

2024  
2025



# LOMBARDO

## College of Business

ANNUAL REPORT

Millersville University



LCOB students visiting Mercedes Benz factory in Germany during spring break trip.

### DEAN'S INTRODUCTION

We are so pleased to tell you all about the many activities of our students and faculty within the Lombardo College of Business over the past year. Whether on campus, across the region or on the far side of the world, we have been eagerly learning all about business in a rich variety of contexts and settings. This year we have expanded our events and programs even more, as we continue to cultivate a college culture that rewards exploration, curiosity and the willingness to step out of our comfort zones so that we can gain experience and confidence. While the pandemic now, fortunately, feels like the distant past, another huge uncertainty in the form of artificial intelligence is causing all of us to rethink our assignments,

courses, programs, research and even learning itself. This annual report details the steps we are taking to innovate and thrive in this disruptive and exciting environment. It also celebrates the accomplishments of our students, our faculty and staff, and our alumni. We hope each of you appreciates the information and stories we share here.

This section highlights the Lombardo College of Business's progress across our four strategic initiatives over the past year. Looking ahead to this academic year, we will revise these initiatives to align with the University's new strategic plan. While the framework may evolve, our core mission remains unchanged: to equip students with the skills, perspectives and experiences needed to address the challenges of tomorrow. ♦



## Initiative 1 BUSINESS INNOVATIONS AND GROWTH

### NEW PROGRAMS AND FUNDING

To support lifelong learning and workforce readiness, the Lombardo College of Business is launching two new noncredit certificate programs this spring in Web Development and Cybersecurity – designed especially for working adults. Preliminary discussions are also underway to develop a third certificate in Artificial Intelligence.

Our partnerships with companies throughout the region are bearing fruit, with increased scholarships for our students and incredible placements for internships and full-time employment. This year we have begun a formal partnership with Northwestern Mutual and also recommitted to another three-year partnership with Clark Associates.



Meeting with students at Jiangsu Second Normal University in Nanjing, China.





Dean Tomljanovich and Yang Zhang visiting Guangzhou Huashang College.



#### STUDENT RECRUITMENT

Our Penn Manor Early Enrollment program continued into fall 2024, welcoming a second cohort of high school students to Millersville. Seniors are currently enrolled in Principles of Macroeconomics, while juniors are taking Introduction to Business. Also, we have exciting outcomes news to report. From our first cohort of 21 students in fall 2023, 19 have enrolled in college this fall, with three coming to Millersville University. As the Early Enrollment program specifically targets students who are uncertain about pursuing an undergraduate degree, this metric is a strong showing of the value of this initiative.

#### GLOBALIZATION

In April, Dean Marc Tomljanovich traveled to China and Thailand to strengthen academic partnerships with select universities. These efforts are already bearing fruit, with

several student cohorts from Jiangsu Second Normal University and Nanfang College arriving at Millersville's campus in fall 2025, with a focus on international business and computer science. These 1+2+1 programs will allow students to earn dual degrees – one from Millersville and one from their home institution. We anticipate expanding these partnerships to additional schools and disciplines in the coming years.

#### NEXT STEPS

On July 1, the departments of Economics and Wellness & Sport Sciences joined our college! This is an exciting and natural expansion that allows us to better integrate programs and courses, build collective on-campus and off-campus experiences, and market these related career options to our students. Much more information will be shared in the coming months. ♦



Visiting with administrators, faculty and staff at Guangzhou Huashang College.





Yang Zhang from International Programs and Services at Guangzhou Huashang College's entrepreneurial center.



## Initiative 2

### STUDENT ENGAGEMENT AND SUCCESS

#### EXPERIENTIAL LEARNING

The Lombardo College of Business hosted two Real World Dinner events in October and March, drawing over 60 students and dozens of faculty, alumni and Lancaster-area business leaders. These evenings foster essential networking and communication skills and have been enthusiastically received by both students and the local business community.

#### STUDENT ORGANIZATIONS AND EXTRACURRICULAR ENGAGEMENT

Our preprofessional programming remained strong throughout the year. We hosted five Meet the Business Professionals nights in the fall, each focused on a different discipline: accounting, finance, management, marketing and information technology. Each event attracted approximately 100 students and featured panels of alumni and industry experts who shared insights and career advice. These panels included more than a dozen Millersville alumni, offering invaluable networking opportunities. In fall 2025, we added a new session focused on Economics, with plans to introduce Entrepreneurship in the future.

Several faculty members exemplified Millersville's commitment to high-impact practices. In October, Dr. Joseph Galante accompanied students to the Great Lakes Academy of Legal Studies in Business in Ohio, where Andrew Wahba and Violet Morano (with Claire Coons) earned first- and second-place awards for their original research presentations. In December, Dr. Michael Douglas

(continued on p. 12)



First-course soup trio during Real World Dinner.





Student Business Association members speaking during Real World Dinner.



Dr. Trout emceeing during Meet the Accountants event.



Student networking at Meet the Accountants event.



Marketing professionals speaking with students.



Meet the IT Professionals event.





Dr. Nandedkar speaking with management professionals.



Dr. Chen emceeing during Meet the Finance Professionals event.



Andrew Wahba, Dr. Galante, Alexandra Papadiamantis, Violet Morano.



New York Stock Exchange closing bell.



DriveWealth trading booth, Ryan Honberger and Josh Murtaugh.



Marauder Fund students and Dr. Baker at DriveWealth.



Porsche Museum tour.



River tour in Lake Thun, Interlaken, Switzerland.



Neues Schloss in Stuttgart, Germany.



Students on gondola ride in Interlaken.



Beautiful views in Zurich.



Sport Administration students in Puerto Rico during spring break.





led 12 IT students in the 2024 SANS Holiday Hack Challenge and helped secure a Digital Literacy and Workforce Development grant from the Pennsylvania Department of Labor and Industry. This grant supports student engagement with the Columbia Borough, public library, and school district.

In March, 20 students from the Business Living Learning Community and the student-run Marauder Fund visited New York City. Highlights included a tour of DriveWealth (a fintech firm) and a visit to the New York Stock Exchange to witness the market close and engage with floor traders.



NYSE trading floor.

Over spring break, Drs. Ankur Nandedkar and Leo Hong led 20 students on a 10-day international business immersion through Germany and Switzerland. Students visited multinational firms such as Audi, Mercedes, Porsche and Lindt, as well as small businesses and universities. Made possible through the Lombardo Excellence Fund, this experience deepened students' understanding of global business strategies and cultural perspectives. Our next exciting global excursion will take place in March 2027. Stay tuned as we decide on the location! ♦



Tour of Lindt Chocolate.



## Initiative 3

### BUSINESS INVESTMENTS: PEOPLE, TECHNOLOGY AND SPACES

#### RECRUITING AND DEVELOPING FACULTY

We are proud to announce that Dr. Brian Trout (Accounting) was awarded tenure in summer 2024. For those of you who do not know him, Dr. Trout graduated with a B.S. in Business from Millersville University in 2000 and worked as an accountant for several years before deciding to devote his professional life to higher education. Our students and business colleagues are so fortunate to have him be a permanent part of our community.

Additionally, Dr. Trout was promoted to associate professor, and Dr. Eric Blazer (Accounting and Finance) was promoted to full professor. Congratulations to both on these well-earned recognitions.

In January, the Department of Management and Marketing hired Dr. Farhad Afzali, a full-time faculty member in

Information Technology. Dr. Afzali joined us in fall 2025 to support our growing IT and Cybersecurity programs.

Ahead of the fall term, the college hosted a full-day retreat focused on artificial intelligence. Faculty participated in hands-on workshops and collaborative discussions on integrating AI into curricula and student learning outcomes. The retreat also explored potential new AI courses and programs for the coming years.

#### FACULTY ACCOMPLISHMENTS IN AY2024-25:

##### PUBLICATIONS

###### DR. BAIZHOU CHEN:

Chen, B. W. Houmes, R., & Wang, D. (2025). An Empirical Analysis of Non-GAAP Measures for High Litigation Industries. *Advances in Accounting Journal*.

###### DR. LEO HONG:

Hong, L., Yun, G., & Hales, D. Improving the waste supply chain, a case of South Korea 2012–2021: stochastic frontier analysis, artificial neural network, and grey-incidence approach. *Annals of Operations Research* (forthcoming).

Yun, G., Hales, D., & Hong, L. Digital Twinning for Resilient Global Supply Chains: Three Case Studies. *Markets, Globalization & Development Review* (forthcoming).

###### DR. ANKUR NANDEDKAR:

Peer-reviewed journal articles:

- Ulrich, M., & Nandedkar, A. (2025). From Latte to Leadership: Navigating HR Challenges in a Student Café. (In press).
- Nandedkar, A., Brown, R. S., & Chowdhury, G. K. (2025).



Dr. Trout with two of his amazing students, Ariana Ulsh and Brenna Zarkovich.





Merrick Boone: Operational Agility Emerging Amidst COVID 19 Pandemic. *International Journal of Business and Management*, 20(5), 63-68.

- Abramowitz, C., & Nandedkar, A. (2025). RedStone's Reckoning: Political Expression vs. Professional Conduct. *Journal of Organizational Psychology*, 25(2), 1-5.
- Miksa, L., & Nandedkar, A. (2024). The Challenger's Triumph: Battling a Tech Titan. *International Journal of Business & Management*, 19(2), 49-54.
- Chowdhury, G. K., Brown, R. S., & Nandedkar, A. (2024). Western Bank: A Case of Leading Strategic Change in a Commercial Bank. *Journal of Business Cases and Applications*, 43, 1-12.
- Chowdhury, G. K., Nandedkar, A., & Brown, R. S. (2024). Dealing with a Difficult Colleague: The Intriguing Case of Professor Zahir. *Journal of Business Cases and Applications*, 41, 1-6.

#### BOOK CHAPTERS (EDITORIAL REVIEW):

- Nandedkar, A., & Brown, R. S. (2024). Case 9 Conflict Unveiled: Intergroup Blame between Information Technology Teams. In *People Management Skills in Practice* (pp. 64-66). Routledge.

#### DR. JIANFENG WANG:

Wang, J., Deng, X., & Wang, D. (2025). Faculty Usage Patterns of Learning Management System in Distance Education," *Journal of Education and e-Learning Research*, 11(2), 217-231.

Tang, P., Wang, J., Liao, K., Wang, J., & Wang, F. (2025). Exploring the Development Efficiency and Effectiveness of Digital Products. *International Journal of Technology, Policy and Management*, 25(2), 117-130.

#### CONFERENCE PRESENTATIONS

##### DR. BAIZHOU CHEN:

"Peach State University Hotel: A Teaching Case on the Journal Entry Completeness Testing and Random Sample Testing" (coauthored with Matthew Van Ingen (Millersville student)). Presented at the 2025 Southwest Case Research Association (SWCRA) Annual Conference in Tulsa, Oklahoma, March 19-22, 2025.

##### DR. YUAN LI:

"Stock Manipulation and Corporate Venture Capital Investment." Presented at the 2024 FMA (Financial Management Association) Annual Meeting in Grapevine, Texas, October 18, 2024.

##### DR. ANKUR NANDEDKAR:

Hong, L., & Nandedkar, A. (2025). "Bridging Cultural Gaps: Understanding and Resolving Cultural Differences in International Business Management." Institute of Global Business Research Conference. Virtual.

Nandedkar, A., & Hong, L. (2025). "Blending Minds and Machines: AI-Powered Role Play in the Classroom." International Academy of Business and Economics. San Diego, California.

Nandedkar, A., & Gangadharan, A. (2025). "Leadership Survival Challenge – A ChatGPT & GimKit Mashup." Mid-Atlantic Organizational Behavior Teaching Conference. Philadelphia, Pennsylvania.

Gangadharan, A., & Nandedkar, A. (2024). "Yes, I Can Feel the Impact. An Experiential Approach to Teaching Microaggression." Teaching & Learning Conference at the Academy of Management. Chicago, Illinois.

Nandedkar, A. (2024). "NearPod: Make Learning Interactive." Annual Decision Science Institute Pedagogy Virtual Conference.

Nandedkar, A. (2024). "Active Learning and Fun Results: The Blooket Experience." Annual Decision Science Institute Pedagogy Virtual Conference.

Nandedkar, A. (2024). "Spark Classroom Engagement with Socrative." International Management and Organizational Behavior Teaching Society. Singapore.

Nandedkar, A., & Gangadharan, A. (2024). "Quiziz: A Catalyst for Engagement." Management and Organizational Behavior Teaching Society. Salem, Massachusetts.

##### DR. JIANFENG WANG:

Wang, J., Diao, L., & Wang, W. "Exploring the Relationships among Normative Commitment, Self-Efficacy, and Employee Turnover," GBATA 25th Annual International Conference, Lisbon, Portugal, July 9-12, 2024.



##### DR. LEO HONG:

"Machine Learning Driven Hybrid Decision-Making Model: A Case of Sustainable Campus Operations" (coauthored with Gawon Yun, Douglas Hales). Presented at Decision Sciences Institute Conference (Phoenix), fall 2024.

"Understanding and Resolving Cultural Differences in International Business Management (coauthored with Ankur Nandedkar). Presented at Institute for Global Business Research Pedagogy Conference (online), 2025.

##### DR. BRIAN TROUT:

"Digital Transformation for Small and Midsize Accounting Firms." Presented at the Pennsylvania Economic Association Conference, May 2025.

#### TECHNOLOGY TOOLS

We piloted two key technologies this year. First, ALMA Learning, an AI-powered tutoring platform, was introduced in several accounting courses. Student feedback was overwhelmingly

positive, and the tool will continue to supplement – not replace – faculty-student engagement. Second, in response to increased academic dishonesty in online courses, we adopted Respondus, a secure browser and AI-based proctoring tool. Its implementation led to a return to historical assessment metrics, and it is now available to all Millersville faculty.

#### OUR FUTURE HOME

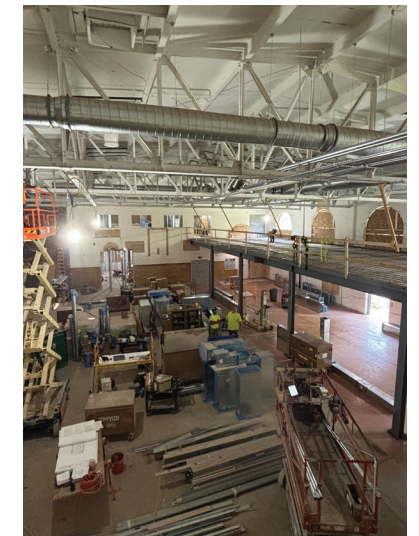
Construction on Lombardo Hall is underway! Phase 1, which includes the top two floors and the centerpiece Innovations Court, is scheduled for completion in March 2026. We are exploring opportunities to host events in this space later that spring. Classroom instruction will begin in fall 2026, with three new classrooms coming online. Fundraising is ongoing for Phase 2, which will renovate the basement, expand classroom and student spaces, and add a glass atrium and terrace. ♦



Brooks Hall: February 2025.



Brooks Hall: May 2025.



Brooks Hall: July 2025.





## Initiative 4

### ENGAGING THE BUSINESS COMMUNITY

In May 2024, the Lombardo College of Business hosted the inaugural Lancaster AI Symposium at the Ware Center, showcasing real-world applications of artificial intelligence and offering a strategic road map for regional industrial leaders, educators and students.

Building on that success, we hosted Lancaster AI Symposium 2.0 on April 4, 2025, at Millersville University. This expanded event welcomed nearly 200 participants

from diverse industries and educational institutions. The day featured a keynote by renowned AI expert Ashutosh Saxena, a panel of cross-industry leaders, technology demonstrations from Apple and ALMA Learning AI, and multiple breakout sessions. The event also attracted local media coverage, further amplifying our role as a regional leader in AI education and workforce development. ♦

#### HERE ARE SOME LINKS TO VIDEOS AND ARTICLES ABOUT THE SYMPOSIUM

##### YOUTUBE:

[youtu.be/69vcVIXrb9c](https://youtu.be/69vcVIXrb9c)

##### SPOTIFY (AND ALL OTHER STREAMING PLATFORMS):

[spotifycreators-web.app.link/e/nbt9qtCfhUb](https://spotifycreators-web.app.link/e/nbt9qtCfhUb)

##### BLOG:

[www.digizenburg.com/p/the-ai-secret-exposed-in-central-pa-it-s-not-about-the-code-it-s-about-the-people-60ac](https://www.digizenburg.com/p/the-ai-secret-exposed-in-central-pa-it-s-not-about-the-code-it-s-about-the-people-60ac)

##### LNP ARTICLE:

[lancasteronline.com/news/local/5-things-we-learned-from-millersville-universitys-ai-symposium/article\\_40f4009e-9020-42fc-b88c-5a5dd7c8aa58.html](https://lancasteronline.com/news/local/5-things-we-learned-from-millersville-universitys-ai-symposium/article_40f4009e-9020-42fc-b88c-5a5dd7c8aa58.html)

##### IN MARCH REVIEW MAGAZINE:

[blogs.millersville.edu/news/2025/03/07/millersville-university-explores-ai](https://blogs.millersville.edu/news/2025/03/07/millersville-university-explores-ai)



Lancaster AI Symposium – April 2025.



Dr. Wubah, Sam Lombardo and Ashutosh Saxena.



Breakout session during the AI Symposium.



Panelists at the AI Symposium.



Full house at the AI Symposium.

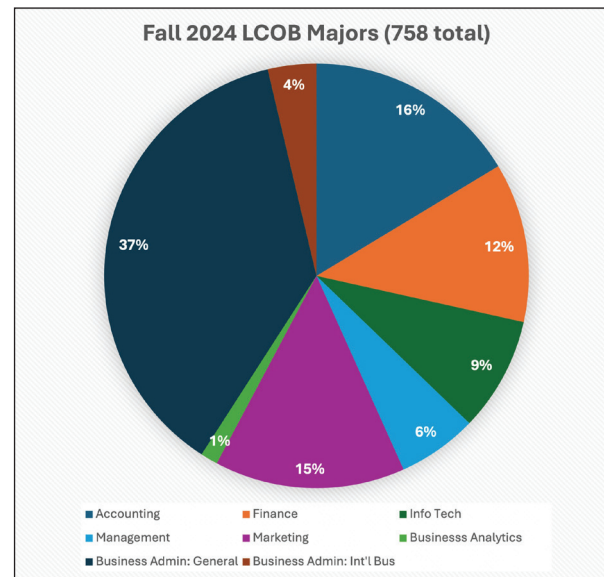




# College DATA

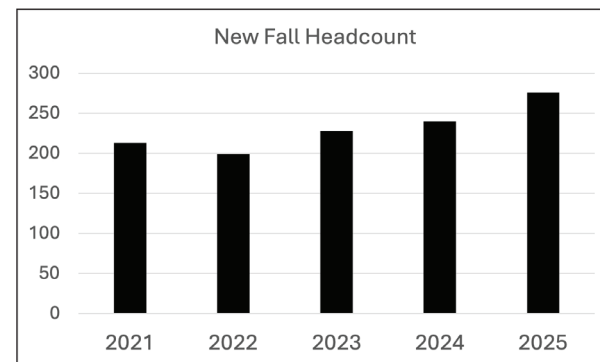
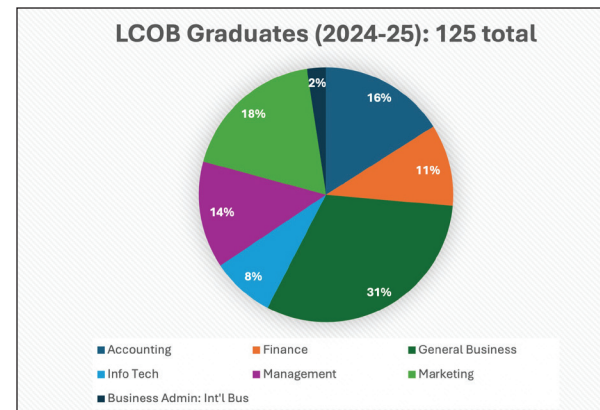
Let us now turn to metrics that show our students' interests and achievements. Our goal is to be transparent with you about our successes, as well as acknowledge the areas in which we strive to become even better.

## ENROLLMENTS AND OTHER FEATURES OF OUR PROGRAMS



College enrollments continued their upward trajectory in AY2024-25, boosted both by our new B.S. business programs and our growing Information Technology degree. General Business continues to be by far our students' most popular choice.

We had 125 students graduate from the Lombardo College of Business in December 2024 and May 2025.



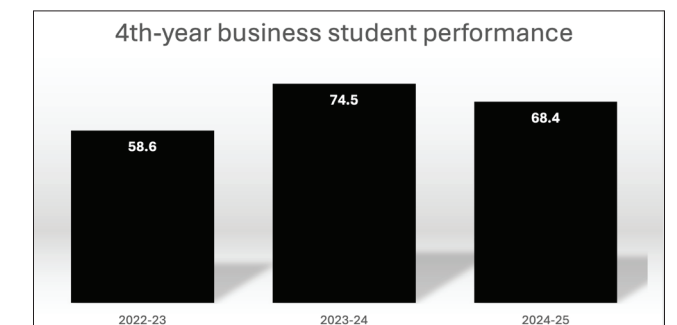
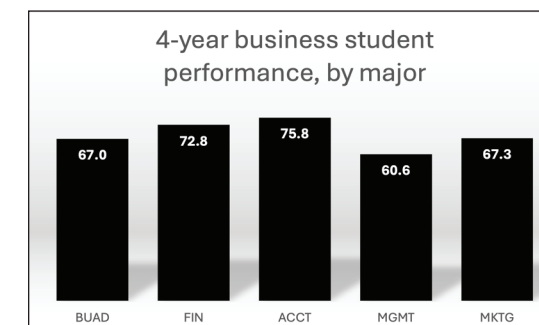
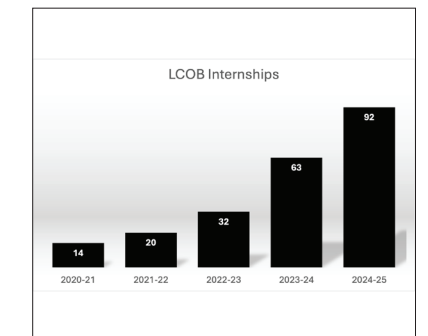
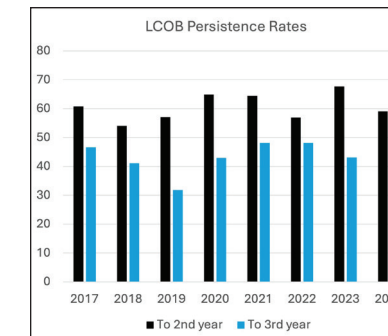
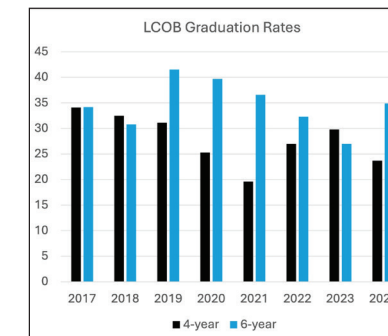
As we reported last year, the college's four-year and six-year graduation rates continue to be a challenge. And though our third-year retention rates improved last year to their highest level ever, they are still below where we would like. We are optimistic that the initiatives that our college launched since 2021 (e.g., Business Living Learning Community, AI tutoring pilot project) will improve these student outcomes.

With the mandatory academic internships that we put in place in 2021, this metric has soared. It is probably the highest-impact practice of which we are most proud, in part because so many of these internships have translated directly into employment offers. This speaks highly about the perceived value our business students are bringing to these organizations. A few examples of organizations

at which our students interned this year include Walz Group, Hershey Entertainment, Clark Associates, Element Risk Management, Cencora, Spooky Nook Sports, High Companies, RKL, Emerald Asset Management LLC, Trout CPA, FMC Corporation, New York Boulders Baseball and the Pennsylvania Department of Revenue.

### BUSINESS STUDENT PERFORMANCE

We have been administering a comprehensive skills exam to all senior business majors for several years now and thought it would be instructive to highlight their performance across majors, years and modalities. The numbers represent the percentile rank in which our student group scored, relative to a comparison group of all ACBSP-accredited U.S. business programs. A higher score is better. ♦





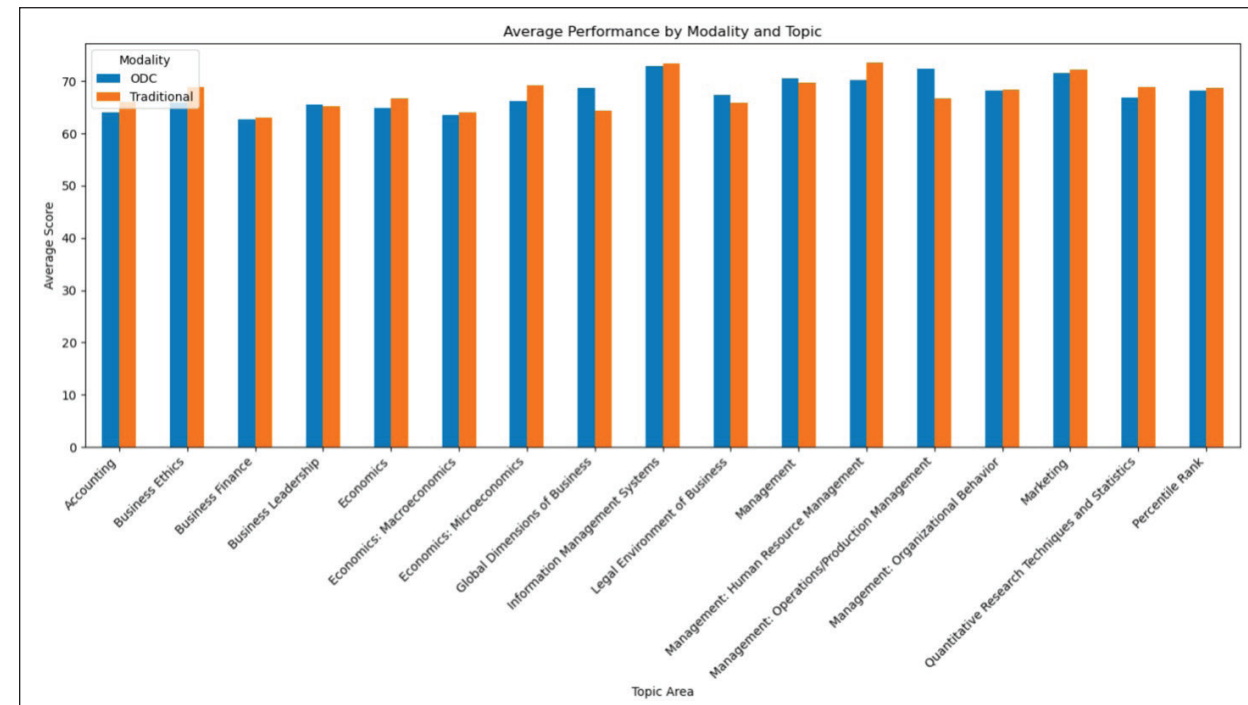


# Outcomes and the Value

## OF THE LOMBARDO COLLEGE OF BUSINESS EXPERIENCE

Our college website contains recently updated data on student outcomes and graduates' impressions of our programs over the past several years. We invite you to look through this information, which is split by discipline, and let us know if you see any opportunities for improvement.

Through a newly crafted and administered survey, we are currently collecting information on recent graduates to determine one of our most pressing questions: Where are they getting jobs, thanks to their new Millersville degree?



## IN THE MEANTIME, HERE ARE A FEW EXCELLENT PLACEMENTS

STUDENT	DEGREE	ORGANIZATION (POSITION)
Ariana Ulsh	Accounting/Marketing	RKL (Audit Associate)
Hannah L. Kapchinske	Finance	Sherman-Williams Company (Assistant Manager)
Brenna Zarkovich	Accounting/Bus. Admin.	Armstrong World Industries (Finance Associate)
Alexandra Papadiamantis	Marketing	Digital Stride (Digital Marketing Specialist)
Ian Kormos	Marketing	EHD (Marketing and Communications Specialist)
Grace Bibus	Marketing	App-Techs (Communications and Marketing Associate)
Kristin Strijdom	Management	Master's Degree in Supply Chain Management at Towson University
Daniel Silva	Marketing	Engle Printing and Publishing (Marketing and Communication Coordinator)
Tj Sellinger	Marketing	Seamless.AI (Sales Development Rep)
Josh Potteiger	Business Admin.	MBA at Shippensburg University

## THE HARDWORKING PEOPLE IN UNIVERSITY COMMUNICATIONS AND MARKETING HIGHLIGHTED THREE OF OUR BUSINESS GRADUATES

A new section we are adding to our annual report highlights the successes of our graduates in their companies and communities. Here is a recent story about one of our Marauders:

D.A. Abrams: [blogs.millersville.edu/news/2024/07/18/how-one-ace-alum-is-committed-to-generosity](https://blogs.millersville.edu/news/2024/07/18/how-one-ace-alum-is-committed-to-generosity)

And a few more business alumni:

**TAYLOR HORNBERGER** (2015) was recently promoted to senior SEO product manager at Indeed. He is also in the middle of completing his MBA at Boston University.

**IRINA LAWRENCE MATHIAS** (May 2018) earned her Master of Science at the College of William & Mary in January 2025.

**RONALD BANTANG** (May 2024) is earning his master's degree in sport administration from the University of Miami and is now a partnerships intern for the NHL's Florida Panthers.

**CARY FRICK** (May 2024) is now director of marketing and e-commerce at Bevanda in Lancaster, Pa.

**MIA PERELLA** (May 2024) works at Kitchen Kettle Village in Leola, Pa., as a digital marketing coordinator.





**KRISTIN STRIJDOM** (May 2024) is working on her master's degree in supply chain management at Towson University.

**DANIEL SILVA** (May 2024) serves as a marketing and communications coordinator at Engle Printing and Publishing in Lancaster, Pa.

The following is a list of companies and people who have made financial contributions to our college between July 2024 and June 2025. We truly appreciate your commitment to our programs and students.

## WALL OF DONORS, 2024–25

### CORPORATIONS

Clark Associates Charitable Foundation  
Cornerstone Advisors Asset Management, LLC  
Northwestern Mutual  
Northwestern Mutual Life Foundation  
Septodont

### INDIVIDUALS

Bernard P. '73 & Yvonne J. Citerone  
Hollie D. & Ronald P. Citerone '82  
Albert J. Corr '93  
Kerry E. '88 & Tracy A. Cunningham  
Steven A. DiGuiseppe '82  
Brian E. '81 & Judith M. Dunn  
Linda M. Eshelman '89  
Bahram Etesampour & Bitia I. Iranmanesh  
Joseph W. '90 & Elizabeth J. Garner '91  
Gail Gasparich  
Jill E. '16 & John R. Glick

**ANDREW DELANZO** (May 2024) works as a digital marketer at The Cover Network. ♦

Alexandra & Michael J. Hutto  
Frederick J. '95 & Colleen A. Kohm  
Douglas D. Kyle '17  
Elizabeth A. Luke '81  
Shane P. McGrady '13  
David R. Morris '01  
William J. '87 & Kimberly Patrick  
Estate of Irma E. Peoples  
Victor E. & Gina M. Ramos  
Alexander E. Runkle '16  
Renate Sachse  
Sheila N. '93 & Michael L. Stotler  
Osman & Alawia Suliman  
Marc I. Tomljanovich  
Carl A. & Ruth A. Toms  
Michael G. Warfel '84  
James N. Wright '01  
Lester A. '81 & Eunice R. Zeager



*Dr. Li and Dr. Hong at the 2024 winter commencement.*



We are grateful for your continued support of our college, whether through donations of time, talents or funds, as well as spreading the word about our aims and accomplishments throughout our business college. Our eyes are already cast forward to the year ahead. And what a year it will be! The departments of Economics and Wellness & Sport Science just joined our college this summer. Our new business headquarters will be opening this spring. And several new partnerships are scheduled to begin. Stay tuned for invitations and celebrations in the coming months! As always, please feel free to reach out with questions and suggestions. ♦

*Warmly,*

Marc Tomljanovich | Dean, Lombardo College of Business








# Graduation 2025



*Dr. Blazer joining a candid moment.*



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