



THE BAYLOR WAY

Baylor University's endowment is outpacing all but one of the Ivy League universities. Four Hankamer School of Business alumni working in the Office of Investments are proud to give back to the University to help shape the college experience for future students.

PEER LEADER PROGRAM DESIGNED TO FOSTER SUCCESS FOR FIRST YEAR STUDENTS

The HSB Undergraduate Programs Office developed the Peer Leader Program, which strives to facilitate supportive relationships among Business School students through mentorship.

HANKAMER SCHOOL OF BUSINESS UNDERGRADUATE, GRADUATE PROGRAMS SEE RANKINGS RISE

Several programs at the Hankamer School of Business rose to new heights as recent rankings were announced.

"LIGHT YOUR FUTURE" DEBUTS OVER FAMILY WEEKEND

The Hankamer School of Business launched a new promotional video during Family Weekend. The video, entitled "Light Your Future," captures the essence of attending the Business School while showcasing the importance of a supportive community.

MEET THEM WHERE THEY ARE

The path to Baylor University for Pat Bray, Hankamer School of Business Chaplain, has been filled with twists and turns, but he knows God has been with him every step of the way.

HANKAMER HOSTS PRAYER SITE ON COLLEGIATE DAY OF PRAYER

The Hankamer School of Business served as a hosting site for the Collegiate Day of Prayer on Thursday, Feb. 29. Organized by Cindy Wu, associate dean of Diversity and Belonging, and Mitch Neubert, senior associate dean of Research and Development, the hosting site served as a space for Hankamer faculty, staff and students to pray, reflect and meditate on God's word.

A GLIMPSE OF HEAVEN

Franklin Potts, former professor of Finance who retired in May 2022, leaned on his gift of writing poetry in the face of his ALS diagnosis. Potts passed away on Feb. 9, 2024.

HANKAMER BRINGS AI TO MBAS

In today's rapidly evolving business landscape, educational programs have increasingly recognized the need to integrate artificial intelligence into their curriculum. The Master of Business Administration programs at Baylor University's Hankamer School of Business is working to ensure future business leaders are equipped with the knowledge and skills to navigate the modern era.

BAYLOR HOSTS 2024 NEW VENTURE COMPETITION

The Hankamer School of Business at Baylor University hosted the New Venture Competition (NVC) at the Paul L. Foster Campus for Business and Innovation. NVC, presented by HSB's Department of Entrepreneurship and Corporate Innovation, allows collegiate teams of entrepreneurs from around the world to showcase their business plans and compete for cash prizes and resources.

HSB PROFESSORS WIN PRESTIGIOUS PRIZE

Four Hankamer School of Business professors earned the Georgescu-Roegen Prize from the Southern Economic Association.

TO BUY OR NOT TO BUY

There can be a lot of anxiety when shopping this time of year, whether that be getting the right gift for a loved one or finding the best deal. Associate Professor of Marketing Ashley Otto discusses her research on consumer decision making and factors influencing a particular set of shoppers who are less likely to make a decision.

HSB PROFESSORS WIN PRESTIGIOUS RESEARCH AWARD

Two Hankamer School of Business faculty members received the 2023 Casualty Actuarial Society Research Award from the American Risk and Insurance Association in Washington, D.C.

BREAKING BARRIERS IN HEALTHCARE: BAYLOR UNIVERSITY MBA STUDENT SECURES FIRST PLACE IN ESSAY CONTEST

Mariam Fawzy Eid, enrolled in the healthcare specialization of Baylor University's MBA program, recently took home the top prize in the prestigious Richard J. Stull Student Essay Competition. ■