTRUCTION PROGRESSES

Construction continues to progress on the **Data and Decision Sciences Building**, GBAC's first academic structure, anticipated to open for the fall 2023 semester.

In April 2022, the Board of Visitors approved a resolution to design the second academic building within GBAC. The new Pamplin building is envisioned as an approximately 104,000 gross-square-foot, four-story structure that will connect with the Data and Decision Sciences Building through a common area and provide expanded, educational space sufficient to meet demand for business programs.





GBAC PHILANTHROPY HIGHLIGHTS IN 2021-22

With more than **\$36 million committed by donors** for the GBAC initiative to-date, fundraising for the second academic building continues with \$4 million remaining to raise to ensure the full vision of the building design is realized.



Since 2016, when Virginia Tech first revealed plans for GBAC, **Chris Shean '87** has been one of the project's most vocal champions. He provided the first major gift to the project, has hosted events for the endeavor

in his hometown region of Southside Virginia, and a fall 2021 event in Richmond, and is the largest individual donor to the project, contributing, along with his wife, **Lesley Shean '88**, **\$2.6 million** to help make the complex a reality.



Mary McVay '78, MBA '81 made the first **\$1 million donation** toward GBAC when plans for the complex were initially introduced, inspiring many other generous Pamplin alumni to follow her lead with their own gifts. McVay went on to commit an additional \$1 million toward GBAC, and during Giving Day 2022, supported a \$100,000 matching GBAC Challenge.



A **\$1 million gift** to Pamplin in academic year 2021-22 will establish the Asali Learning Accelerator, an academic support space within GBAC's second academic building. **Omar Asali '92**, chairman and chief executive officer of Ranpak Holdings Corp., with his wife, **Rula**, made the gift through their Omar and Rula Asali Foundation.

Hokie employees at **Deloitte, EY, KPMG, and Marriott International**, and their respective corporate and family foundations, continue to offer strong support and engagement for GBAC.

PHILANTHROPY AND ENGAGEMENT

Pamplin continues to advance its culture of philanthropy and engagement thanks to its dedicated base of alumni and supporters.

Philanthropic contributions play a significant role in bolstering nationally recognized academic programming, research and experiential learning opportunities, and the construction of world-class facilities.

DEDICATED ALUMNI

Over **600 Pamplin alumni** serve on the college's advisory boards, councils, and societies. Among them are Pamplin Advisory Council, Pamplin Society, Recent Alumni Board, and college and department-level advisory boards and councils.

In his 2016 State of the University address, Virginia Tech President Tim Sands stated the goal to grow alumni giving participation from 9 percent to 22 percent by 2022, the university's 150th anniversary year. Pamplin alumni answered this call with over **26 percent alumni giving participation** as of June 6, 2022.

BOUNDLESS IMPACT CAMPAIGN

Set to run through 2027, Boundless Impact: The Campaign for Virginia Tech, is the university's most ambitious fundraising campaign with a goal of **\$1.872 billion**. Pamplin donors continue to step forward to participate in this presidential priority, contributing over \$80 million toward the \$100 million college goal since FY18. This includes \$11.5 million raised in FY22.



VIRGINIA TECH
BOUNDLESS
IMPACT



HOKIES ON WALL STREET

Nearly 150 Hokies, including alumni, students, faculty, and staff, gathered in New York City for Pamplin and the Finance Department's **20th Hokies on Wall Street** reception. The event commemorated 100 Years of Women at Virginia Tech and featured a panel of female Wall Street leaders who discussed current finance industry trends.

During the event, Virginia Tech also received a NASDAQ and CNBC spotlight in honor of Dean Robert Sumichrast's retirement.



GIVING DAY
VIRGINIA TECH

GIVING DAY

Pamplin led all Virginia Tech colleges and units on Virginia Tech Giving Day 2022, with **2,314 unique donors** giving



over **\$2.5 million** in support of the college, winning highest number of donors – an increase of 73 percent in the number of donors participating. Pamplin also led in total dollars raised and won the faculty-staff challenge. Giving Day 2023 will take place on Feb. 15-16, 2023.

CORPORATE AMBASSADOR AWARD

Marriott International was recognized with the **2022 Pamplin Corporate Ambassador Award**. Marriott International and the J. Willard and Alice S. Marriott Foundation have demonstrated prolonged engagement with Pamplin's mission through the recruitment of Pamplin graduates, sponsorship of the J. Willard and Alice S. Marriott Professorship of Revenue Management (Juan Luis Nicolau), support for the Global Business and Analytics Complex, and more.

PAMPLIN AWARDS

Six Pamplin alumni were honored for their outstanding professional and community engagement at the 2022 Pamplin Awards banquet on April 21, 2022.

Ut Prosim

(That I May Serve) Award
Deborah Golden '94

Philanthropy Award

Mary McVay '78, '81

Mentoring Award

Eddie Hearp '66, MBA '66

Rising Alumni Awards

Sophie DeWaal '13

Negar Jamshidimehr '11,

Jwalita Veeramachaneni '15



PAMPLIN COLLEGE OF
BUSINESS
VIRGINIA TECH

Pamplin College of Business
pamplin.vt.edu

Social Media

@vtpamplin
Twitter | Facebook
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Office of the Dean

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