

# **Andrea Hershatter**

**Senior Lecturer in Organization and Management; Senior Associate Dean of Undergraduate Education at Goizueta Business School**

Atlanta, GA, US

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## **Description**

Andrea Hershatter is Senior Associate Dean and Director of the BBA Program in Emory's Goizueta Business School. She has led this program for approximately two decades and has helped to achieve nine consecutive Businessweek ranking in the Top 10, a distinction held by only four undergraduate business programs in the world. Three of the most recent programmatic initiatives she is leading are the creation of multiple liberal arts/business integrative initiatives with Emory College, the development of the BBA Capstone course, and the implementation of a Master in Professional Accounting degree program. Andrea holds a faculty position in the Organization and Management area, where she teaches entrepreneurship, a course she previously taught as a visiting faculty member in the Helsinki School of Economics. Her research focuses on creativity and innovation, passions she combines with a strong interest in popular culture and music. She regularly consults to corporations and academia on the Millennial generation, and has worked as a millennial expert with the Graduate Management Admission Council to enhance undergraduate student outreach. She is a frequent presenter on the topics of entrepreneurship, generational attitudes and perceptions, and management education. Andrea currently serves on the advisory board of the Economic Empowerment Initiative, a non-profit organization focused on inner-city youth and on the board of directors for The Speech School, the nation's most comprehensive center for language and literacy. She is additionally on the boards of multiple entrepreneurial ventures including Campus MovieFest, the world's largest student film festival, and PrayerSpark, the first platform to connect renowned spiritual leaders to those seeking prayer and affirmation. She is additionally active in a wide array of professional organizations and routinely holds leadership roles on multiple Emory committees, including her current position as chair of the Emory Committee on Student Entrepreneurship. She is the recipient of the university-wide Emory Williams Distinguished Teaching Award, the Don Keough Award for Excellence and the Goizueta Outstanding Staff Impact Award, recognizing the most significant contributions to the School's growth, development and success during its 90 year history.

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## **Industry Expertise**

Education/Learning, Research

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## **Topics**

Entrepreneurship, Innovation, Creative Organizations, Entertainment, Millennial Generation, Economics, Management Education

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## **Affiliations**

National Undergraduate Business Symposium : Founding Member, The Speech School : Member, Economic Empowerment Initiative : Member, CampusMovie Fest : Member, Millennial Lectures and Workshops : Member, Emory Student Entrepreneurship : Chair

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## **Education**

### **Emory University**

Ph.D. candidate (Advanced Standing) Institute of Liberal Arts

### **Duke University**

Master's Fuqua School of Business

### **Tulane University**

Bachelor's Freeman School

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## **Accomplishments**

### **Omicron Delta Kappa honorary society (2012)**

Omicron Delta Kappa (ÎŸÎŹ), is a national leadership honor society in the United States.

### **We Are Emory Community Builder (2010)**

Professor Hershatter was recognized as an Emory community builder in 2010.

### **Goizueta Outstanding Staff Impact Award (2009)**

Professor Hershatter was honored with this award in 2009.

### **Emory Williams Distinguished Teaching Award (2002)**

Professor Hershatter was the recipient of The Emory Williams Teaching Award in 2002, given in recognition of a record of excellence in teaching. The designation represents the highest university honor for teaching given to a full-time faculty member.

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