

Weissman Center for International Business

FY26 Annual Report

Baruch
COLLEGE

ZICKLIN
SCHOOL OF
BUSINESS

**CU
NY**



The Weissman Center for International Business provides Baruch undergraduate and graduate students with transformative international experiences, supports globally focused research and teaching, and connects Baruch's academic community with the business world. As a hub for global engagement, the WCIB brings together distinct yet interconnected stakeholders including students, faculty, alumni, the international business academic discipline, and industry leaders to foster collaboration and a global mindset that benefits both Baruch College and the broader business community.

Letter From the Director

We've had a successful year in the Weissman Center. We have made progress across the key areas of the center, including study abroad, academic programs, career preparation / internships, alumni relations, and the research unit. It is exciting to see steady growth in our programs, and the increasing impact these programs have on our students, who are the heart of our mission. We provide students with opportunities to develop global mindsets, and the skills to thrive in today's interconnected economy.

The Mitsui USA Lunchtime Forum continues to attract top businesspeople as speakers, who share their insights and career advice with a large audience, many of whom are undergraduate students. Our April Mitsui event was the 181st in this series!

More students have participated in study abroad and we've been able to increase the average study abroad fellowship. We're helping students prepare for careers through newsletters, career advice, internships, speakers and company visits. We also host three undergraduate student clubs.

We support faculty research and curriculum development, helping to bring international perspectives into the classroom. Through public programs and partnerships, we foster Baruch's external connections, enhancing the role of the college as a global institution in a global city.

As the college's Senior International Officer, I'm also helping to create more international partnerships for the College as well as coordinating across units through the Global Engagement Working group.

Our advisory council continues to play an active role, with more council members engaging directly with students through seminars and career-related activities. The advisory council is chaired by Anupam Ghose, following the retirement of Howard Smith. We are incredibly grateful to Mr. Smith for his many years chairing the council and his support of the Center.

Finally, it is very sad that our longtime Deputy Director, Lene Skou, passed away this year. Lene is remembered with great fondness by the staff, the advisory council, faculty, and the many students on whom she had such a positive impact.

I'm looking forward to our next year and seeing how the Center continues to expand its role. Thank you, to all, who support our mission, from the Weissman family to our donors and institutional partners, and the faculty, students, and alumni who are the heart of what we do. We are excited to build the next chapter together.

Professor Andreas (Andy) Grein

Director, Weissman Center for International Business

Senior International Officer, Baruch College

The Weissman Center Mission: Engage the World

Students: by providing access to study abroad opportunities, globally oriented internships at home and abroad, Mitsui speaker series, and career readiness.

Faculty: by supporting research, teaching innovation and curriculum development.

Alumni: by fostering professional development and building community.

Business Community: by facilitating partnerships and sharing knowledge that serves business and society.

WCIB Today

Students:

- Study Abroad
- Support for Clubs
- Career Advice
- Internships
- Mitsui Lunch-Time Forum
- On Campus Employment

Faculty:

- Research Support
- IB Research Seminar
- Visiting Scholars

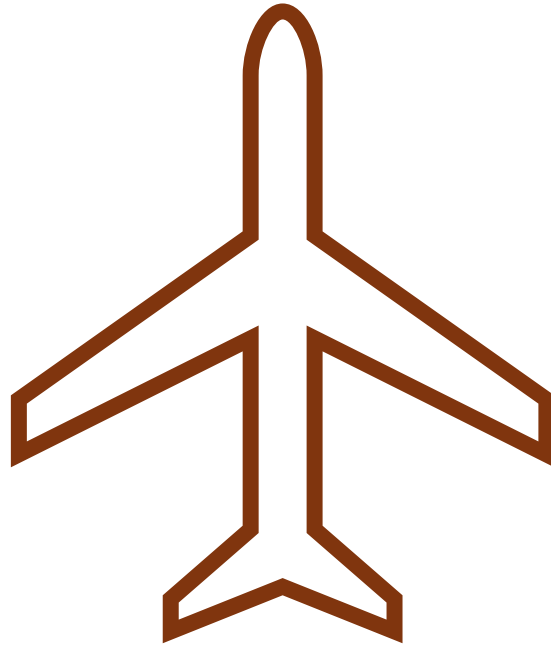
Alumni:

- International Business Alumni
- Allies

Community:

- World Trade Week NYC
- Manhattan Chamber of Commerce
- European American Chamber of Commerce





International Education Programs

The Weissman Center offers students a wide range of transformative international learning experiences, both experiential and co-curricular. These opportunities vary in intensity, depth, duration, and location both at home and abroad allowing students to customize their global engagement. Programs include the Mitsui USA Lunchtime forum, internationally focused student clubs, the Global Student Certificate program, global business research, study abroad, and summer internships around the world. To deepen these experiences, the Center encourages students to reflect on and articulate what they've learned. A career readiness initiative helps students connect their international experiences to career opportunities.

Study Abroad Program

Global Student Certificate and Arts Masterclasses

Support for Undergraduate Student Clubs

Internships in NYC

Internships Abroad

Mitsui Lunch Time Forum Series

Career Pathways Program

Study Abroad Exchange Partners and Joint Programs

- 30 Baruch Exchange Partners plus other options for students
- Joint programs such as Southwest University of Finance and Economics (SWUFE), Chengdu, China
 - BBA Accountancy 3+1 program
 - Expanded to 160 students per year
 - Baruch-SWUFE Research Symposium – June 24, 2026



Study Abroad

Outgoing Study Abroad Students

The academic year 2025-2026 was the fourth full year post-pandemic when students were allowed to study abroad again.

Outgoing number of students increased by 2% vs. 2024-2025

New destinations (vs. Fall '24): City U. of HK (HK); Hanyang (S. Korea); Stockholm Bus. School (Sweden); National Taiwan U. (Taiwan); Koç University (Turkey)

Outgoing Study Abroad (25-26): 227; 74% female, 97% undergraduate

- Interesting Destinations:
 - Fall '25: Bangkok, Singapore, Taipei
 - (Largest: Madrid; 2nd largest: Yonsei)
 - Spring '25: Beijing, Istanbul, Santo Domingo
 - (Largest: Madrid; 2nd largest: Florence, Paris, Tokyo)

2025-2026

Total Destination Countries: 34 +

Term	Year	Total	Destination Countries
Summer	2025	18	10
Fall	2025	95	16
Winter	2026	34	12
Spring	2026	80	15
	Total for Academic Year	227	

Study Abroad Fair

Fall 2025: 400+ attendees

Spring 2026: 375+ attendees



Study Abroad

Incoming Exchange Students

2025-2026

Total Sending Countries: 25

Term	Year	Total
Fall	2025	67
Spring	2026	47
	Total for Academic Year	114

Includes 7 graduate students

Incoming -7% vs. 2024-2025

Interesting home countries:

China

Denmark

France

Singapore

Switzerland

Turkey

Study Abroad

Student Funding for Study Abroad FY 2026

Baruch students primarily finance study abroad through federal financial aid, scholarships, and personal savings. Federal Pell Grants are widely used for semester-long programs, while New York State financial aid like TAP and the Excelsior Scholarship is harder to apply to study abroad. Baruch's exchange agreements allow students to pay the same tuition as they would on campus, making semester programs cost-effective. Programs like SEEK and certain honors programs further reduce costs for eligible students.

Thanks to the support Baruch applicants receive from the National & Prestigious Fellowships Office, the Office of Financial Aid Services, and the Baruch Study Abroad Office, Baruch students also compete successfully for national scholarships such as the Gilman Scholarship, with 11 awards in the 2025-2026 cycle. Gilman accepts scholarships for both short-term and semester programs. The C.V. Starr Study Abroad Fellowship, financed through a generous endowment from the Starr Foundation, provides significant funding for all semester-long study abroad participants, with additional support for honors students. Fellowships from this foundation increased by 22% vs. FY 25.

Study Abroad Program

Student Funding for Study Abroad FY 2026

Fellowship/Scholarship	Semester and Year	Awarded	Amount	Total
CV Starr Fellowship	Summer and Fall 2025	94	\$1,300-2,500	\$230,500
	January and Spring 2026	78	\$500-2,500	\$193,500
	Total CV Starr 2005-2026	1702	-	\$3.9M
FWA International Study Scholarship	Fall 2025	2	\$1,500-\$3,000	\$4,500
	January and Spring 2026	3	\$2,000-\$3,000	\$8,000
	Total Amount 2025-2026			\$436,500

Study Abroad National Scholarships

Award	Semester / Year	Amount
Gilman	Summer 2025	\$3,000
	Fall 2025	\$15,000
	Winter 2026	\$5,000
	Spring 2026	\$17,500
	Total Gilman 2025-2026	\$40,500

Study Abroad Program

Student Funding for Study Abroad FY 2025

Gilman scholars

- Benjamin A. Gilman International Scholarships
 - US Dept. of State, Bureau of Educational and Cultural Affairs
 - National scholarship, vetted by Richard Mitten (WCIB)
 - \$2500 - \$6000

Last Name	First Name	Host Institution	Country	City	Term of Study Abroad
Arancibia	Joshua	Charles III University Madrid	Spain	Madrid	Fall 2025
Chen	Sherise	Waseda University	Japan	Tokyo	Fall 2025
Garcia	Dalila	Charles III University Madrid	Spain	Madrid	Fall 2025
Ren	Julie	Yonsei University	South Korea	Seoul	Summer 2025
Rivera	Lizzette	January in Yucatan through CIEE	Mexico	Yucatan	January 2026
Rubi	Queiri	Charles III University Madrid	Spain	Madrid	Spring 2026
Solano	Lisette	January in Yucatan through CIEE	Mexico	Yucatan	January 2026
Yolmo	Phuntsok	Charles III University Madrid	Spain	Madrid	Fall 2025
Chitharanjan	Manasvini	Copenhagen Business School	Denmark	Copenhagen	Spring 2026
Jahra	Jainab	University of Paris-Dauphine	France	Paris	Spring 2026
Ramos	Felix	Charles III University Madrid	Spain	Madrid	Spring 2026

IB Academic Support

The academic year showcased the Center's continued dedication to developing global competencies and career success through innovative programs and strong alumni engagement. Professor Andreas Grein served as both the Weissman Center director and the academic director of international business programs at Baruch College. Students in the undergraduate International Business major and the graduate Master of Marketing, International Business concentration, receive advising assistance from the Weissman Center.

- Undergraduates
 - International Business (IB) Major - Admitted 55 students Fall 2025 and Spring 2026
 - 21 studied abroad in Fall 2025 in 9 countries.
 - 18 studied abroad in Spring 2026 with 11 destination countries: Austria, China, Denmark, Dominican Republic, France, Hong Kong, Italy, Japan, Netherlands, Spain and Singapore.
 - WCIB supports the IB major capstone with consulting projects.
- International Marketing concentration
- International Business (IB) Minor
- Graduate programs:
 - MS in Marketing / IB concentration
 - MBA

Academic Scholarships Awarded

82 recipients and \$150,450 total (2025-2026)

Scholarship	Number of Recipients	Awarded (as of 05/26/2026)
Carl Spielvogel Fellowship in International Business	5	\$ 15,000
Charles H. Falk Memorial Scholarship	17	\$17,000
Donald P. Brennan Family Scholarship	5	\$34,650
Harvey and Sheila Stone `41 Prize Scholarship in International Marketing	5	\$20,000
Hugh Lamle Scholarship	18	\$18,000
I. Harold Kellar Scholarship	2	\$ 2,800
Irwin Fromme Scholarship	5	\$ 5,000
Martell Family Scholarship	10	\$ 9,000
Mitsui USA Foundation Full-time MBA Scholarship	3	\$ 12,500
Mitsui USA Foundation MS MKT-IB Scholarship	10	\$15,000
Vincent Di Lorenzo Prize Scholarship in International Marketing	1	\$ 750
Vincent Di Lorenzo Prize Scholarship in International Marketing and Business	1	\$ 750
Total:	82	\$150,450

Passport to Global Careers

Students connect their international experiences with career opportunities through the Passport to Global Careers newsletter, a variety of workshops, and Career Talks @ the WCIB. It's all about career readiness.

- *Passport to Global Careers Newsletter*

June 25th was our 40th issue of the Passport to Global Careers, the biweekly newsletter for current students and recent alumni focusing opportunities related to international business in New York City and abroad. Each issue features international internships and jobs, scholarship information, NYC events and a short bio of an IB alumnus.

Internship Program

The Weissman Center's Internship Program provides real-life work opportunities within host organizations in New York City and internationally, allowing students to gain valuable insights about a variety of career pathways through practical experience.

WCIB internships and careers

Alumni career talks:

Gabriela D. Guaita Saba, Vice President, Goldman Sachs

Likhon Roy, (BA '22) Senior Product Manager (focus on Vision AI products), Nexar Inc.

International Careers Workshop (April 21, 2026)

HSBC Site Visit and Presentation

Meet Your Future Self Event Flyer featuring speaker Soraiya Esmail, Regional Head for Global Network Banking at HSBC Bank USA



WCIB internships and careers

Spring 2026 local internships:

Company	Position	Intern's Name	Intern's Major
Citizens' Committee for Children of NY	Finance Intern	Julie-Ann Deysel	Finance
Ferrara Manufacturing	Operations Intern	Naomi Burgio	Marketing Management
Empire Global Ventures	Business Development Intern	Mario Nunez	Finance
Merrill Lynch Wealth Management	Wealth Management Client Associate / Administrative Position	Bhavjit Singh	Economics
Richard Attias & Associates LLC	Accounting Intern	Neko (Nicole) Lin	Accounting
Sugar Beets Inc.	Accounting Specialist Intern	Edona Ganiu	Accounting
Streamstown Construction	Accounting Intern	Stephanie Garcia	Accounting



Baruch COLLEGE
THE CITY UNIVERSITY OF NEW YORK



Weissman Center for International Business



ea european american
 chamber of commerce
 new york

MEET YOUR FUTURE SELF



Speaker: Soraiya Esmail
 Regional Head
 Global Network Banking
 HSBC Bank USA

Date: Wednesday, February 25, 2026

Time: 4:00 pm - 5:30 pm

Address: HSBC North America
 66 Hudson Blvd. E
 New York, NY, 10001

Come network with HSBC professionals and learn about HSBC's 2027 Internship Program!

About the Speaker

Soraiya Esmail is the Regional Head of Global Network Banking at HSBC Bank USA, where she leads coverage of US subsidiaries of multinational corporates across the East Coast. With over 15 years of international banking experience across the UK, Middle East, and the US, she drives cross-border strategy, client growth and relationship development with a focus on diversified industrial and services sectors. Soraiya began her career through HSBC's flagship International Manager program and has since held leadership roles spanning Corporate and Investment Banking, Credit Structuring, and Business Management. She holds an M.B.A from IE Business School, an M.Sc. in Health Economics from the London School of Economics, and an B.A. from Ivey Business School at Western University. Soraiya currently serves as an EACNY board member.

To Register for this Event:

Please contact Justine Kharnak at Justine.Kharnak@baruch.cuny.edu to RSVP.

***RSVP is REQUIRED.** Please RSVP by **Wednesday, February 18th, 2026.**

**Please note this event will be held off campus at the address listed above.*

***Space is limited.**

Internship Program

Internships Abroad

One student interned abroad in Paris, France, in the business and AI consultancy firm Pigment during the summer 2025. The Weissman Center supported the student in formulating a three-party agreement, which is necessary to complete internships in France. While the student did not require financial assistance, the Weissman Center remains ready to support students doing internships abroad with fellowship resources to make it possible.



Global Student Certificate and Arts Masterclasses

The Global Student Certificate program (GSC) aims to be a vehicle for increasing students' cultural competency and cultural intelligence during their undergraduate studies, thereby readying them for the global workplace. It provides students with an international education experience entirely within New York City.

The Arts Masterclass Series on World Cultures, World Arts, is in its sixth year, continuing the tradition of examining cultures through art. The series offered six events this year. The presentations spanned multiple continents and themes.

In Fall 2025, 13 students completed the GSC. In Spring 2026, 12 students completed the GSC.

- *“Overall, this program helped me realize that culture influences much more than I originally thought. I used to think communication, art, and identity were simple and mostly universal. Now I think they are deeply shaped by culture, history, and personal experiences.”; IB major, Fall 2026*

Mitsui Lunch Time Forum (Fall and Spring)

The goal of the Mitsui speaker series is to bring executives from the world of business on campus to speak to Baruch students about their work and life experiences. The series is underwritten by the Mitsui USA Foundation. It has been continuously running for over 30 years. Six Mitsui Lunch Time events held during the Fall 2025-Spring 2026.

Siggi's Dairy: Launching a healthy new product in the US, Siggi Hilmarsson, Founder, Siggi's Dairy, September 9, 2025

Lessons from the backbone of banking: What "Behind the Scenes" roles teach us about innovation, leadership and resilience, Dana Zeller, Chief Operating Officer, BHI, October 30, 2025

The art, science and soul of financial leadership, Stacey Ryan-Cornelius, Global Chief Financial Officer, Burson, November 11, 2025

From financial services to Arctic adventures: Risk is the price of reward, Wesley D. Archer, Consultant – Financial Services Capital Markets, February 10, 2026

India: The emerging giant?, Anupam Ghose, System 2 Advisors, March 4, 2026

From classroom to career: Thriving in an AI driven world, Yash Upadhyay, WCIB Council Member and Founder, WCIB Allies Program, April 14, 2026

Support for Undergraduate Clubs

The Center supports internationally focused student clubs in many ways. The clubs receiving the most support from WCIB are the Baruch Model United Nations club, the Baruch Business Brigade club and the undergraduate International Business club. All three clubs had a great year. The Center provides ongoing advice and financial support to these clubs, as well as others.

- Model UN Baruch
 - 15 students attended the National Model UN Conference
 - Outstanding Delegation Award
- International Business Club continued to expand its footprint offering a wide range of exciting programs and events. Club members visited the UN, Eataly and hosted a joint event with the International Trade Club at FIT.

International Business Club visit to the United Nations, April 10, 2026





Outreach and Engagement

- World Trade Week - May 2026
- Manhattan Chamber of Commerce
- NY District Export Council
- European American Chamber of Commerce
- Zicklin EMBA trip to Vietnam

WCIB – Baruch and external engagement

- LinkedIn, Instagram and X accounts
- Tabling events to reach all Baruch students
- Host students and faculty from University of Ghent (Belgium), February 2, 2026
- Support 3 faculty to attend SWUFE Research Conference, Chengdu, China, June 2026
- Co-sponsored 5th annual Global Economics Network workshop
- Manhattan Chamber of Commerce – Board member (Andy)
- World Trade Week NY – Professor Terry Martell (Liaison)
- European American Chamber of Commerce (Justine Kharnak)
- Improved presence and information sharing through College's website redesign and BaruchHub (internal)

IB Alumni

IB alumni reception June 11, 2026

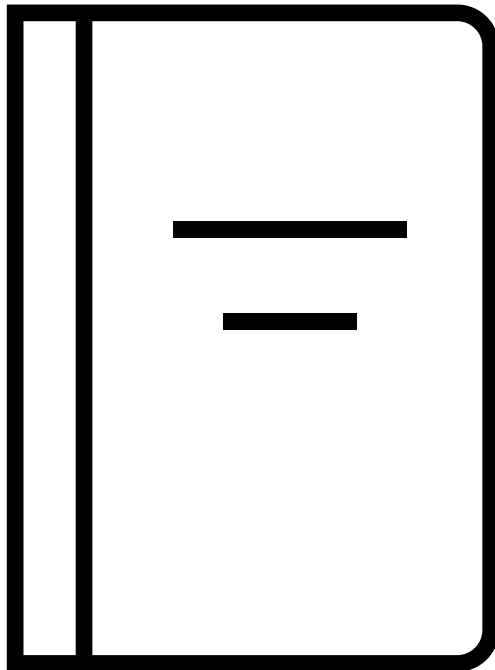
WCIB advisory council: featured student
Prinaka Suresh (BBA IB '26)

Japan@Baruch

Panelist Professor Shyamala Sethuram

WCIB Allies Program: Database of 175
WCIB student employee alumni, contact
info, title, employer, impact





International Research Activities

Continued support for the Research Unit from WCIB
Advisory Council member Anupam Ghose

International Business Research Seminar

Baruch - SWUFE Annual Research Symposium (June
2026)

Global Economics Network, 5th Workshop (co-
sponsor)

Support for research projects for faculty and doctoral
students

International Business Research Seminar

Coordinated by Professor Shyamala Sethuram, with support from the WCIB

April 23:

How foreign divestment types impact on local managers' careers: An event system theory approach

Professor Lucia Piscitello (Politecnico di Milano) and co-authors

May 19:

The role of migrants and ethnic communities in local technological specialization: Evidence from the US city regions

Professor John Cantwell (Rutgers University)

Research Unit

Publications and Works-In-Progress

Published Articles

- Demir, M., Karataş, C., & Martell, T. F. (2026). Do investor price climate risk? An analysis of weather-related power outages. *Energy Economics*, 160, 109466. <https://doi.org/10.1016/j.eneco.2026.109466>.
- Demir, M., Martell, T. F., & Snyder, L. (2026). A little alignment goes a long way: TCFD framework and valuations among the S&P 500 companies. *Journal of Sustainable Finance and Accounting*, 10, 100033. <https://doi.org/10.1016/j.josfa.2026.100033>.
- Demir, M., Martell, T. F., & Özbilgin, M. (2026). Explaining CSR disclosure levels of U.S. firms. *Journal of Business Finance & Accounting*, 53(1), 297-320. <https://doi.org/10.1111/jbfa.70018>.
- Demir, M., Martell, T. F., & Skou, L. (2025). Agricultural futures contracts as part of a sustainable investment strategy: Issues and opportunities. *Commodities*, 4(3), 15. <https://doi.org/10.3390/commodities4030015>.

Work-In-Progress

- Demir, M., Martell, T. F., & Zhuang, Q. (2026). Do ESG investments curb firm competitiveness? The case of China's national drug procurement regime. **(Working Paper)**

Research Unit

CSR Report Content Analysis

- **Scored the full set of CSR reports from FY23 Fortune Global 500 companies** (mostly published 2024), which was 397 reports, the highest reporting rate to date. Comparisons of scores for quality assurance is ongoing, to be completed in July 2026.
- **Initial sweep of report collection for FY24 completed** with reports identified from 406 companies. These will be reviewed, and analysts will begin the scoring process again.
- We are using WordStat, advanced text-analysis software, to make the review and scoring of lengthy sustainability reports faster and more consistent, while keeping analysts responsible for the final assessment.
 - WordStat uses customized keyword and phrase dictionaries to identify and extract the passages most likely to contain relevant information from the reports in our sample. We have developed protocols for five environmental topics: Emissions, Climate Change Recognition, Biodiversity, and Treatment of Animals, including its two subtopics, Animal Testing and Animal Welfare.
 - We will continue expanding the range of topics covered and plan to integrate WordStat-assisted scoring more broadly into the upcoming review of FY24 reports.

Visiting Research Scholars: 4

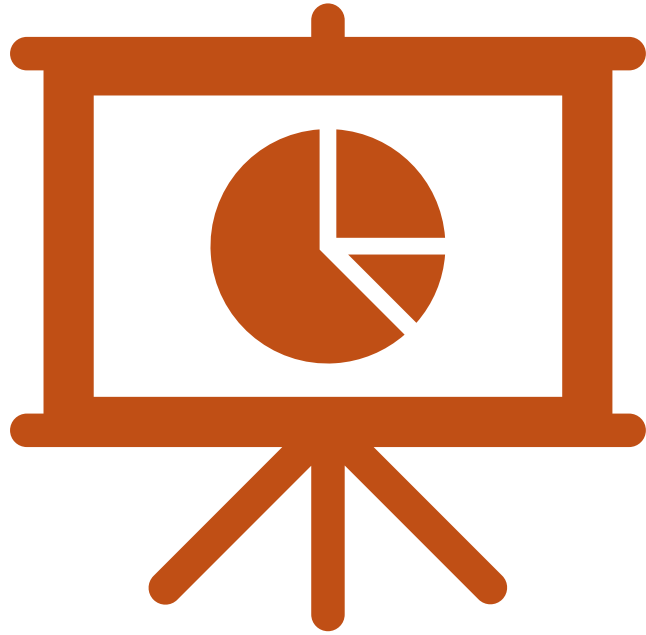
Visiting the Marxe, Weissman and Zicklin Schools

Home countries:

China

India

United Kingdom



WCIB Summary Operations Analysis

- BCF FY 2026 spend rate of 83%, (close to pre-pandemic cumulative 5-year average)
- Employed 8 full-time and one part-time professionals as well as 15 part-time student employees (in functions such as accounting, study abroad, communications and research analysis)

Weissman Center activities

- BCF FY 2026 spend rate of 83% (BCF; as of June 1), on track
- Employ 15 part-time student employees (in functions such as accounting, study abroad, communications and research analysis)
- Continued support for the Research Unit from Anupam Ghose
- New statements of shared interest (SSI) with:
 - Exec Programs: SGH Warsaw School of Economics & Medical University of Warsaw
- Intro conversation with Kazakh American University
- Following up with Boğaziçi University, Türkiye
- Global engagement working group: Cross-college team (study abroad, 3 schools, exec programs, office of international students, enrollment management)



Advisory Council

New member: Mr. Toru Matsui, President and CEO, Mitsui & Co. (USA), Inc.

Featured students: Prinaka Suresh (BBA IB '26)

Faculty presentations:

Professor Neli Loewenthal, Baruch Artificial Intelligence Leadership Initiative member

WCIB Advisory Council Members

Chair of the Advisor Council: Anupam Ghose – Chief Executive Officer, System Two Advisors

Robert J Aquilina – Retired, Executive Vice President, Estee Lauder International, Inc.

Donald P. Brennan – Retired, Chairman, Morgan Stanley Capital Partners

Henry G. Jarecki – Chairman, Falconwood Corporation

Julian Johnson – Executive Vice President, Sponsors for Educational Opportunity

Jahsion Jnobaptiste – Director of Trade and Customs Compliance, Academy Sports + Outdoors

John J. Kelly – CEO, Hanover Stone Partners LLC

Cleve S. Langton – Chief Partnership Officer, Brodeur Partners Worldwide

Toru Matsui – **President** and CEO, Mitsui & Co. (USA), Inc.

Thomas Miele – Managing Director, Alliance Bernstein

Sven C. Oehme – President and CEO, European-American Business Organization Inc

Anouk Pappers – CEO, Signitt & Founder, CoolBrands People

Vanja Radivojevic – Senior Manager Data & Analytics, Management Consulting KPMG

Martin Rapaport – Chairman and CEO, Rapaport Diamonds

Leslie Stroh – Chairman, Trade Finance Service Corporation

Yash Upadhyay – Data Analytics and Innovation Management, Prudential Financial

Diane Whitty – Global Head of Philanthropy, JPMorgan Chase

Dr Terrence F. Martell – Director Emeritus, Weissman Center for International Business, Saxe Distinguished Professor of Finance

Our Donors - Thank You!

R.J. Aquilina and L.M. Aquilina

Brennan Family Foundation

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Dr. Richard Mitten – Director of Study Abroad

Christopher Tingue – Associate Director of Study Abroad

Dina Luu van Lang – Assistant Director of Study Abroad

Justine Kharnak – Associate Director of Internship Programs

Sarah Demetz – Associate Director for International Business Programs

Mert Demir – Research Director

Alex Schwarz – CSR Project Lead Director

Ruthy Gascot – Administrative Specialist

15 Part-Time Student Employees