Four honored with Freeman research awards

May 30, 2025



At the May meeting of the A. B. Freeman School of Business faculty, Dean Paulo Goes recognized four professors with 2025 research awards.

"Top-level intellectual contributions that inform business practice are what makes the Freeman School an elite business school," said Dean Goes in presenting the awards. "The four researchers we honor this year exemplifies that. At Freeman, we generate top research and disseminate the gained insights through our excellent programs. Research is our knowledge engine."

This year's awards and their recipients were:



Zoe Lu

Irving H. LaValle Research Award

This award recognizes Freeman School professors for excellence and advancement of the highest standards of research.

Zoe Lu, assistant professor of marketing



Stephanie Cheng

Erich Sternberg Award for Faculty Research

This award recognizes faculty members for significant contributions to their academic field of interest.

Stephanie Cheng, associate professor of accounting



Pierre Conner



Brandon Soltwisch

Dean’s Excellence in Intellectual Contributions Award

This award recognizes professors of practice and lecturers who have produced outstanding scholarly contributions.

Pierre Conner, professor of practice in finance

Brandow Soltwisch, professor of practice in management