



**IT HAS BEEN A BUSY** year for the Hankamer School of Business (HSB). In the spring, we achieved reaffirmation of accreditation from the Association to Advance Collegiate Schools of Business (AACSB) International. This is a testimony to the unceasing drive of the faculty and staff for ongoing continuous improvement in all aspects of our programs.

AACSB International accreditation represents the highest standard of achievement for business schools worldwide. Schools are evaluated on dimensions such as a commitment to upholding and advancing the highest quality programs, employing a continuous improvement framework, and maintaining relevance of curriculum and learning materials to students' field of study, among other factors.

One of our greatest strengths—while also an area in which we continue to improve—is our research. Since I arrived at Baylor in 2021, I have been impressed by the quality and influence of research conducted by our faculty and students. HSB faculty are consistently published in high-level academic journals, producing top-tier research that makes a true impact on the greater society and community.

In this issue of *Baylor Business Review*, we explore the impact research can have on higher education, industry and people. We dive into programs at the Business School that promote undergraduate research and hear from some students who have participated. We also get a glimpse at examples of the high-quality research projects conducted and published by HSB faculty.

I am excited to share these stories with you as we continue to be purposeful with our research and contribute meaningfully to the world of business. ■

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