



Wharton Affiliates Program

UNIVERSITY *of* PENNSYLVANIA

BUILDING THE GATEWAY TO ACADEMIC EXCELLENCE & INNOVATION

THE OPPORTUNITY

Research That Works as Hard as You Do

For more than a century, Wharton has defined the standard for business scholarship. The Affiliates Program extends that legacy—giving companies a direct path to transform cutting-edge research into solutions that shape industries and society.

In today's rapidly evolving business landscape, the gap between academic insight and practical application has never been more critical to bridge. The Wharton Affiliates Program isn't just another corporate partnership—it's your direct pipeline to the future of business innovation.

UNIQUE RESEARCH VISIBILITY

Affiliates support Wharton research and gain key insights from the learnings.

PARTNERSHIP FOR UNDERSTANDING

Faculty Leads, Pillar Managing Directors and a Wharton administrative team is assigned to help Affiliates manage their engagement.

INTEGRATED EXPERIENCES ACROSS WHARTON ENTERPRISE

Enrollment as an Affiliate unlocks invitations to participate in events and experiences across all Wharton's research pillars.

BRAND ALIGNMENT AND AMPLIFICATION

Affiliates are featured as sponsors of Wharton events and as exemplars of partnership through stories on the Affiliates website.

The Benefits of Partnership

Becoming a Wharton Affiliate is the beginning of a guided path through discovery, collaboration, and impact. The program is designed as a series of milestones that deepen engagement and maximize our ability to learn from each other. Each step broadens the opportunity to understand and enrich Wharton research, connect with world-class faculty, and activate insights that shape business and society.

THE AFFILIATE OPPORTUNITY



AFFILIATES RESEARCH REPORTS:

Activate Wharton Insights

In appreciation for your support of Wharton's research, receive reports on two Wharton faculty research projects. Verbal reports via Zoom will occur twice annually for each faculty researcher, and projects will be selected by Wharton based on business research interests indicated by you.



PREMIER EVENT SPONSORSHIP:

Your brand, center stage

Affiliates enjoy the opportunity to sponsor one premier Wharton event each year, gaining visibility and brand recognition at high-profile gatherings of business leaders, faculty, and alumni.



WHARTON DAY OF LEARNING:

Insights brought to you

Bring Wharton to you. Affiliates receive an in-person annual briefing—delivered at a mutually agreed-upon location—featuring important updates on research insights that impact your business and the world.



VISITING EXPERT:

From boardroom to classroom

Affiliates are those we turn to first for Wharton's Executive-in-Residence programs. Executive-in-Residence leaders shape student learning while showcasing industry expertise through mentoring, workshops, classroom speaking, and thought leadership.



INDUSTRY BRIEF EVENTS:

Bi-annual virtual deep dives

Twice a year, Affiliates connect with Wharton faculty experts in exclusive virtual sessions that spotlight fresh perspectives on business strategy and emerging industry trends.



WHARTON RESEARCH SYMPOSIUM:

Your VIP pass to tomorrow's breakthroughs

Be Wharton's VIP guest at the annual Wharton Affiliates Research Symposium, where Affiliates get in-depth insights into cutting-edge Wharton research across leadership, innovation, finance, AI, and more. This exclusive event connects Affiliates directly with faculty and the broader network of companies providing support and inspiration for research.



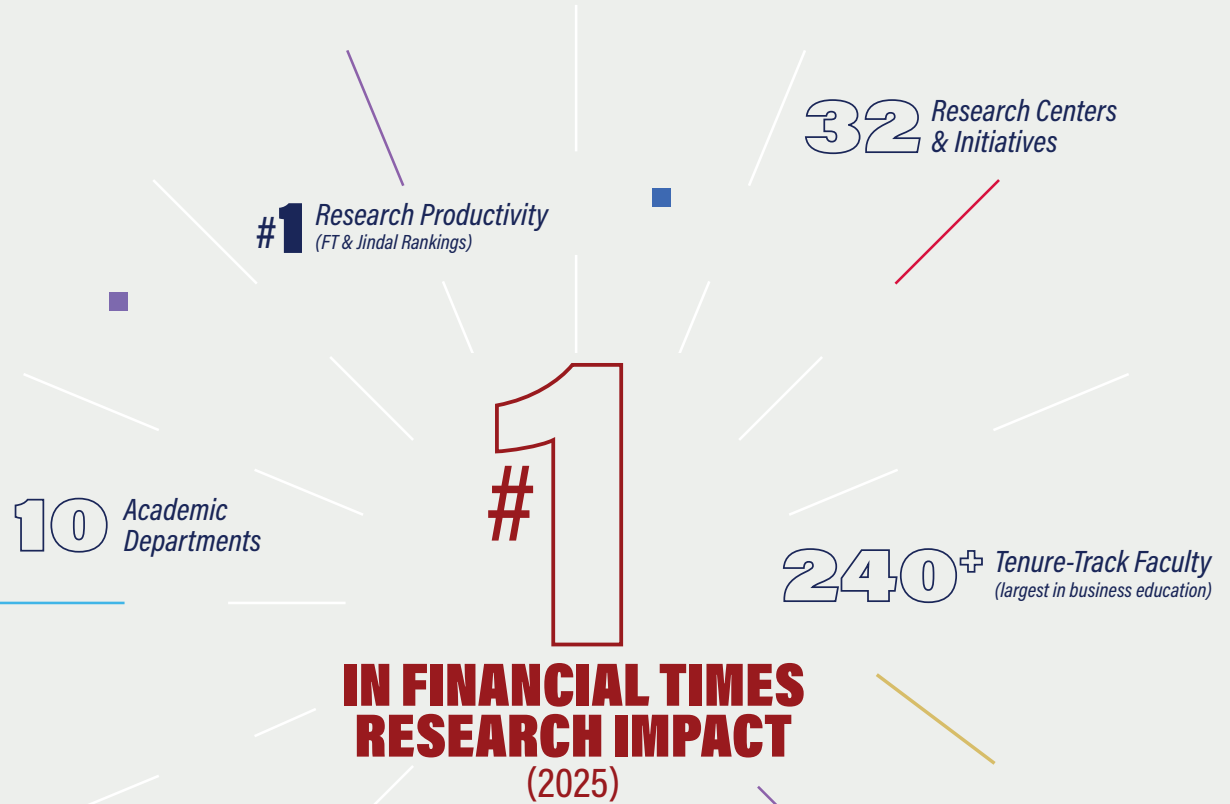
RESEARCH LEADERSHIP

Powering Research that Shapes Business

Where bold ideas meet your investment and Wharton expertise turns them into impact.

Wharton's research enterprise is the engine behind ideas that move business and society forward. With more than 240 faculty driving discovery across five interconnected research pillars, Wharton consistently ranks #1 in academic research worldwide for 25 consecutive years.

Through the Affiliates Program, companies help sustain this powerful ecosystem. Half of every Affiliate's contribution supports the Wharton Affiliates Research Fund, which advances faculty-led projects across these pillars. As a benefit of membership, you'll meet Wharton faculty doing the work, and deep dive into findings that reflect the rigor, relevance and impact that define Wharton scholarship. In the process, you'll get a firsthand look at exactly how your partnership fuels progress that matters.



WHARTON RESEARCH IS WHERE IDEAS BEGIN AND
WHERE **AFFILIATES AMPLIFY THEIR IMPACT.**

ONBOARDING TIMELINE

Your Journey Awaits

Your journey is not transactional —it's transformational.

Your journey is not transactional—it's transformational. The Wharton Affiliates Program means entering a partnership designed for momentum and impact. Through working with faculty and staff partners, Affiliates come alongside us in translating academic excellence into practical advantage for business.

Each milestone along the way strengthens your relationship with Wharton's global network of scholars and business leaders, ensuring that your company's participation is purpose-driven and aligned to your goals.

AFFILIATE JOURNEY

1. ONBOARDING & ORIENTATION

Onboarding survey, liaison assignment

3. ASSIGNMENT OF RESEARCH REPORTS

(Within 30 days of signature)

5. INDUSTRY BRIEFS

Twice-yearly Affiliates gathering on latest research insights

7. AFFILIATE DAY OF LEARNING

Wharton Research Report delivered in person at selected site.

2. CLARIFY PRIORITIES

Align goals with Wharton research menu

4. ENGAGE WITH STUDENTS & FACULTY

Project reports, event attendance, conference sponsorship, Executive-in-Residence

6. AFFILIATE RESEARCH SYMPOSIUM

A School-wide presentation of discoveries and future research directions.



TAKE ACTION

Great Partnerships Start with a Single Conversation

Join Wharton in shaping the future
of business research and practice.

The Wharton Affiliates Program is more than access—it's partnership. By joining, your company becomes part of a select community shaping the future of business research and practice. Affiliates gain a seat at the table with Wharton's world-class faculty, close-up insights into frontier research, and a unique opportunity to help Wharton turn scholarship into real-world impact.

This is your invitation to take the next step. Together, we will elevate ideas, accelerate innovation, and create lasting value for society.

Take the next step

Partner with Wharton to elevate business
research and shape the future of practice.

Contact Us:

Bob Paul

*Senior Director, Corporate & Foundation Relations
Wharton External Affairs*

+1.215.898.3394

rpaul@wharton.upenn.edu