

2022-2023

GOIZUETA BUSINESS SCHOOL OFFICE OF  
**DIVERSITY, EQUITY, AND INCLUSION**  
**ANNUAL REPORT**



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

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# WELCOME



Our Goizueta community thrived in the 2022-2023 academic year. In pausing to reflect on our growth, I'm reminded of just how far we've come. In recent years the terms diversity, equity, and inclusion have become a meaningful part of our vernacular. More than that, the importance of what these words stand for holds a renewed place close to the heart for many of us.

Together, we continue to learn how best to appreciate and respect each other as individuals, to value the unique contributions individuals make to personal and professional relationships, and to understand how inviting those with different perspectives and abilities into the conversation can truly enrich our collective lives. I'm very proud to have participated in this shift in awareness.

Our dedicated students and faculty continue to evolve the John R. Lewis Racial Justice Case Competition and sharpen national focus on how companies can thoughtfully incorporate new DEI initiatives into their operations. The Peachtree Minority Venture Fund continues to invest in underrepresented founders and afford new opportunities for them to impact our communities across the country. To empower local communities near Goizueta's campus, the Start:ME Accelerator shares workshops, mentorship, capital, and professional networking with small business owners.

We challenge ourselves to think and act with diversity, equity, and inclusion in mind. Please join us on this important journey.

## **Jill Perry-Smith**

*Professor of Organization & Management  
Academic Director, The Roberto C. Goizueta Center for Entrepreneurship & Innovation*

# WELCOME



We celebrate our progress. Goizueta has embraced diversity, equity, and inclusion as a vital part of day-to-day life. We've witnessed the change all around us. Our community has engaged in difficult conversations, bringing to light disparity and social concerns. I'm so proud of our Goizueta students, faculty, and staff members who came together with honesty and integrity to read, discuss, and share personal insight from Diversity, Inc. Together we've also nurtured female leaders and diverse founders, gaining wisdom to inform our future initiatives. Across our campus, we've created inclusive classrooms and streamlined the process by which someone can anonymously report a perceived bias incident. As we grow and adapt to changing societal circumstances, we continue to listen so we may develop meaningful programming. Your voices are crucial.

## **Ama Fofie**

*Director, Diversity, Equity, and Inclusion*



# EXECUTIVE SUMMARY



## **Goizueta Business School's commitment to a diverse, equitable, and inclusive campus climate is unwavering.**

We recognize that inclusivity, diversity, and equity are not just buzzwords; they are at the core of our mission. Our overall goal is to create a campus environment where every member feels a keen sense of belonging and equal opportunities are provided for all. We believe that this positive and inclusive atmosphere is the foundation for personal and professional growth, attracting the best talent, and preparing principled leaders for a diverse society.


Our faculty plays a pivotal role in this mission. Through their research initiatives, our esteemed scholars are advancing knowledge and understanding in the field of diversity, equity, and inclusion (DEI). Their work equips future leaders with the tools to embrace and

promote DEI principles and practices. We believe that the key to a more inclusive society lies in the education and preparation of leaders who understand the importance of DEI.

In summary, this annual report provides a comprehensive insight into our dedication to fostering an inclusive campus climate, showcases faculty research initiatives in DEI, and emphasizes our commitment to preparing leaders who champion these values. It is a testament to our dedication and progress in the vital area of DEI. We hope this report serves as an informative resource for our stakeholders, keeping them informed about the initiatives undertaken by Goizueta Business School to promote diversity, equity, and inclusion. We are unwavering in our commitment to making our campus and the world a better place through the power of DEI.



# DEI MISSION ▶▶▶



Goizueta Business School endeavors to be the leader among business schools as a place for thriving and growth for every person without exception, allowing us to attract, develop, and engage the best talent and equip members of our community and our partners to be principled leaders in a diverse society.

## CULTURAL KNOWLEDGE & INCLUSION

We aim to enrich our community members with exposure to cultural knowledge with the goal of increased self-awareness.

# DEI CHAMPIONS – STAFF



## ALINA BILLS MENCIAS <sup>24MBA</sup>

*Manager, Start:ME Accelerator*

As a powerful community impact leader for participants in Goizueta’s Business & Society Institute program Start:ME Accelerator, Mencias collaborates with under-resourced community-based entrepreneurs and program alumni to develop the knowledge, professional networks, and capital they need to build strong and vibrant businesses. She serves as an analyst investor for Goizueta’s groundbreaking Peachtree Minority Venture Fund. In addition, Mencias serves as the Goizueta leadership representative for the university wide MLK Jr. Committee which annually honors individuals with the MLK Community Service Awards. She is on the board of directors for the nonprofit 21st Century Leaders: Inspiring Youth to Lead and has also spent time in Spain teaching English as a second language.

## ALLISON GILMORE

*Director of Admissions and Student Services  
Goizueta PhD Program*

In her role to shape the Goizueta PhD program, Allison Gilmore has been instrumental in enrolling Goizueta’s most diverse PhD cohort. To ensure continued personal and professional growth within the student body, Gilmore worked with Ama Ampadu-Fofie, director of diversity, equity, and inclusion to deliver comprehensive DEI onboarding sessions for incoming full-time MBA, Master of Analytical Finance, and Evening MBA classes. Gilmore also serves as the co-chair of the Goizueta DEI Council.



# DEI CHAMPIONS – FACULTY



## SUHAS SRIDHARAN

*Associate Professor of Accounting*

A classroom leader and role model, Suhas Sridharan has achieved continued success for her efforts to strengthen inclusivity. She attended the inclusive classroom sessions, implemented select recommended tips, and continued learning after sessions. Students have shared outstanding feedback across categories about the learning environment Sridharan has designed. With appreciation for non-resident and international students whose educational backgrounds have differed, Sridharan emphasizes high accessibility by adapting her teaching methods to suit unique learning styles.

## ANAND SWAMINATHAN

*Roberto C. Goizueta Chair of Organization & Management*

Swaminathan advises university initiatives including serving on the Emory Diversity, Equity, and Inclusion Analytics Committee and providing input to the university's institutional research team's data group. Swaminathan has thoughtfully viewed existing research streams through the DEI lens where DEI would otherwise not be a core component. As a scholar and researcher, he and colleague Melissa Williams, associate professor in Organization & Management along with others explored colorism and leadership attainment among college football coaches.





# GOIZUIETA SOCIETY AND BEYOND



**We aim to inspire our community members to leverage the power of diversity to improve equity in business and society. Goizueta is committed to DEI in our community through our partnerships and involvement in initiatives that focus on communities beyond campus.**

## BELOVED COMMUNITY LEADERSHIP ACADEMY PARTNERSHIP WITH THE KING CENTER

Annually, the Martin Luther King Jr. Center for Nonviolent Social Change, known as The King Center, hosts a 15-month program catering to junior and high school students from the U.S. and around the world. This program, conducted entirely online, is named the Beloved Community Leadership Academy (BCLA). Last year, Goizueta Business School joined the inaugural Beloved Community Leadership Academy. During this summer, Goizueta reengaged with the academy, specifically participating in the Dream Incubator segment of the program, where the focus was on refining the business concepts created by student groups.

When the BCLA youth convened with Goizueta faculty and staff for the Dream Incubator in late July, they had already been part of the program for 12 months. This year's participants represented 20 U.S. states and multiple international locations, including Scotland, Bangladesh, and Liberia, offering the student groups a unique global perspective. With a year's worth of experience, these students were well-versed in social justice principles, business fundamentals, leadership, and the process of developing and launching an app.

This collaboration underscores Goizueta's unwavering commitment to enhancing academic pathways and equipping principled leaders for a diverse society. It serves as a testament to Goizueta's dedication to fostering innovation and driving positive societal change.

## YOUNG AFRICAN LEADERS INITIATIVE

Two dozen entrepreneurs from 18 African countries visited Goizueta Business School in July as part of the Young African Leaders Initiative (YALI), a program created by President Obama and Nelson Mandela to empower young African leaders through academic coursework, leadership training, mentoring, networking, and follow-up support. The entrepreneurs attended sessions on augmented and virtual reality, artificial intelligence, and the future of work. Microsoft also showcased their technological offerings. After lunch, a group of students from Africa who are in the MS in Business Analytics (MSBA) program joined the fellows outside for a drone demonstration. In addition to exposing the students to image recognition, tracking, stabilization, pathing, and autonomous flight, the demonstration gave the fellows a chance to connect with current MSBA students—two of whom had applied to be YALI fellows.

# DEI ENGAGEMENT ACROSS GOIZUETA

## COMMON READ PANEL 2023 – DIVERSITY INC.

Through our common book reading initiative, faculty, staff, alumni, and students collectively delve into a wide array of subjects, such as understanding stereotypes and unconscious bias, becoming effective allies, and cultivating anti-racism mindsets. Each book reading event encompasses multiple small-group dialogue sessions, guided by faculty and staff advisors who have undergone training to become effective facilitators. Additionally, many of these book readings culminate in community events featuring the author, which provide an opportunity to delve deeper into the themes explored in the books.

The Fall 2022 Common Read book at Goizueta was “Diversity Inc.: The Fight for Racial Equality in the Workplace” by Pamela Newkirk. The author, Pamela Newkirk, led a panel discussion featuring notable experts, including Frank Dobbin, the Henry Ford II Professor of the Social Sciences at Harvard University, Andrew Davis O8EMBA, the Executive Vice President & Global Chief People Experience Officer at Sony Music Entertainment, and Qaadirah Abdur-Rahim 11EMBA, the Chief Equity Officer at the City of Atlanta.

The discussion delved into the core themes of Dr. Newkirk’s book, addressing important questions about the initiatives that drive real change and what actions organizations should or should not take to foster diversity and equity in the workplace.

In summary, our Common Book Reading initiative has continued to foster an environment of learning and discussion among our faculty, staff, alumni, and students. By exploring crucial topics related to stereotypes, unconscious bias, allyship, and anti-racism, we have taken significant strides toward a more inclusive and equitable community. The Fall 2022 Common Read, ‘Diversity Inc.: The Fight for Racial Equality in the Workplace,’ allowed us to engage with the author, Pamela Newkirk, and esteemed panelists, as we probed the critical issues surrounding diversity and equity in modern workplaces. We look forward to further advancing these dialogues and implementing the insights gained to create more diverse and equitable workplaces in the future.





## LEADHERSHIP

Goizueta's enduring commitment to elevating the role of women in the business world has been a cornerstone of our mission. Achieving this goal demands more than just a world-class education; it requires fostering a supportive community and offering specialized programs tailored to address the unique challenges women face in the business world. The LeadHERship Program at Goizueta serves as a testament to this commitment, offering a variety of large-group signature events and smaller, more intimate workshops throughout the year. These events are designed to build a connected community and empower women in business to strengthen their professional networks.

Highlights from the past year include the Onboarding/Welcome Dinner, the All-Women Fall Brunch Event, and the Mid-Year Check-In.

Furthermore, workshops in Professional Development and Skill Building covered executive style, work-life balance, advocating for one's career, personal finance management, and crafting a personal workplace brand. Our efforts continue to drive diversity and inclusivity, creating a positive impact on our academic community and beyond.







## DIVERSE FOUNDERS PROGRAM

Goizueta Business School's commitment to collaboration and interdisciplinary excellence is evident in the Diverse Founders Executive Learning Program. This innovative initiative, supported by the Goizueta Creativity and Innovation Fund and in partnership with community organizations like Goodie Nation and the Russell Innovation Center for Entrepreneurs (RICE), offers diverse small-business owners in Atlanta a range of short courses spanning finance, strategy, innovation, and leadership.

The program, which began in 2021 with a focus on supporting Black entrepreneurs and students, has since expanded into the Diverse Founders Executive Learning Program. By Fall 2022, 28 diverse founders, including 57% women, had participated, bringing the total beneficiaries to 40 since its launch in Fall 2021. These courses have not only enriched participants with valuable insights and strategies but have also created a dynamic and diverse learning environment.

This program exemplifies Goizueta's unwavering commitment to supporting and empowering diverse entrepreneurs, illustrating the transformative potential of education and collaboration.



## ACCOUNTABILITY - INTERNAL DASHBOARD

We have initiated a systematic, data-driven approach to comprehending diversity and inclusion, both in the present and over time. As part of this initiative, we developed and introduced an internal Diversity, Equity, and Inclusion (DEI) Dashboard, which provides a comprehensive breakdown of our faculty, staff, and students by race/ethnicity, gender, and country of origin. This valuable tool allows us to assess trends spanning the past decade, offering insights into our historical progress and areas that require further attention. Additionally, we are in the process of continuing our efforts to comprehend staff data categorized by levels within the organization.

In conclusion, our commitment to diversity and inclusion remains unwavering. By implementing a systematic data-driven approach, we are equipped to monitor and enhance our understanding of the present state while also gaining insights into our long-term progress. This valuable tool will guide our efforts to ensure a more inclusive and equitable environment for all members of our community.





# FACULTY RESEARCH

**Goizueta faculty continuously push the boundaries of our knowledge through research that tackles present-day business challenges and identifies opportunities for business yet to come. These scholars share in-depth insight with journals and publications. Here are a few recent highlights:**

**RUOMENG CUI**, associate professor of Information Systems & Operations Management, with colleagues Jun Li and Dennis J. Zhang; "Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb." Management Science.

**ANDREA DITTMANN**, assistant professor of Organization & Management, and colleagues H.J. Birnbaum, N.M. Stephens, R.M. Carey, and H.R. Markus; "Personal Harm from the COVID-19 Pandemic Predicts Advocacy for Equality. Forthcoming in Journal of Experimental Social Psychology.

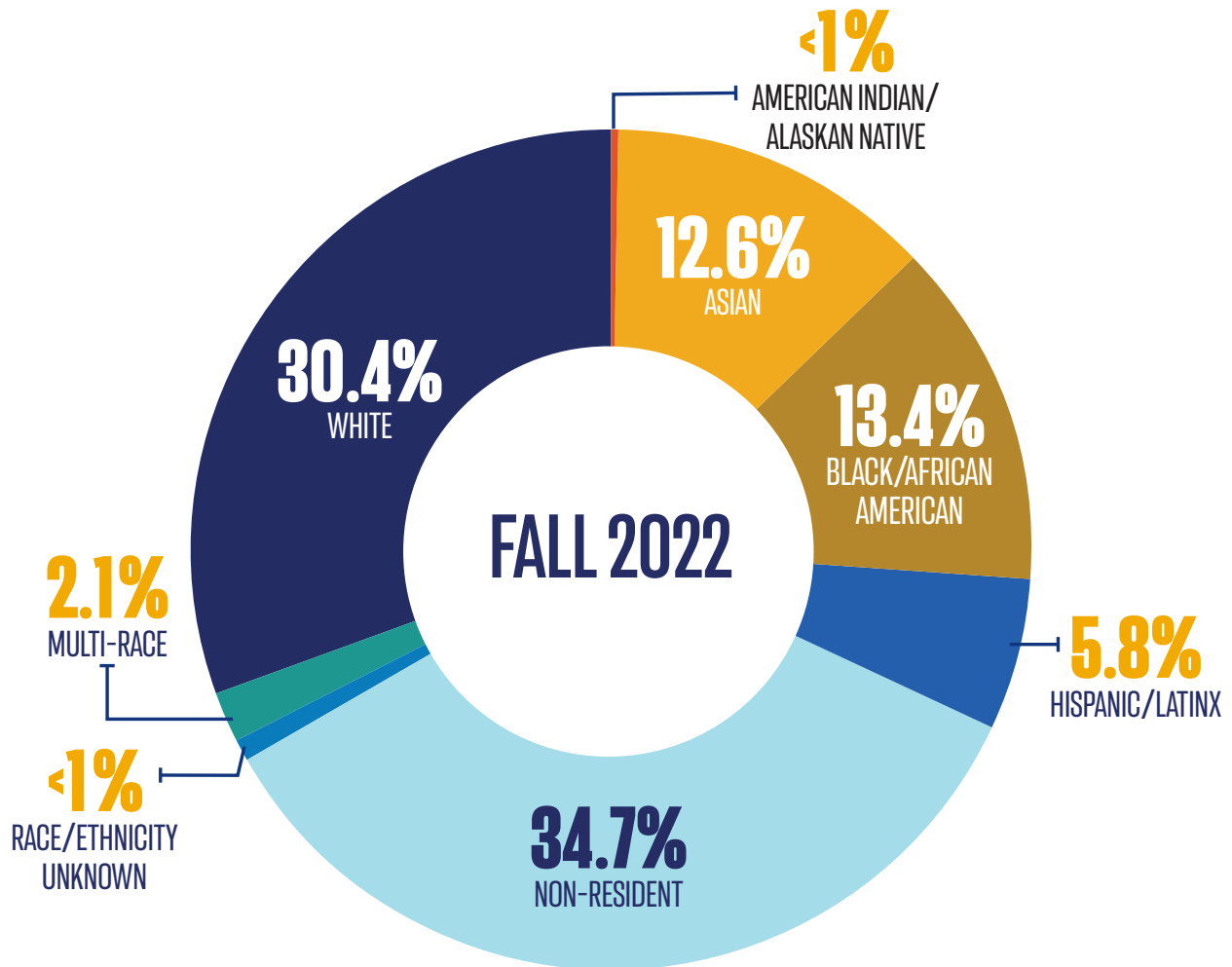
**RAJIV GARG**, associate professor of Information Systems & Operations Management; "The Voice of Alexa: How Speech Characteristics Impact Consumer Decisions."

**OMAR RODRÍGUEZ-VILÁ**, professor in the practice of marketing, and colleagues Sundar Bharadwaj, Neil A. Morgan, and Shubu Mitra; "Is Your Marketing Organization Ready for What's Next?" Forthcoming.

**MELISSA J. WILLIAMS**, associate professor of Organization & Management, Tosen Nwadei 23PhD, and Roberto C. Goizueta Chair of Organization & Management Anand Swaminathan; "How Colorism Impacts Professional Achievement." Forthcoming in Personality and Social Psychology Bulletin.

# GOIZUETA SNAPSHOT

GRADUATE STUDENT ENROLLMENT **841**



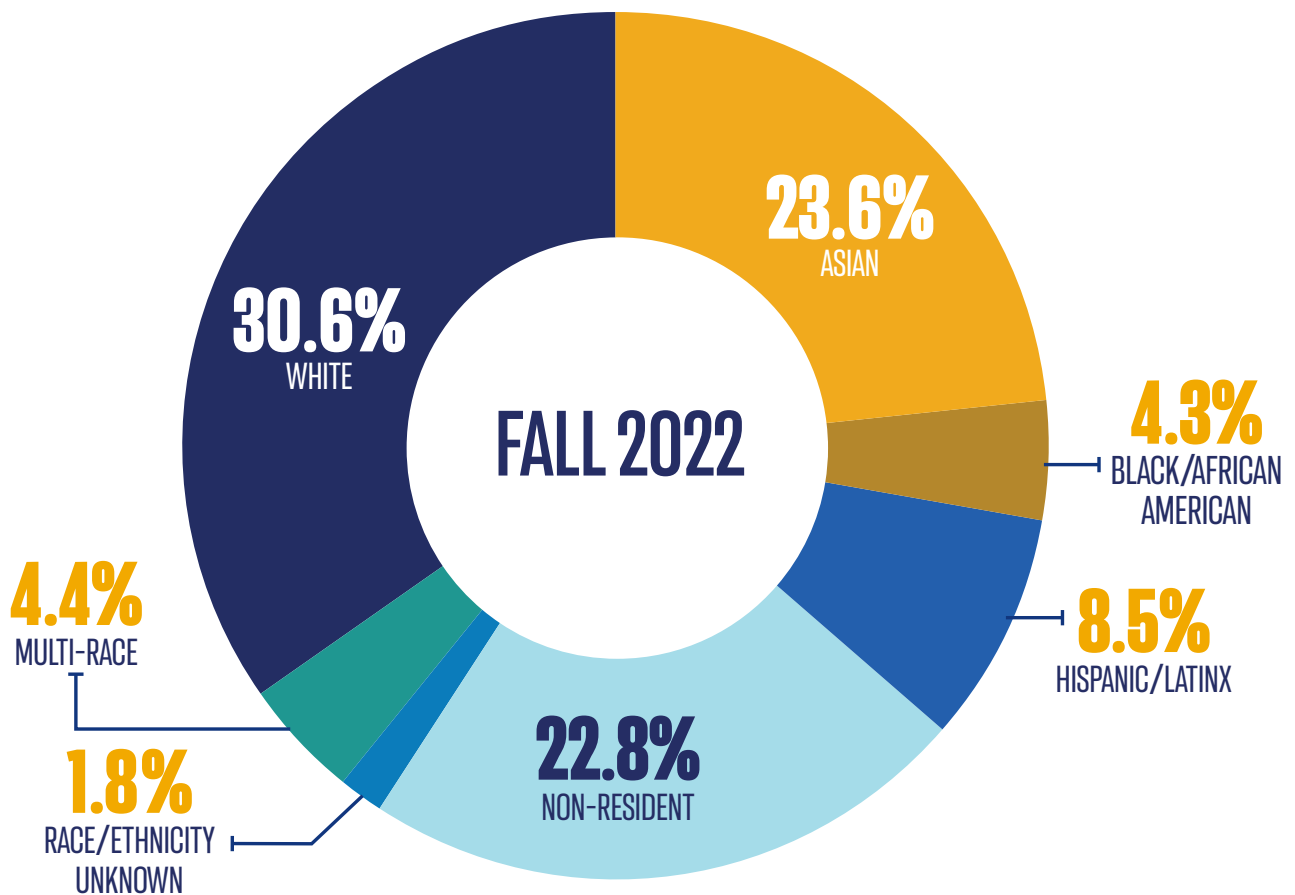
\* Source: Office of Institutional Research and Decision Support



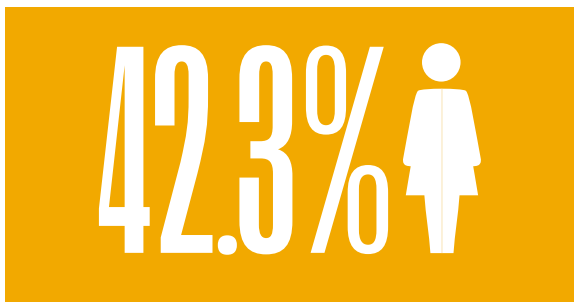
# GOIZUETA SNAPSHOT

UNDERGRADUATE STUDENT ENROLLMENT

1,314

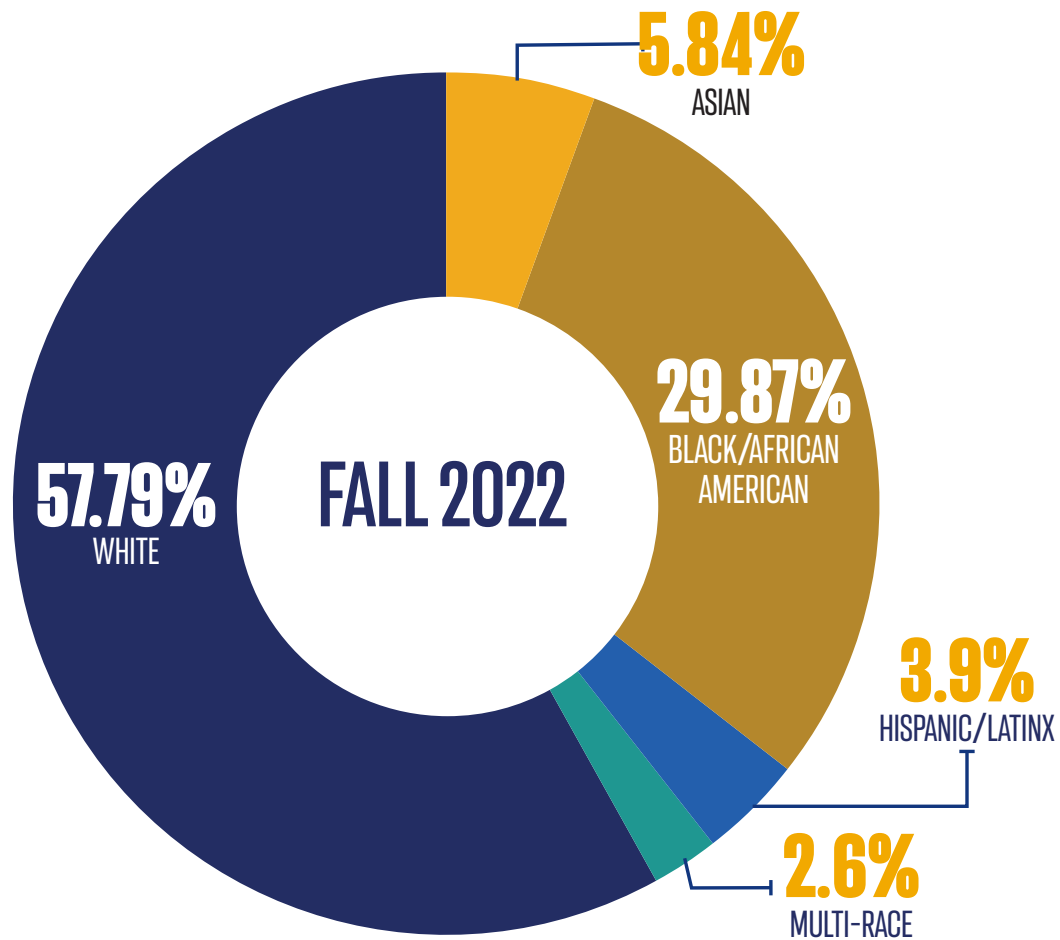


\* Source: Office of Institutional Research and Decision Support



# GOIZUETA SNAPSHOT

## STAFF



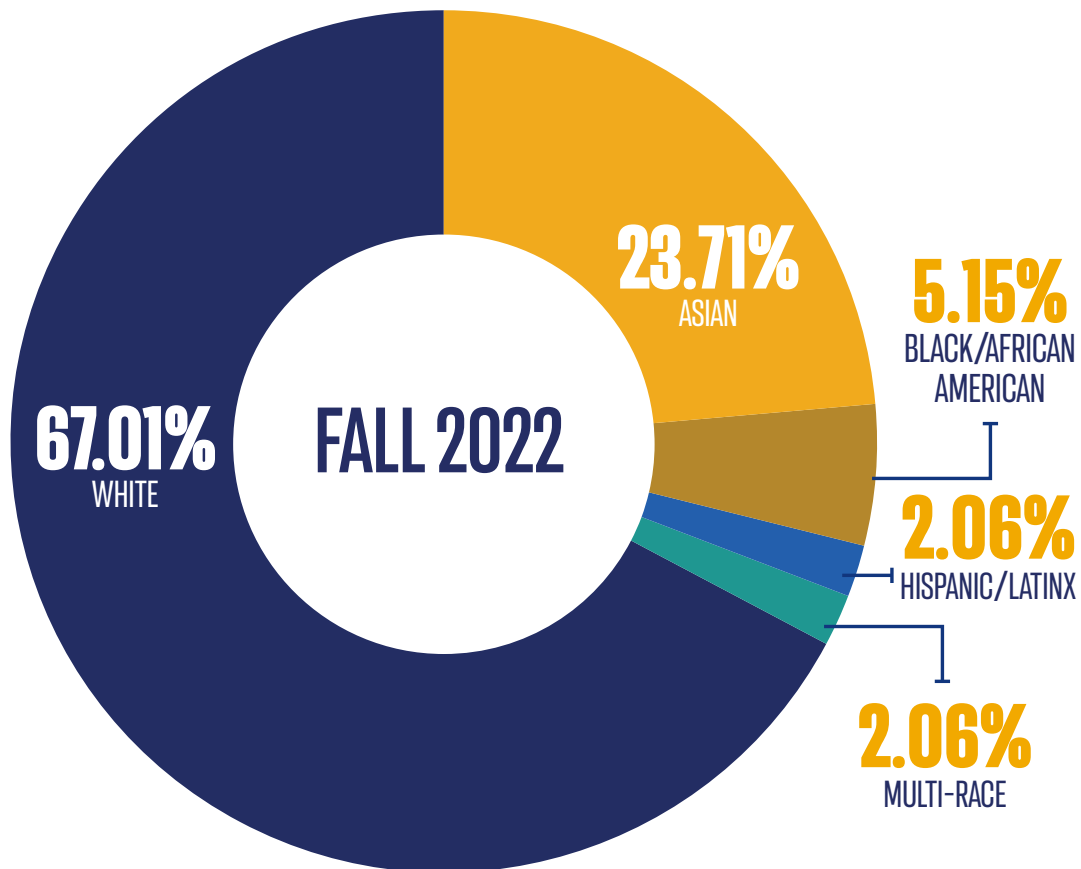
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# GOIZUETA SNAPSHOT

## FACULTY



\* Source: Office of Institutional Research and Decision Support

