



ACCELERATE 2025

Igniting Momentum.
Transforming Our Future.

Our Core Ideology: Values and Mission

Five values define us and guide our outcomes.

Impact. We pursue research and teaching with purpose and scientific rigor to advance knowledge and practice, make the world a better place for all, and inspire lifelong learning and growth.

Community. We build close relationships with students, colleagues, and the business community, so together we can achieve otherwise unattainable goals.

Curiosity. Our thirst for knowledge motivates discovery and solution-oriented thinking that creates opportunities to invent the future. We challenge the status quo to lead technological and social change.

Openness. We eliminate institutional and societal barriers to achievement, freedom, and fulfillment, creating equal opportunities for all.

Inclusiveness. We respect, embrace, and celebrate the rights, differences, and identities of all members of our community. We provide a sense of belonging that allows us to engage the world with confidence, pride, and fearlessness.

Mission

We prepare people from all backgrounds to lead, innovate, and achieve their potential to advance business and society.

Robinson recognizes the unrivaled potential of free enterprise to improve lives. We design and implement solutions that advance how businesses and markets function to make a world where all citizens prosper.

Accelerate 2025: Vision and Goals

Goal 1

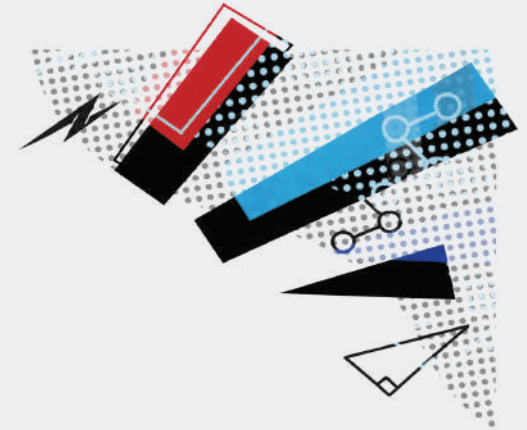
Be a global leader in preparing students from all backgrounds to lead and innovate in business and society.

Goal 2

Develop, promote, and invest in interdisciplinary collaboration to build a better future.

Goal 3

Conceive, design, and implement solutions that address systemic inequities in business and society.



Vision

Robinson is reimagining innovation for all.



Accelerate 2025: Goal 1

Be a global leader in preparing students from all backgrounds to lead and innovate in business and society.

Innovation drives economic growth, yet systematic frictions and decades of technological change have created a divide between those contributing to and benefiting from the innovation economy and those left behind. Present-day technologies like AI, machine learning, and robotics, and technologies of the future threaten to accelerate this trend. Taking advantage of the student success model now firmly in place at Georgia State, the world class research capabilities of our college and university, and an innovation agenda initiated under the college's previous strategic plan, Robinson will become a global leader in preparing students from all backgrounds to develop pioneering new businesses and lead innovative organizations.

Strategy 1: Infuse experiential innovation programming broadly across each academic program.

Strategy 2: Develop our students' leadership, learning, and collaboration skills to unleash their creative drive.

Strategy 3: Expand the Robinson Anywhere platform to increase access beyond the campus, including high school students, alumni, and life-long learners.

Accelerate 2025: Goal 2

Develop, promote, and invest in interdisciplinary collaboration to build a better future.

Benefitting from both broad and deep disciplinary expertise and recent investments in computer science and emerging technologies, we will develop novel ideas with students, faculty, and strategic partners working alongside one another. Together we are producing the next generation of diverse innovators and leaders who are changing the face of business.

Strategy 1: Launch interdisciplinary Innovation Initiatives that inspire scholars, students, and partners to collaborate and create breakthrough market solutions.

See example: [Berkeley Haas Blockchain Initiative](#)

Strategy 2: Launch the Community of Business Innovation as a portal permitting corporate and strategic partners to efficiently collaborate with Robinson and GSU students and faculty in ways that advance the missions of all organizations.

See examples: [Michigan Business Engagement Center](#), [NCSU Centennial Campus](#), [Drexel Solutions Institute](#), [Tata Innovation Center](#)

Strategy 3: Increase our expertise in the application of new technologies through faculty hiring and professional development. Expand resources that accelerate impactful research and teaching outcomes in the digital age.

Accelerate 2025: Goal 3

Conceive, design, and implement solutions that address systemic inequities in business and society.

The time is now for us to address the adverse impacts of systemic inequities on individuals, organizations, and society. We seek to better understand these inequities in various high-stake contexts, such as education, healthcare, intergenerational mobility, entrepreneurial ecosystems, and the distribution of digital resources. We will discover novel solutions and effectively deploy these solutions at scale to have transformational impact.

Strategy 1: Launch the Social Impact Initiative that will facilitate Robinson faculty, doctoral candidates, students, and external partners to positively impact each other, our region, and the world.

Strategy 2: Improve and embrace diversity, equity, and inclusiveness at Robinson to become the benchmark for students, partners, and rival institutions.

Strategy 3: Implement solutions to improve faculty and Ph.D. student diversity in U.S. business schools.

Robinson