**2013-2014 PRME Report from Bond University Faculty of Business**

The Bond University Faculty of Business joined PRME in early 2012. At that time, the Faculty lacked a strong, integrated approach to incorporating business ethics and CSR into its academic curriculum, research activities and programs for community engagement. Over the past two years, much has changed within the Faculty in terms of its commitment to the PRME principles. The following pages outline what Bond University, Faculty of Business (FoB) has been up to in the past two years.

Since our last PRME report, there have been a number of major changes at Bond University and within the Faculty of Business. With a new Vice Chancellor in charge of the University, a number of structural changes occurred and new programs initiated. The structural changes resulted in a number of redundancies within the Faculty. The process of enacting those redundancies was certainly a difficult one, but the process used was fair, objective, transparent and as humane as possible. The process was certainly in keeping with the PRME principles of ethical business behaviour.

***The Big Picture: Our Increasing Focus on Ethics, Corporate Responsibility and Sustainability***

During the period of structural change, FoB was in the process of obtaining AACSB accreditation. This accreditation was achieved in November 2013 Once AACSB accreditation was obtained, FoB set out to become accredited by EQUIS as well. We are in the midst of that process currently. The focus on ethics and corporate social responsibility (CSR) by both AACSB and EQUIS has helped the Faculty of Business to more adequately formalise its approach to implementing PRME principles throughout the teaching, research and community engagement activities of the Faculty. Over the past two years the concepts of business ethics, corporate social responsibility and sustainability have increasingly become imbedded as part of our overall strategy and normal means of doing business. As you will see below, these concepts are part of our day-to-day activities. We have a required subject and other subjects that deal specifically and solely with ethics. Ethical and responsible business practice is one of five key learning outcomes for ALL Faculty programs. Unlike other areas of research conducted with the Faculty, research on ethics, CSR and sustainability is being supported with a specific competitive research grant.

In a broader sense, one of six guiding principles which underpin Faculty of Business activities is a ***social obligation*** which we feel is inherent in Bond’s unique position in the Australian education sector. The public sector is dominated largely by publically-funded Universities and Business Schools that have regulated pricing, and a long history of chronic underfunding. The common response to these standard conditions has been to compete on size and push for economies of scale. Over time, this has resulted in a degraded student experience within the public university sector. This extends to in-class and out-of-class learning experiences as well as the level of pastoral care. The Faculty of Business at Bond, as Australia’s first private Business School, feels a keen obligation to show that there is another, better way. We strive to be the reference point for improving business school education in Australia.

In the following pages is a discussion of the extent to which FoB was able to achieve the specific PRME goals that it had set out for itself at the end of its first year as a PRME member. In addition, other actions taken by FoB as part of the AACSB and/or EQUIS accreditation processes are discussed. Note that these are reported in a general manner, and not targeted specifically at each of the goals FoB had set forth at the end of its first year of PRME membership.

**Discussion of End of First Year PRME Goals and Related Activities**

**Goal 1: Engaging with the local business community through a Business Forum series:**

*Conduct two Business Forums during 2013 both focused on the area of Corporate Social Responsibility. One forum will focus on CSR related primarily to environmental issues. The second forum will focus on CSR related to non-environmental social/community issues. Representatives of firms involved in such activities will be invited to the University to share their approaches and experiences with the Bond and local community. In the case, particularly, of the second forum, this will allow the Faculty of Business to continue developing closer ties with the Institute of Sustainable Development and Architecture.*

**Goal 1 Achievement:** FoB held a series events during 2013 and 2014, specifically Bond Business Educator’s Forum, Business Links Forum and Business Leaders Forum. Although the nature of the presentations made were not exactly as specified in Goal 1, the presentations that did occur were highly relevant to PRME principles and established FoB as a leader in business community engagement. These series exist to ensure that the “best practice” expertise of FoB’s academic staff, industry partners, and visiting professors are disseminated directly to the corporate community. These events typically engage the audience on a topic of relevance, conveying information from recent research projects and providing recommendations. Underlying these events is the general mandate to inform our community and business partners of key issues, challenges and recommendations on ways to grow and improve their own practices.

Two presentations made during 2013 in the Bond Business Educator’s Forum were directly relevant to business ethics: (1) Professor Ben Shaw, **Giving voice to values: a new approach to teaching business ethics**; and **Dr Rafi Chowdhury, *The role of spiritual well-being and materialism in determining consumers' ethical beliefs*.** In another Bond Business Educator’s Forum in 2014, Dr. Simone Kelly presented ***Sustainable and stress free financial health*** made. Attendees at these Bond Business Educator’s Forum are educators at Bond University, other regional universities, and local high schools.

Our Business Links series, which are targeted at local business professionals and professional accountants, and which aim to provide topical, thought-provoking sessions and networking opportunities, are now well established. One such event covered the topic: ***How will the Privacy Amendment (Enhancing Privacy Protection) Act 2012 impact on Australian companies*? Presenters at this event were** Mr Graham Williamson, Internet Commerce Australia, Ms Kerrell Ma, CPA Australia, and Dr Bruce Vanstone, Bond Faculty of Business, thus representing business, the professional accounting body, and academe.

The Faculty of Business has also funded the **Bond Business Accelerator** program (<http://bond.edu.au/about-bond/academia/faculty-business/bond-business-accelerator>). This program helps entrepreneurial students and alumni commercialise their innovative ideas. The initiative combines formal training, academic and industry mentoring, and a collaborative learning environment to accelerate early stage business opportunities. This program is open to Bond University students and graduates and is run in collaboration with the **Start Up Really Fast (S.U.R.F.)** accelerator delivered by local not-for-profit organisation, Silicon Lakes. Below are some examples of start-ups which have emerged from our Bond Business Accelerator program. We have run two programs in the last 12 months , involving some 12 teams of entrepreneurs.

* ***Globalex Livestock Shipping Services*** ([www.globalex.com.au](http://www.globalex.com.au)) is a combination of strategic partnerships to develop and maintain a framework for sustainable operations in the Australian Camel Industry. Globalex employs indigenous tribes right through the supply chain. This removes the social challenges accompanying the high unemployment rates in central Australia. Most recently the government has also stopped the culling of the camels and giving Globalex an opportunity to see if their business model is sustainable.
* ***Milaana*** ([www.milaana.org](http://www.milaana.org/)) is empowering a tribe of passionate students to make an impact as social leaders. Find internships and join the QLD or NSW groups! Milaana is a social enterprise and operates as a two sided market place. One side of the market is specifically aimed at not-for-profits and social enterprises who have jobs/work they need completed
* ***Where's Woody*** ([www.whereswoody.com.au](http://www.whereswoody.com.au)) focuses on stocking sustainable, wooden products. That are modern in style and reasonably priced.

**Indigenous Scholarship Program**: The Indigenous Scholarships have been made available through funds raised at the annual Indigenous Gala and contributions received from many Australian businesses for the educational support of Aboriginal and Torres Strait Islander (ATSI) students. Through the generous support of our corporate partners including ANZ, Former Origin Greats, Hickey Lawyers, ISS Facility Services, Newell Consulting Engineers, Pindara Private Hospital and Technology One, the University is able to support several Indigenous students per year. This program is an excellent example of the University as a whole working with local business organisations to provide enhanced educational opportunities to deserving students who may otherwise not have those opportunities within their personal means. In 2013 there were nine ATSI students on scholarships, three of whom were in FoB. In 2014 we had 18 ATSI students on scholarships, three of whom were in FoB. The program continues to grow and in 2015 we have 25 ATSI students on scholarships, six of whom are in FoB.

**Our SUR University College Involvement:** The Faculty of Business plays an important role in supporting the development of a new University in Oman. Sur University College (SUC) was established in 2001 as a private college in Oman . The Omani Government requires new Colleges to partner with well-established, high quality institutions to benchmark processes and performance with the aim of improving and developing the College to the point where they move from being a College to a University. In the first instance, Melbourne University provided QA certification for SUC as required by the Ministry for Higher Education in Oman. Bond took over this responsibility in2006. The Faculty of Business appointed a Professor to the role, Director, Quality Assurance Program for SUC. Under the agreement, Bond University representatives visit SUR twice a year to assess and report on the quality of teaching and research . The report includes input from several members of faculty who review exam papers and course outlines. The report is forwarded to SUC and the Omani Education Ministry.

**As Individuals We Are Involved:** In addition to these formal activities by FoB, individual members of the Faculty of Business have engaged in a number of community-oriented activities outside formal FoB structures. In an October/November 2014 survey of Faculty of Business academic staff, respondents were asked to indicate whether they participated in external community activities. Of the 40 staff members who responded to this question, 22 (55%) indicated some level of community involvement. Examples of the community activities participated in by staff members are:

* Board Member of a hospital in Uganda; Adviser to the Police Credit Union; Analytical advice provided to the Adelaide Festivals
* Company Secretary & Treasurer for non-profit organisation *To a Life Less Plastic Inc*; Treasurer and Volunteer to the non-profit organisation *Borrow and Bring Back Inc*
* Honorary auditor for two not-for-profit associations
* Juniors sports coaching and referee - cricket and football
* Member, Friends of Botanical Gardens, Gold Coast
* Surf Lifesaving Australia Patrol 49 years; Examiner for Surf Life Saving
* Volunteer - Aged and Palliative care in Nursing Homes; Church volunteer visiting aged
* Volunteer - Canine Helpers for the disabled; Judge, Vice President and Chief Instructor of the Gold Coast Dog Obedience Training Club
* Volunteer at children's school for extra-curricular activities; fund raising for sick children & charities
* Volunteer Currumbin Wildlife Hospital
* Volunteer Hindu Cultural Assn; Teach Tamil language to children
* Volunteer Trinity Anglican Mission; Pro-Bono Marketing for environmental organisation *OZONE1*
* Volunteer, Make a Wish Foundation

**Goal 2: Enhancing the research focus within the Faculty of Business on business ethics, CSR and sustainability:**

*A Faculty of Business Research Grant will be established to encourage research on business ethics, CSR and/or sustainability issues. The grant will be awarded based on a competitive proposal process open to all academic staff members within the Faculty.*

**Goal 2 Achievement:** In late 2014, the newly establish PRME Committee (see Goal 4 discussion below) recommended to the Dean of FoB that a $5000.00 research grant be established. This was approved and in November of 2014 an announcement was issued to all FoB faculty. This announcement can be found in Appendix A of this report. Due to a variety of extenuating circumstances, e.g., final exams, Christmas holidays, and the start of a new semester in mid-January, the application deadline for the grant was extended to late March. It is anticipated that awarding of the grant will occur by mid to late April 2015. This grant represents a significant commitment by the Faculty of Business to encourage research in the areas of business ethics, CSR and sustainability.

During the 2013-2014 period, Faculty of Business academic staff continued their publishing activity related to business ethics, CSR and sustainability. A selection of their publications follows:

Bowman, G. (2013). *Unintended consequences of Financial Regulation.* SEBA International, London, United Kingdom.

Chowdhury, R. M.M. & Fernando, M. (2013). The Role of Spiritual Well-Being and Materialism in Determining Consumer's Ethical Beliefs: An Empirical Study with Australian Consumers. Journal of Business Ethics , 13 (1), 61-79.

Chowdhury, R. M.M. & Fernando, M. (in press, 2013). The Relationships of Empathy, Moral Identity and Cynicism with Consumers' Ethical Beliefs: The Mediating Role of Moral Disengagement. *Journal of Business Ethics*, Vol.98 (4):597 - 608.

Holden, S.S. (2014) Is Food Marketing Making Us Fat: Fat Cats vs. Dogmatists, *Proceedings of the Australian Association of Social Marketing*, July 18, DOI: 10.13140/2.1.3905.3449

Holden, S.S. and D. Cox (2013) Social Marketing: Immunizing Against Unethical Practice, *Contemporary Issues in Social Marketing*, (eds: K. Kubacki and S. Rundle-Thiele), Newcastle-Upon-Tyne, UK: Cambridge Scholars Publishing, 59-75

Holden, S.S. and D. Cox (2013) Public Health Marketing: Is It Good and Is It Good for Everyone? *International Journal of Marketing*, 52 (March), 15-24

Isaksson, L., Kiessling, T. & Harvey, M. Corporate Social Responsibility: Why Bother? Organizational Dynamics, Volume 43, Issue 1, (January–March 2014), pp. 1-72.

Kale, S. H. & Dubelaar, C. (2013). Assessment of Reliability and Validity of the Gambling Related Cognitions Scale (GRCS). Gambling Research, 25 (1), 25-44.

Kent, P. & Zunker, T. (2013). Attaining Legitimacy by Employee Information in Annual Reports. Accounting Auditing and Accountability Journal, 26 (7), 1072-1106.

Kent, P., Windsor, C., & Zunker, T. (2013, May). *A stakeholder analysis of diversity of employee related disclosures in annual reports.* European Accounting Association, Paris, France.

McCutcheon, I. M., Harrison, J., Wilson, A. L., Dipple, S. B., Kelly, S., Southam C., Southam G. (2014). Strategizing Carbon-Neutral Mines: A case for pilot projects. *Minerals*, 4 (2), 399-436.

McCutcheon, I. M., Harrison, J., Wilson, A. L., Dipple, S. B., Kelly, S., Southam C., Southam G. (2014). Strategizing Carbon-Neutral Mines: A case for pilot projects. *Minerals*, 4 (2), 399-436.

Shaw, J. B., Nassirzadeh, F., & Erickson, A. (2014). Destructive Leader Behaviour: A Study of Iranian Leaders Using the Destructive Leadership Questionnaire (DLQ). *Leadership* , 10 (2), 216-237.

Southam, C. & Southam, G. (2013). Sustainability, In A. H. El-Shaarawi and W. W. Piegorsch (Eds.), *Encyclopedia of Environmetrics* (2nd Edition).. John Wiley and Sons, Inc..

Zlatevska, N., Dubelaar, C., & Holden, S. (2014). Sizing Up the Effect of Portion Size on Consumption: A Meta-Analytic Review. *Journal of Marketing*, 78 (3), 140-154.

**Goal 3: Increasing the presence of business ethics, CSR and sustainability issues within the Faculty of Business curriculum**

*The Faculty will look to increase the integration of business ethics, CSR and sustainability issues within the Faculty of Business curriculum. The exact approach that will be taken will depend on the outcome of a current review of the University’s Core Curriculum. Currently, the University has a core subject: Cultural & Ethical Values which all undergraduate students must take. The outcome of this review, i.e., whether the current core subject is retained, dropped, or altered in some manner, will determine the actions that the Faculty of Business will take to increase integration of business ethics, CSR and sustainability issues within the Faculty of Business curriculum.*

It is in activities related to Goal 3 that the Faculty of Business, in cooperation with the University as a whole, has made its greatest strides in adhering to the PRME principles. It is the Faculty of Business’ expressly stated desire to produce graduates who not only have an entrepreneurial approach to business but also have a responsible and ethical approach to their business activities. A discussion of activities related to the teaching of business ethics, CSR and sustainability within the Faculty of Business and the University is provided below.

**Survey of Academic Staff**

The authors of this PRME report wanted to get an overall picture of the extent to which business ethics, corporate social responsibility and environmental sustainability are being integrated into specific subjects taught within FoB. A survey of 38 faculty members (approximately 89% of the total) who represented 126 subjects taught within the Faculty of Business was conducted during October and November of 2014. Faculty were asked whether they formally included the topics of ethics, CSR and/or sustainability within their subjects. If they did, they were asked to indicate the teaching methods they used to convey those topics to the students. The majority of staff members included at least two of these three topics in at least one of their subjects, and the vast majority of instructors indicated that they included these topics in two or more of their subjects. Only one of 38 instructors indicated that they did not cover any of the topics in any of their subjects.

Topics related to business ethics were included in 67% of the subjects, CSR in 42% and sustainability issues were included in 60% of the subjects taught. Since ethics, CSR and/or sustainability issues are taught in so many subjects (with many of them being required subjects for many majors), it is almost impossible for a student in FoB to graduate without having exposure to these topics. In terms of methods used to convey these topics to students, the lecture method was the most frequently used, with 84% of subjects including lecture content on one or more of the three topics. The other teaching methods used, in order of prevalence were case studies (56%), group work (49%), personal journals and other “reflective” assignments (31%), cases involving work with real companies (25%), simulations (12%), and service learning projects (6%).

While the percentage of subjects that included service learning projects was relatively small, service learning projects have been an integral part of several FoB subjects for many years and our development in this area was greatly assisted by the presence on staff of Professor Amy Kenworthy, who is internationally acknowledged as an expert in this area. Our organisational behaviour subject has long involved service learning projects for student groups. The OB subject will, however, no longer be taught as a result of a restructuring of our undergraduate program. A new two-subject sequence is being launched as part of the new program. It is designed to have a substantial service-learning component. In addition to the economic expectations, the aim is to help students understand what is meant about a sustainable “triple bottom line” (economic, social, & environmental impact) and the different approaches that enterprises can take towards CSR and sustainability (e.g., how tightly or loosely coupled it is with their core business).

Other specific activities engaged in by students include stakeholder analyses of business decisions, an online course in the standards required by the Certified Financial Advisors Institute, developing a personal leadership development plan, analysis of real life examples of the misuse of statistics, and a student consulting project with Boards of Directors. In the *Business Ethics and Corporate Social Responsibility subject,* students are required to host a significant ethics, CSR or sustainability event for the University and local community. The first such event held in 2013 involved the showing of the documentary, *Bag It*, which detailed the destructive effect that plastic bags have on the environment. The documentary was then followed with a panel discussion by local environmental experts. The event was attended by nearly 150 students and local community members. A similar event was held in 2014 featuring the documentary, *Do The Math*, and was attended by more than 150 students and community members.

Data provided by the survey also indicated that as part of the accreditation of the Faculty’s undergraduate and masters of accounting programs through CPA Australia, and Chartered Accountants Australia & New Zealand, ethics-related material is incorporated throughout the degrees. This includes the Accounting Professional & Ethical Standards Board, APES 110 Code of Ethics for Professional Accountants. The Faculty of Business has recently learned that Bond University's application for the Chartered Financial Analyst Institute's University Recognition Program for the Master of Finance, Master of Financial Management and Bachelor of Commerce (Finance Major) programs has been successful. Recognized institutions must embed a significant portion of the core body of knowledge, including the CFA Institute Code of Ethics and Standards of Professional Conduct, into their curricula.

**University Core Subject: Ethical Thought and Action**

Since the beginning of the University, students have taken a core subject on *Cultural and Ethical Values*. Thus, ethical values have been a consistent theme within the University and the Faculty of Business for many years. However, in 2013-2014, the entire core curriculum of the University was analysed and restructured. Although this analysis and restructure was not solely a product of Faculty of Business efforts, two of its members made significant contributions to this initiative. Dr Cynthia Fisher, a full professor within FoB, was co-chair of the committee that analysed and made recommendations for the restructuring of the *Cultural and Ethical Values* subject, and Dr Jan Hollindale, assistant professor, was a member of the cross-faculty subject design panel who developed the initial proposal for this new core subject, named *Ethical Thought and Action*.

This new core subject focuses on an applied, case-based approach, exploring critical ethical issues in science, law, business, media, and the environment. both personal and professional contexts. Topics remain flexible to reflect the dynamic nature of ethical issues in the 21st century. The Learning Objectives for this subject are:

1. Demonstrate knowledge and understanding of ethical principles, norms and values.
2. Demonstrate skills of analysis, reasoning, and communication with which to address ethical challenges and dilemmas.
3. Demonstrate the ability to implement and promote ethically appropriate choices in personal and professional contexts.

All undergraduate students graduating from the Faculty of Business will take this subject prior to graduation. One FoB staff member is involved in teaching this subject along with staff from the other Faculties within the University.

**Specified Learning Outcomes Related to Ethics & Responsibility for All Programs**

In the Faculty of Business, all undergraduate or post graduate programs specifically include a learning goal/program outcome that relates to ethics and professional responsibility. These outcomes are achieved by a variety of methods, depending on the program and even the major being studied. For example, all undergraduate and post graduate Finance students (Bachelor of Commerce, Master of Finance and Master of Financial Management programs must complete the online Ethics Module offered by the Chartered Financial Analyst (CFA) Institute which is a global association of investment professionals. This module requires students to apply CFA standards to ethical dilemmas related to knowledge of the law, independence and objectivity, misrepresentation, and misconduct. In addition to identifying illegal and/or unethical conduct, students are required to take action in response to such conduct and recommend procedures for compliance. All students studying Accounting (Bachelor of Commerce, Master of Accounting) are likewise required by the professional accreditation bodies to understand and appreciate the meaning of responsible and ethical practice in their profession, and are formally assessed on their knowledge via mid-semester and/or final examinations.

A slightly different approach was developed for students studying Management (Bachelor of Business and MBA programs). For undergraduate Management Majors a subject, *MGMT11-201 Business Ethics and Corporate Social Responsibility* is utilised. This undergraduate elective course was first introduced in 2010. The subject is built around the Giving Voice to Values (GVV) program developed by Professor Mary Gentile, at Babson University. This subject is designed to enhance awareness of ethical dimensions within business decisions, both strategic and operational and its pedagogy relies heavily on experiential learning. Students gain knowledge to help them integrate ethical considerations into business activities. Integral to the subject is an individual project based around the Giving Voice to Values (GVV) program. Professor Gentile visited FoB in 2011 and 2012 and continues to mentor faculty involved in teaching GVV. This FoB subject is currently being revised to better complement the new core subject on ethics taken by all Bond University students.

In addition, all MBA and EMBA students must complete a 1 ½ day workshop on the Giving Voice to Values (GVV) process. This workshop requires student groups to both present and formally write a GVV analysis of a values conflict situation which one of their group members had experienced. The workshop is taught on a Pass/Fail basis.

**University Mentoring Program**

A new mentoring program has been developed University-wide which is evidence of the University’s and FoB’s ethical behaviour in action! The program exemplifies our sense of responsibility to our students in providing pastoral care in an appropriate manner. This program is offered to students who fail one or more subjects in a semester. They are paired with an academic mentor who helps them develop an action plan to improve their academic performance. They are also provided with specialised workshops to improve their academic capability.

In addition, a group mentoring program operates for new undergraduates and focuses on helping them to settle into university life. With assistance from academic staff, it is run predominantly by senior FoB student. Using students as mentors in this program has the added benefit of giving these mentors an opportunity to develop their leadership skills.

**Database of Student Plagiarism and Ethical Misconduct Events**

In 2014 a database of FoB students who have committed acts of plagiarism or other forms of misconduct, and the outcomes such acts was established by the FoB Associate Dean of Student Affairs and Service Quality. This database will provide a means for monitoring the prevalence of such acts among students within FoB subjects and the existence of “repeat offenders.” This will hopefully enhance our ability to monitor and counsel students to prevent further violations.

**Educating FoB Faculty About Ethical Issues**

Since 2011, FoB has twice hosted Mary Gentile (Babson College, US), the originator of the Giving Voice to Values (GVV) approach. On each occasion she has given a seminar for faculty members. Mary further advised FoB academic staff members associated with our ethics subjects during an informal visit in late 2014.

An Early Career Forum was held for all Assistant Professors in FoB in early 2014. One of the major topics discussed was the ethics of authorship and issues involving joint authorships between faculty members and research higher degree students.

**Goal 4: Enhancing and broadening the responsibility for PRME within the Faculty of Business academic staff**

*Currently, the PRME initiative within the Faculty of Business has been coordinated by a single senior faculty member who is nearing retirement within the next couple of years. To ensure the long term continuity of our PRME activities, a committee, likely to consist of four academic staff, will be formed to drive the PRME initiative within the Faculty. This committee will become a standing committee within the Faculty of Business to encourage and monitor the development of PRME over the next several years.*

**Goal 4 Achievement:** The establishment of this committee proved a bit more complicated than it had been anticipated due to the numerous structural changes that occurred within FoB, the redundancies of academic staff that accompanied those changes, and the retirement of the senior academic who had served as the primary leader of PRME within the Faculty. However, in the later part of 2014, a committee of four academic staff members was formed to lead the PRME initiative within the Faculty of Business. The committee is made up of: (1) a retired staff member formerly involved with PRME at FoB (now an Honorary Adjunct Professor who serves as co-chair of the committee); (2) an associate professor of Marketing who is also Director of the Bachelor of Business program and is co-chair of the PRME committee; (3) an Assistant Professor of Accounting, and (4) an adjunct teaching fellow who teaches FoB’s business ethics subject and is Deputy Core Co-ordinator of the University’s “Core 4” subject: ***Beyond Bond*** which focuses on the career development of Bond’s students. Each of the individuals on the committee have significant teaching and/or research interests in business ethics, corporate social responsibility and/or sustainability. The committee was formed to provide a diversity of opinion and expertise across academic seniority levels and functional areas. One of the members of the committee has been appointed to the University Sustainability Committee and, thus, will allow FoB input into issues related to sustainability at the University level.

**Goals for 2015-2016**

Below are goals that the Faculty of Business has set for the 2015-2016 period to enhance its adherence to the PRME Principles.

1. A FoB workshop on integrating ethics and sustainability into the curriculum will be conducted in 2015.
2. A formal presentation about PRME will be developed and delivered to all faculty.
3. There will be a continuation of the $5000 ethics/CSR/sustainability research grant. Actions will be undertaken to increase in the number of staff applying for the grant.
4. FoB will hold a Business Links event focused on the GameChanger 500 or BCorp programs which encourage the development of “purpose driven companies.”
5. The Dean will appointment a ***sustainability representative*** within the faculty to co-ordinate and champion office sustainability issues within the Faculty. This representative will become a member of the FoB Executive Committee. In addition, this representative will work with the Business Student’s Association to encourage them to appoint a formal “sustainability person” on their executive committee.
6. Each year FoB will conduct a survey of how academic staff are incorporating ethics, CSR and sustainability issues into their subjects. This data will provide information as to how FoB might increase the integration of these topics within appropriate subjects taught within the Faculty.
7. FoB will commence an anonymous annual survey of academics and general staff to judge the ethical and sustainability “pulse” of the Faculty in terms of its policies, practices and operations. This survey will enable FoB to determine where improvements can be made, and, later, whether they have been made.
8. The PRME Committee will be tasked to develop a draft Faculty of Business code of ethical conduct and present this to the Dean and staff for discussion and acceptance. The aspects included within this Code of Ethical Conduct will be a key focus of the annual survey mentioned in Goal 8. The survey will allow FoB to determine the extent to which aspects of the Code of Ethical Conduct are being implemented within the Faculty.

**APPENDIX A**

**Call for Research Funding Submissions**

**New Faculty of Business Competitive Research Funding for Research on Business Ethics, Corporate Social Responsibility and/or Environmental Sustainability in Organisations**

In 2011, the Faculty of Business became a member of the Principles for Responsible Management Education (PRME) Association. In doing so, FoB committed itself to the six major PRME principles. Among these was Principle 4 regarding research activity.

***Principle 4 – Research****: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

Consistent with Principle 4, and to encourage research within the Faculty of Business on the specific topics of business ethics, corporate social responsibility and environmental sustainability within organisations, the Dean has agreed to establish a $5000.00 Faculty of Business competitive research grant to help fund staff research on any of these three topics.

Requirements concerning submissions for this funding are as follows:

* Research proposals should be submitted to Emma Hunt (FoB Research Development Manager) **by no later than 5:00 pm on 30 January 2015**. No proposal will be accepted after that date for the 2015 funding. Proposals must be complete, with all information required (as indicated below) or they will not be reviewed.
* A decision and announcement of those receiving the funding will be made no later than 27 February 2015.
* Proposals may be submitted only by FoB academic staff who will be employed by the University for the period during which the research is to be conducted.
* Proposals may be submitted by an academic staff member from any academic department within FoB.
* Non-teaching oriented research and research with a specific classroom teaching orientation will be considered of equal value for the purpose of making funding decisions.
* Members of the FoB PRME Committee will serve as the proposal evaluation committee. However, in case one or more PRME committee members apply for the grant, they will recuse themselves from the reviewing process and additional qualified academics will placed on the review committee after consultation with the Dean and the FoB Associate Dean of Research .
* The total research funding available will be $5000.00. The evaluation committee may give all $5000 to one proposal or split the amount among no more than 3 proposals.
* Proposals should be no longer than 10 pages (but may be shorter), and include:
  1. A brief (150 words or less) abstract of the research proposal.
  2. A description of the qualifications of the researcher to conduct the proposed research.
  3. An introduction and justification of the proposed research.
  4. A description of the sample and methodology to be used, and any specific materials needed for the research.
  5. A detailed budget for how the funds will be used. The maximum budget requested can be no more than $5000.00. Payment of funds directly to the principal investigator for their time will not be allowed, but the hiring of a research assistant whose duties will relate solely to the proposed research project is acceptable. Only travel, software, equipment, materials and costs essential to the successful conduct of the research will be considered.
  6. A clear time frame for the conduct of the research must be specified. Unless an exception is specifically approved by the evaluation committee, the research should be completed within 12 months of the awarding of the research grant.
  7. A statement of the practical value of the research for business organisations must be included OR, in the case of research on teaching, a statement is required of how the outcome(s) of the research will enhance teaching of business ethics, corporate social responsibility and/or environmental sustainability at Bond University and elsewhere.
* The submission MUST be in Calibri 12 pt font with 2.54 cm margins on all sides and with 1 ½ line spacing (not single spaced). The 10-page length restriction includes ALL text, references, appendices, etc. Everything you want the Committee to consider MUST be within the 10 page limit.
* Funding of the research will not occur until all necessary permissions for conduct of the research have been obtained, e.g., Bond University Human Resource Ethics Committee clearance. Note that as the completion date will not be extended beyond 12 months, it is in your best interest to apply for ethical clearance early.
* Those obtaining this grant will be required to present a Faculty of Business seminar to report the findings of their research project within a reasonable time once the project is completed.