

Robert Zicklin Center for Corporate Integrity
Annual Report
Fiscal Year 2024-2025

Message from the Director

As we look back on Fiscal Year 2024–2025, we are pleased to share the continued momentum and impact of the Robert Zicklin Center for Corporate Integrity. This past year has reaffirmed our commitment to advancing ethical leadership, corporate responsibility, and transparency across the business landscape.

Through a wide range of timely programs and collaborative academic initiatives, the Center has deepened its role as a forum for meaningful dialogue and engagement.

We are sincerely grateful to the speakers, panelists, attendees, and sponsors whose insight and support have shaped our work. In the pages ahead, you'll find a snapshot of the Center's most significant milestones and contributions from the past year.

Sincerely,

Prof. David Rosenberg

David Rosenberg
Director, Robert Zicklin Center for Corporate Integrity

About the Center

The Robert Zicklin Center for Corporate Integrity (RZCCI) is a forum for discussion of a broad range of issues confronting U.S. corporations and capital markets. The Center prepares students and other stakeholders to overcome challenges facing today's business world and empowers them to make the best decisions for themselves and their organizations.

Established in 2002, the Center aims to further the discussion of corporate conduct and issues of integrity, fostering interaction among business leaders, regulators, scholars, and students. It increases the awareness of ethics in the classroom and in students' lives while raising the ethical climate of American business to a higher plane.

We encourage greater awareness of ethical obligations among the many participants in our economic system. Our concerns include:

- Transparency of corporate reporting
- Corporate governance
- Examining legal and ethical corporate behavior
- Spotlighting executive accountability
- Corporate responsibility in global business development
- Risk assessment and amelioration
- Resolving conflicting corporate stakeholder interests
- Evaluating the role of governmental regulation
- The role of corporations in causing and combatting climate change

Mission & Vision

The Robert Zicklin Center for Corporate Integrity remains committed to promoting ethical business practices through education, dialogue, and research. In FY 2024-2025, the Center focused on:

- Enhancing discussions on corporate integrity and governance.
- Engaging with students, professionals, and academics.
- Providing thought leadership on pressing ethical and compliance issues.
- Connecting students with professionals to discuss real-world ethical dilemmas.

The Year in Review

Key Achievements

- Hosted 11 events with leading experts in ethics, compliance, and governance.
- Engaged over 2,500 students, professionals, and faculty members in discussions.
- Expanded partnerships with academic institutions and corporate entities.

Academic Year 2024-2025 events in chronological order

Careers in Finance Series featuring Managing Director at Morgan Stanley

Date: September 3, 2024

Speakers:

Kenneth Abbott, Professor, Baruch College

Kalpana Telikepali, Managing Director, Morgan Stanley

Overview: This informal Fireside Chat took place between two distinguished thought leaders in the world of finance: Baruch College Professor Kenneth Abbott, a seasoned financial expert, and Kalpana Telikepali, Managing Director at Morgan Stanley. The conversation explored ethical issues in finance, the global climate of the industry, and practical career advice. With decades of combined experience, the speakers offered candid insights into leadership, risk management, and professional development in today's financial landscape.

Reporting on the SDGs with Double Materiality:

A Workshop on Enhancing Corporate Sustainability

Co-Sponsored by Global Reporting Initiative & Governance & Accountability Institute, Inc.

Date: September 26, 2024

List of Speakers:

David Rosenberg, Associate Professor of Law, Baruch College, and Director, Robert Zicklin Center for Corporate Integrity

Nola Richards, Executive Head: ESG & Sustainable Business Vodacom Group

Peter Paul van de Wijs, Chief Policy Officer, GRI

Louis Coppola, Co-Founder & EVP, Governance & Accountability Institute, Inc.

Camila Corradi Bracco, Senior Policy Coordinator, GRI

Steven M. Rothstein, MD, Ceres Accelerator for Sustainable Capital Markets

Theresa Spandel, Senior Analyst, Climate & Company

Dan Osusky, Chief Research Officer, International Foundation for Valuing Impacts

Matthew Rusk, Head of North America, Global Reporting Initiative

Overview: During Climate Week and the UN Summit of the Future, RZCCI partnered with GRI and the G&A Institute to co-host a workshop on integrating the UN Sustainable Development Goals (SDGs) into corporate sustainability reporting. The session addressed the growing yet inconsistent private sector engagement with the SDGs, emphasizing the risks of selective reporting and SDG-washing. Experts highlighted the importance of double materiality assessments to enhance the credibility and impact of SDG disclosures. The workshop provided practical guidance on aligning sustainability strategies with global goals and explored the role of GRI Standards in advancing comprehensive SDG reporting.

BlackRock World Headquarters Visit

In Partnership with Baruch Accounting Society

Date: October 1, 2024

Speakers: BlackRock Baruch Alumni

Overview: In collaboration with Baruch College's Accounting Society, RZCCI participated in a student visit to BlackRock's headquarters. Students were welcomed with lunch and heard directly from Baruch alumni currently working at the firm. The event offered students a behind-the-scenes look at life at BlackRock, with insights into the alumni's career journeys, workplace culture, and professional growth within one of the world's leading asset management companies.

Speaking Out on Hot Button Topics: How Boards Can Steer CEOs and Companies in Choppy Waters

Date: October 31, 2024

Speaker:

Lawrence Cunningham, Director of the Weinberg Center for Corporate Governance at the University of Delaware

Overview: The Zicklin Center hosted a talk with Lawrence Cunningham, Director of the Weinberg Center for Corporate Governance, exploring how corporate leaders can navigate public debates on controversial issues. Cunningham advocated for a pragmatic, context-based approach rather than rigid ideology, emphasizing that decisions to speak out should reflect each corporation's unique governance structure, stakeholder base, and market realities. The event highlighted the legal and historical foundations of corporate speech and the importance of strategic flexibility in a polarized environment.

Video: [Click here to watch.](#)

Global Sportswashing: Ethics, Policy, and National Image (Virtual via Zoom)

Date: November 13, 2024

Speakers:

Moderated by Marc Edelman, Director of Sports Ethics, RZCCI and Professor, Law Department, Zicklin School of Business at Baruch College
Jodi Balsam, Professor of Clinical Law, Director of Externship Programs, Brooklyn Law School

Mark Conrad, Professor of Law and Ethics and Director of Sports Business
Concentration, Fordham University

John Holden, Associate Professor, Kelley School of Business, Indiana University

Dionne Koller, Professor of Law and Director of Center for Sport and the Law,
University of Baltimore

Overview: The Zicklin Center hosted a panel discussion on Global Sports Ethics and Policy featuring legal experts John Holden, Dionne Koller, and Jodi Balsam. The event explored the complex intersection of sports, governance, and national image, with a focus on “sportswashing”—the strategic use of sports to enhance a country’s global reputation. Panelists examined how this practice unfolds in various regions including the Middle East, China, and the United States, highlighting the diverse motivations and ethical considerations involved in leveraging sports for geopolitical influence.

Video: [Click here to watch.](#)

Ensuring Integrity: The 19th Annual Audit Conference

Co-Sponsored by National Association of State Boards of Accountancy

Date: December 3, 2024

List of Speakers:

Sedrik Newbern, President, NASBA Center for the Public Trust

Bruce Weber, Willem Kooyker Dean of the Zicklin School of Business, Baruch College

Douglas Carmichael, Baruch College

Sara Lord, Chair, Auditing Standards Board

Anita Doult, Senior Associate Chief Accountant, Office of the Chief Accountant,
Securities and Exchange Commission (SEC)

Barbara Vanich, Chief Auditor, Office of the Chief Auditor, Public Company
Accounting Oversight Board (PCAOB)

Soma Sinha, Leader of Assurance Professional Practice and Global Sustainability
Standards, Mazars; Member of ESG Task Force, ASB

Susan Jones, Director, Global Services Center, Audit Methodology and
Implementation, KPMG LLP

Benton J. Campbell, General Counsel, Deloitte

Claudius Modesti, Partner, White Collar Defense and Government Investigations
Practice, Akin Gump Strauss Hauer & Feld LLP

Robert E. Rice, Director, Division of Enforcement and Investigations, PCAOB

Sheldon L. Pollock, Associate Director, New York Regional Office, Division of
Enforcement, SEC

Erica Williams, Chair, PCAOB

Markus Veith, National Leader of Blockchain, Digital Assets and Web3 Solutions and
Partner-in-charge of Northeast Financial Institutions Practice, Grant Thornton LLP

Michael Gonzales, Partner, EY
Shelby Murphy, Managing Director, Audit & Assurance, Deloitte
Jeff Rundlet, Head of Accounting Strategy, Cryptio
Jonathan Weil, Reporter, The Wall Street Journal
Bonnie Mann Falk, Partner, Citrin
Brian Croteau, US Chief Auditor, PricewaterhouseCoopers
Saker Ghani, Chief Digital Officer, Citrin Cooperman

Overview: This conference provided a forum on current issues in auditing among business professionals, public accountants, academics, and policymakers from the AICPA. Discussions focused on auditing and assurance services, emphasizing the importance of integrity and transparency in financial reporting.

2025 Outlook for the Economy and the Markets

Date: February 4, 2025

Speakers:

Tom Barkin, President and CEO, Federal Reserve Bank of Richmond
Kenneth Abbott, Professor, Baruch College

Overview: RZCCI welcomed Tom Barkin, President and CEO of the Federal Reserve Bank of Richmond, for a discussion on the 2025 economic and market outlook. Barkin shared insights on monetary policy, the Federal Reserve's role in the economy, and his career path in finance. The event offered students and professionals a valuable opportunity to engage with a leading voice in economic policy and to gain a deeper understanding of the current financial landscape.

Money, Markets, and More: A Fireside Chat with Bloomberg Columnist Matt Levine

Date: February 27, 2025

Speakers:

Matthew Levine, Columnist, Bloomberg Opinion
Lin Peng, Krell Chair Professor of Finance, Baruch College

Overview: RZCCI hosted a fireside chat with Matt Levine, Bloomberg columnist and author of the popular "Money Stuff" newsletter. Levine engaged in a wide-ranging, unscripted conversation exploring the evolving landscape of business and markets. The event offered the Baruch community a rare opportunity to hear candid reflections from one of today's most influential voices in financial journalism. Dr. Lin Peng, Krell Chair Professor of Finance at Baruch College, guided the discussion.

Navigating Professional Growth and Workplace Best Practices

Date: March 13, 2025

Speaker: Stephanie Cuba, Seasoned Real Estate Consultant, Nimbus Properties

Overview: As part of Baruch College's annual Ethics Week, the Zicklin Center hosted Stephanie Cuba for a talk on "Navigating Professional Growth and Workplace Best Practices." The event explored the intersection of career development and "workplace hygiene," emphasizing skills such as communication, leadership, and ethical decision-making.

Video: [Click here to watch.](#)

PwC Panel: Digital Assurance & Transparency (DAT)

In Partnership with Baruch College Student Clubs: ISACA Cybersecurity Club & Association of Latino Professionals For America

Date: April 29, 2025

List of Speakers:

Kelly Guinan, Director of DAT, PwC
Stephanie Mejia, Senior Associate, PwC
Michael Zelwin, Partner, PwC
Connie Huang, Associate, PwC
Ryan Lewis, Associate, PwC

Overview: In partnership with student clubs ALPFA and ISACA, RZCCI co-sponsored a panel discussion on Digital Assurance & Transparency (DAT), hosted by ALPFA Baruch and PwC. The event featured PwC professionals, including Baruch alumni, who shared insights on the intersection of accounting, technology, and data analysis. Students engaged in a moderated discussion, Q&A session, and networking opportunities, gaining knowledge about career paths and skills essential for success in PwC's evolving DAT practice.

The 23rd Annual Financial Reporting Conference

Date: May 1, 2025

List of Speakers:

Bruce Weber, Dean, Zicklin School of Business, Baruch College
Norman Strauss, Conference Chair, Baruch College
Richard Jones, Chairman, Financial Accounting Standards Board (FASB)
Ryan Wolfe, Chief Accountant, Division of Enforcement, SEC
Guarav Hiranandani, Acting Deputy Chief Acct., Office of the Chief Accountant, SEC

Heather Rosenberger, Chief Accountant, Division of Corporation Finance, SEC
Angela Fergason, Partner, National Professional Services Group, PwC
Jackson Day, Technical Director, FASB
Lara Long, Managing Partner, Riveron
Erica Williams, Chair, Public Company Accounting Oversight Board
Kimber Bascom, Partner, KPMG
Danielle Fontaine, Vice President, Assistant Controller, ServiceNow
Mark LaMonte, Partner, Williams Marston LLC
Scott Taub, Managing Director, Financial Reporting Advisors
Marc Siegel, Co-Founder and Executive Advisor, Metrix Advisory
Mark Besca, Board Member, Markel Group, Las Vegas Sands and Clarus Corporation
Todd Castagno, Executive Director of Research, Morgan Stanley
Michael Gonzales, Partner, EY
Amy Park, Partner, Deloitte
Jonathan Rhine, National Office AI Lead, PwC

Overview: This daylong conference served as a forum for interaction between business and accounting executives and policy setters from the U.S. Securities and Exchange Commission (SEC). Discussions focused on current financial reporting issues, regulatory updates, and emerging trends in the accounting profession.

Special Initiatives

Advisory Board: Established a dedicated advisory board to provide strategic guidance and strengthen the Center's impact.

Members include:

Ken Abbott, Baruch College
Jay Dahya, Baruch College
Vincent Perretti, Baruch College (undergraduate student)
Donniel Schulman, Accenture (retired)
Thomas Silbiger, Geneen Charitable Trust
Roger Trimble, Morgan Stanley
Eric Zicklin, Television Producer and Writer

Additions to the Center: Lin Peng and Marc Siegel began new roles at RZCCI. Professor Peng will continue to host an ESG finance conference with the Center's support. Marc Siegel will lead the Financial Reporting Conference that had been run by Professor Norman Strauss. These additions bring academic and regulatory expertise to the Center.

Cowles Fellowship: Two student interns, Meezab Iftikhar and Taha Karim, supported by the Cowles Fellowship, made significant contributions to the Center. Taha is interning at JP Morgan over the summer; Meezab is pursuing her Master's at Baruch. Interns assisted with event programming and student engagement. Two new interns will be recruited next year.

Strategic Collaboration and Financial Support: The Robert Zicklin Center for Corporate Integrity (RZCCI) ended the 2024–2025 fiscal year with a deficit in excess of \$30,000. This shortfall was the direct result of a change in CUNY policy, which no longer permits the use of tax-levy resources to fund RZCCI's administrative personnel.

In partnership with the Zicklin School of Business Dean's Office, the Center implemented a two-pronged strategy to address this financial challenge:

1. Deficit Resolution - With the approval of Larry Zicklin, the deficit was resolved using funds from another Baruch College Fund for which Mr. Zicklin is the benefactor.
2. Path to Financial Sustainability - RZCCI established a strategic partnership with the Robert A. Schwartz Center for Trading and Financial Markets Research (RAS), a fellow Zicklin organization. Over the next five years, RAS will co-sponsor RZCCI's three flagship conferences (Financial Reporting, Audit, and Climate Finance). RAS will provide financial support for both conference-related expenses and general administrative staffing. This collaboration affords RZCCI the time and resources needed to pursue additional funding through philanthropy and earned income initiatives. We thank Professors Robert Schwartz and Jonathan Wang of RAS for their support.

RZCCI 2024 - 2025 Financial Report

REVENUE

Baruch College Fund Endowment	\$139,226.65	
Financial Reporting Conference Revenue	\$50,195.00	
Audit Conference Revenue	\$31,965.00	
Cowles Corporate Integrity Student Fellowship	\$7,000.00	
Ethics Week funding from Provost Office	\$2,348.00	
TOTAL REVENUE		\$230,734.65

EXPENSES

Salaries:

Associate Director	\$155,866.35	Ruzdo "Rocky" Srdonavic - \$ 104,966 base salary plus fringe benefits
Academic Director	\$35,000.00	David Rosenberg - 3/9 of salary
FRC Conference Chair	\$26,000.00	Norm Strauss
Total Salary Expense:		
	\$216,866.35	

Program Expenses:

Other Programs	\$6,908.50	Room rental for G&A, Catering cost for Lawarence Cunningham and Ken Abbott series
Financial Reporting Conf.	\$18,122.80	Includes catering and speaker reimbursements (Room rentals and NASBA reimbursement included but have not been processed)
Audit Conference	\$18,666.88	Includes catering, hotel reservations, and speaker reimbursements (Room rentals included but have not been processed)
Total Program Expenses:		
	\$43,698.18	
Non-Program Expenses		
	\$875.00	NASBA Reaccreditation fee
Administrative Overhead:		
	\$1,590.40	5.9% of DFG expenditures
Credit Card Fees:		
	\$1,643.18	3% of credit card receipts
TOTAL EXPENSES		\$264,673.12

Ending Balance

(\$33,938.47)

Contact Us:

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Robert Zicklin Center for Corporate Integrity

Baruch College, Zicklin School of Business