

# Bond Business School

## 2019 - 2020 PRME Report



Professor Terry O'Neill  
Executive Dean  
Bond Business School  
Bond University

Ph: +61 7 5595 2273  
Email: [tonelli@bond.edu.au](mailto:tonelli@bond.edu.au)

CRICOS CODE 00017B

February 26, 2021

Principles for Responsible Management Education Board  
c/o PRME Secretariat  
Foundation for the Global Compact  
685 3rd Avenue, 12th Floor  
New York, New York 10017

Dear PRME Board,

**Re: Adoption of the Principles for Responsible Management Education**

As an institution of higher education involved in the development of current and future managers, Bond Business School is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Regards,



Professor Terry O'Neill  
Executive Dean

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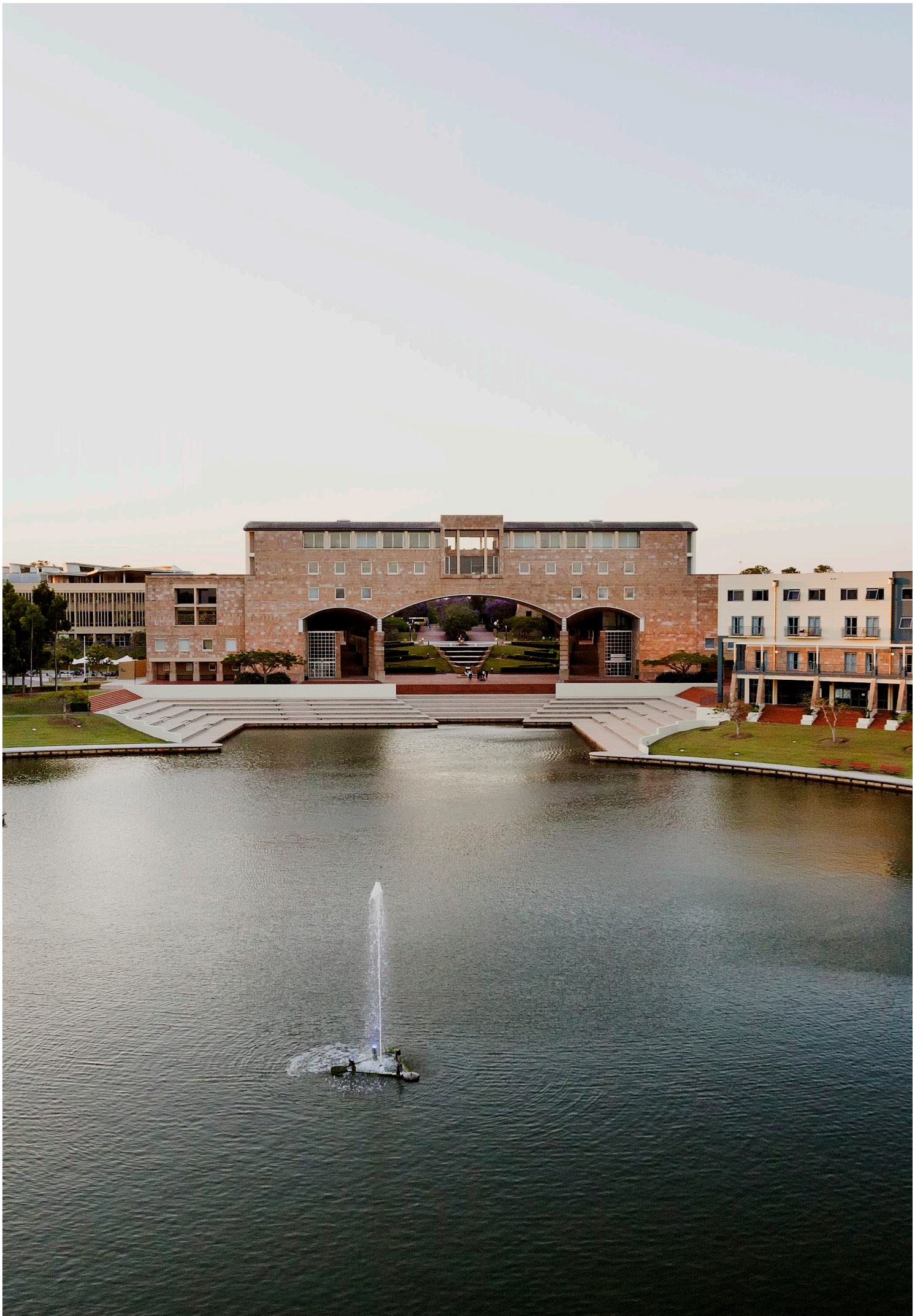




## Section A: Introduction

The Bond Business School (BBS) at Bond University signed up to the Principles of Responsible Management (PRME) in 2012. Since joining PRME, Bond Business School has reiterated its commitment to the six principles of PRME and strived to implement these principles through teaching programs, research activities, industry linkages and community outreach events. A committee of three academic staff members guide the School's initiatives in support of the PRME principles. This report details PRME related initiatives at Bond Business School in 2019-2020.

The report begins with the details of the completed goals from the 2017-2018 PRME report of Bond Business School. This is followed by a description of teaching and research activities, industry linkages and community outreach programs in the areas of business ethics, sustainability and corporate social responsibility (CSR) undertaken at Bond Business School in 2019 - 2020. These activities are reviewed in relation to addressing the six PRME principles. Finally, the goals of Bond Business School for 2021 - 2022 to further implement the six PRME principles are stated.





## Section B: Completed Goals from PRME Report 2017- 2018

The following goals of Bond Business School related to teaching and research in business ethics / sustainability / CSR that were listed in the 2017 - 2018 PRME report have been completed:

### **1. A FORMAL PRESENTATION ABOUT PRME WILL BE DEVELOPED AND DELIVERED TO ALL FACULTY.**

In 2019, a presentation on PRME was delivered to all Faculty members. This presentation was attended by the Faculty Executive and other faculty members. The presentation highlighted the six PRME principles and how Bond Business School is currently implementing these principles through its teaching curriculum and research. Faculty members were encouraged to continue delivering teaching materials and content in business ethics / sustainability / CSR and were also encouraged to pursue research in these areas. As part of the incentives to conduct research in these areas, faculty members were informed of the \$5,000 competitive grant available for research in business ethics / sustainability / CSR.

### **2. THERE WILL BE A CONTINUATION OF THE \$5,000 BUSINESS ETHICS / SUSTAINABILITY / CSR RESEARCH GRANT.**

A \$5,000 grant for research in business ethics / sustainability / CSR was advertised to all Business School academic staff members in September, 2020 (see Appendix for the grant advertisement). A panel of three academic experts assessed the grant submissions. In December, 2020 two grants were awarded (each worth \$5000):

1. Associate Professor Marcus Randall: "Environmentally sustainable crop planning: Adapting agriculture to climate change in Australia".
2. Dr. Lisa Gowthorp & Professor Barry Burgan: "The role of extra curricular activity and engagement on university students' experience, academic performance, health and well-being".

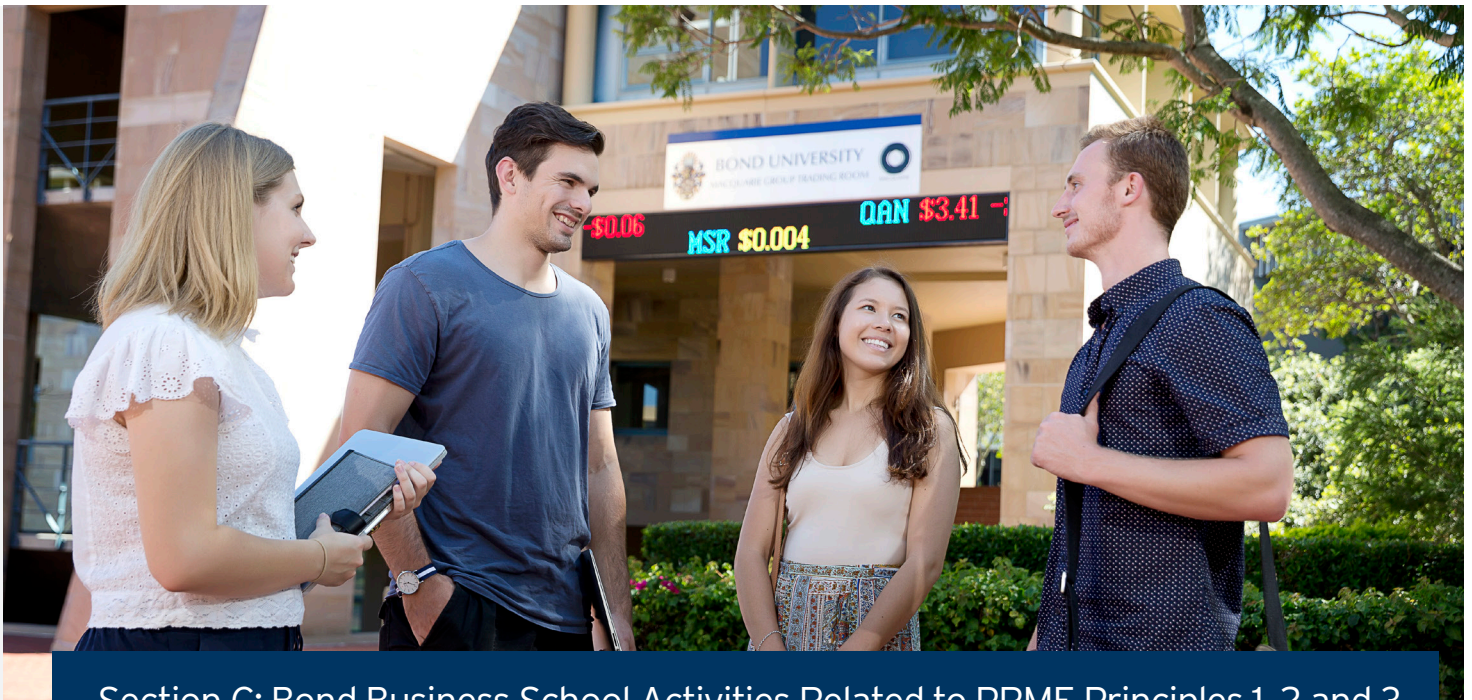
### **3. A FACULTY-WIDE SEMINAR COVERING BOTH RESEARCH AND PRACTICE IN ETHICS AND SOCIAL RESPONSIBILITY WILL BE ORGANISED.**

At Bond Business School Research Week in October 2019, Associate Professor Rafi Chowdhury presented a seminar on "The ethics of consumption: Featuring the wisdom of Adam Smith". This was presented to an audience of university staff, students and external stakeholders.

Several other presentations on ethics, CSR and corporate social responsibility were organized as part of the Bond Business School seminar series. These are discussed in Section D of this report.

### **4. EACH YEAR BOND BUSINESS SCHOOL WILL CONDUCT A SURVEY OF HOW ACADEMIC STAFF ARE INCORPORATING ETHICS, SUSTAINABILITY AND CSR ISSUES INTO THEIR SUBJECTS. THIS DATA WILL PROVIDE INFORMATION AS TO HOW THE SCHOOL MIGHT INCREASE THE INTEGRATION OF THESE TOPICS WITHIN APPROPRIATE SUBJECTS TAUGHT AT THE SCHOOL.**

Surveys of academic staff members at Bond Business School were conducted in December 2019– January 2020 and in December 2020 – February 2021 in order to record teaching activities related to business ethics, sustainability and corporate social responsibility. These surveys also gathered information on research in these areas. The results of the latest survey are discussed in Section C and Section D of this report.



## Section C: Bond Business School Activities Related to PRME Principles 1, 2 and 3

Principle 1 (Purpose), Principle 2 (Values) and Principle 3 (Method) are related to teaching and learning activities with a focus on ethics, sustainability and social responsibility. The principles are stated below:

### PRINCIPLE 1 (PURPOSE)

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and work for an inclusive and sustainable global economy.

### PRINCIPLE 2 (VALUES)

We will incorporate into our academic activities, curricula and organisational practices the values of global social responsibility as portrayed in the international initiatives such as the United Nations Global Compact.

### PRINCIPLE 3 (METHOD)

We will create education frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Faculty surveys at Bond Business School demonstrate the extent to which business ethics, corporate social responsibility and environmental sustainability are inherently designed into specific subjects within the School. The latest survey of academic staff members at Bond Business School was conducted in December 2020 – February 2021 in order to record teaching activities related to business ethics, sustainability and social responsibility in 2020. Academic staff members were e-mailed a web link to the online survey. The survey results are based on the responses of 26 academic staff members who taught 65 subjects.

The key findings from the survey related to teaching include:

- 69.2% of subjects (45 subjects) included general issues of business ethics (e.g. bribery, ethical dilemmas in business, violation of reporting standards etc.)
- 30.8% of subjects (20 subjects) included general issues related to CSR (e.g. corporate philanthropy, triple bottom line etc.).
- 36.9% of subjects (24 subjects) included general issues related to sustainability (e.g. environmental issues).
- Overall, 73.8% of subjects (48 subjects) included general issues related to business ethics, CSR and / or sustainability.

Academic staff members also reported that 27.7% of subjects (18 subjects) covered professional codes of conduct / regulations. The professional codes of conduct / regulations that were covered included the following:

- Auditing Standards
- APES 110 Code of Ethics for Professional Accountants
- Clarity in Pricing Legislation
- Financial Adviser Standards and Ethics Authority Code of Ethics
- International Valuation Standards Council Code of Ethical Principles for Professional Valuers
- National Statement on Ethical Conduct in Human Research
- Privacy Laws
- Tax Agent Services Act

Ethics, CSR and sustainability issues are covered in subjects across various disciplines taught at the Bond Business School. Some highlights of business ethics, CSR and sustainability teaching are provided below. This selective list - which is by no means exhaustive - illustrates how business ethics, CSR and sustainability issues are embedded in teaching material across a wide range of subjects taught at the School.



**Corporate Finance (Code: FINC 13-301, Undergraduate; FINC 71-601, Postgraduate):** All students must register and demonstrate their ability to engage in ethical thought by successful completion of the CFA ethics modules and exams. There are four 4 quizzes covering: professionalism, transparency and disclosure, trading and analysis, and interaction with clients.

**Responsible and Sustainable Business (Code: MGMT 11-201 Undergraduate):** The whole course is structured around issues of business ethics and sustainability. As part of the assessment of this subject, students are required to develop a film on sustainability. This is presented to an audience consisting of representatives from the business community, faculty members and students.

**Accounting Information Systems (Code:ACCT 12-111 Undergraduate; ACCT 71-111, Postgraduate):** Accounting information systems is about control within systems to protect firms' data/systems and to ensure privacy and accuracy of information. Topics of fraud, cyber fraud, privacy are core themes.

**International Sport Business (Code: SPMT 12-124, Undergraduate; SPMT 71-124 Postgraduate):** The students do an assessment item that is built around international sport diplomacy and the use of sport for development. Students learn how sport can be used in developing countries and socioeconomically challenged communities to address issues such as social inequality, racism, domestic violence and violence against women, drug abuse, childhood obesity, etc. Students are also introduced to the UN's Sport for Climate Action Declaration. Ethical issues around sport integrity are also addressed specifically relating to both cheating to win (performance enhancing drugs) and cheating to lose (match-fixing, corruption, bribery, etc.).

**Auditing (Code: ACCT 13-305, Undergraduate; ACCT 71-305, Postgraduate):** By examining actual companies' annual financial reports, students learn how governance, environmental and sustainability issues are reported by the companies.

**Promotional Design and Planning (Code: MKTG 13-302, Undergraduate):** Extensive class discussions are held on advertising ethics (e.g. advertising to children) and the relationship between advertising and consumer ethics, materialism etc.

**Managerial Planning and Control (Code: ACCT13-304, Undergraduate):** This subject uses contemporary business news items to illustrate ethics, CSR and sustainability issues in relation to business practices. This subject also focuses on integrated reporting and the business imperative of reporting the management of environmental, social and governance issues to demonstrate good corporate citizenship.

**Tourism Analysis and Evaluation (Code: HRTM 12-206, Undergraduate):** Triple bottom line impacts of tourism underpin the subject's content and delivery.

**Event Management (Code: HRTM 12-209, Undergraduate, HRTM 71-209 Postgraduate):** The students' major assessment piece consists of a group project that is built around the conception, formulation, marketing, operationalisation, and assessment of their own events. Students are instructed to identify a social cause that resonates with their event's core market, and to then identify and partner with a local not-for-profit related to that social cause. They must work out how they can best contribute through their respective events to alleviating this identified social/environmental issue/cause and thus help their NFP partner - whether that be through fundraising, building awareness, volunteering, etc.

A number of different teaching approaches and teaching techniques are utilized in relation to teaching business ethics, CSR and sustainability issues at the Bond Business School. Within the 48 subjects that cover these issues, the most prevalent teaching approaches and teaching techniques are:

- Use of case studies (e.g. Harvard cases): 47.9% of subjects (23 subjects).
- Group work (e.g. major group component): 25.0% of subjects (12 subjects).
- Use of real world projects/service learning (e.g. developing environmental sustainability plans): 18.8% of subjects (9 subjects).

All undergraduate students enrolled at Bond University have to enrol in a core subject entitled **Responsibility, Integrity and Civic Discourse**. Students gain the critical tools to effectively respond to the moral challenges in their personal, civic, professional and global contexts. The learning objectives are:

1. Demonstrate knowledge and understanding of critical decision-making skills regarding issues of responsible action.
2. Demonstrate skills of analysis, reasoning, communication, and cooperation with which to address issues of responsible action.
3. Demonstrate the ability to implement and promote responsible decision making in personal, professional and global contexts.

Other initiatives at Bond Business School that are relevant to teaching and learning in ethics include:

- All subject outlines at Bond Business School now incorporate statements regarding preventing plagiarism and the policies of the University in this regard.
- Academic integrity modules are available where students can learn about academic integrity policies/requirements.
- A university wide academic integrity database includes information on students who have committed acts of plagiarism or other forms of misconduct. This provides a means for monitoring the prevalence of such acts and enhances the ability to monitor and counsel students to prevent further violations.



## Section D: Bond Business School Activities Related to PRME Principle 4

Principle 4 (Research) is related to research activities with a focus on ethics, sustainability and social responsibility. The principle is stated below:

### 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.

The results of the latest faculty survey indicated that since 2015, several academic staff members at Bond Business School have conducted and / or published research in the areas of business ethics, sustainability or CSR. The following research has been published or presented at conferences during this period (Bond Business School academic staff member name in bold):

Abel, A. & **O'Brien, D.** (2015). Negotiating communities – sustainable cultural surf tourism. In, J. Ponting & G. Borne (Eds.), *Sustainable Stoke - Transitions to Sustainability in the Surfing World*. Plymouth, UK: University of Plymouth Press, pp. 154-165.

Aldamen, H. & **Duncan, K.** (2016). Does good corporate governance enhance accruals quality during financial crises? *Managerial Auditing Journal*, 31 (4-5), 434-457.

Aldamen, H., **Duncan, K., Kelly, S.,** & McNamara, R. (2020). Corporate governance and family firm performance during the Global Financial Crisis. *Accounting & Finance*, 60 (2), 1673-1701.

Aldamen, H., **Hollindale, J.,** & Ziegelmayer, J.L.. (2018). Female audit committee members and their influence on audit. *Accounting & Finance*, 58 (1), 57-89.

Alt, E. & **Craig, J. B.** (2016). Selling issues with solutions: Igniting social intrapreneurship in for-profit organizations. *Journal of Management Studies*, 53 (5), 794-820.

Aragon-Correa, J.A., Marcus, A.A., Rivera, J.E., & **Kenworthy, A.L.** (2017). Sustainability management teaching resources and the challenge of balancing planet, people, and profits. *Academy of Management Learning and Education*, 16 (3), 469-448.

Arli, D., Septianto, F., & **Chowdhury, R. M. M. I.** (2020). Religious but not ethical: The effects of extrinsic religiosity and ethnocentrism on consumer's ethical judgments. *Journal of Business Ethics*, in press.

Brooks, N., Fritzon, K., Watt, B. D., **Duncan, K.,** & Madsen, L. (2020). Criminal and non-criminal psychopathy: The devil is in the detail. In, Fritzon, K., Brooks, N. & Croom, S. (Eds.), *Corporate Psychopathy: Investigating Destructive Personalities in the Workplace*. Cham, Switzerland: Palgrave Macmillan, pp. 79-105.

**Chowdhury, R. M. M. I.** (2020). Personal values and consumers' ethical beliefs: The mediating roles of moral identity and Machiavellianism. *Journal of Macromarketing*, 40 (3), 415-431.

**Chowdhury, R. M. M. I.** (2019). The moral foundations of consumer ethics. *Journal of Business Ethics*, 158 (3), 585-601.

**Chowdhury, R. M. M. I.** (2018). Religiosity and voluntary simplicity: The mediating role of spiritual well-being. *Journal of Business Ethics*, 152 (1), 149-174.

**Chowdhury, R. M. M. I.** (2018). Religious orientations and consumer ethics: mediating role of personal moral philosophies. *Journal of Macromarketing*, 38 (3), 315-330.

**Chowdhury, R. M. M. I.** (2017). Emotional intelligence and consumer ethics: The mediating role of personal moral philosophies. *Journal of Business Ethics*, 142(3), 527-548.

**Craig, J. B. & Bowman, G.** (2020). Kemin Industries: A sustainable future in focus. In, Sharma, D., & Sharma S. (Eds.), *Sustainable Family Businesses Best Practice*. Elgar Publishing.

Dekker, J., & **Hasso, T.** (2016). Environmental performance focus in private family firms: The role of social embeddedness. *Journal of Business Ethics*, 136 (2), 293-309.

Dibrell, C., **Craig, J. B.,** Kim, J., & Johnson, A. (2015). Establishing how natural environmental competency, organizational social consciousness and innovativeness relate. *Journal of Business Ethics*, 127 (3), 591-605.



- Duignan, M., Kirby, S., **O'Brien, D.**, & Everett, S. (2018). From "clone towns" to "slow towns": Examining festival legacies. *Journal of Place Management and Development*, 11 (3), 350-366.
- Duignan, M., Down, S., & **O'Brien, D.** (2020). Entrepreneurial leveraging in liminoidal Olympic transit zones. *Annals of Tourism Research*, 80, 102774.
- Duncan, K. & Hasso, T.** (2018). Family governance signals and heterogeneous preferences of investors. *Journal of Behavioral Finance*, 19 (4), 381-395.
- Fairley, S., Sobral, V., & **O'Brien, D.** (2019). Leveraging football events. In, S. Chadwick, D. Parnell, P. Widdop, & C. Anagnostopoulos (Eds.), *Routledge Handbook of Football Business and Management*. Oxford, UK: Routledge, pp. 282-293.
- Furray, J., Leigh, J., & **Kenworthy, A.L.** (2015). Special section cluster on responsible management education: Nurturing a PRME ethos. *Academy of Management Learning and Education*, 14 (2), 293-296.
- Gaston, N. & **Rajaguru, G.** (2015). A Markov-switching structural vector autoregressive model of boom and bust in the Australian labour market. *Empirical Economics*, 49 (4), 1271-1299.
- Gepp, A.** (2017). Comments on the paper "Beyond subjective and objective in statistics" by Andrew Gelman and Christian Hennig. *Journal of Royal Statistical Society, Series A*, 180 (4), 1008.
- Gepp, A., Kumar, K., & Bhattacharya, S.** (2020). Lifting the numbers game: Identifying key input variables and a best-performing model to detect financial statement fraud. *Accounting and Finance*, in press.
- Gounder, A., **Falvey, R. & Rajaguru, G.** (2019). The effects of preferential trade agreements on foreign direct investment: Evidence from the African Caribbean Pacific Region. *Open Economies Review*, 30 (4), 695-717.
- Gowthorp, L., Greenhow, A., & O'Brien, D.** (2016). An interdisciplinary approach in identifying the legitimate regulator of anti-doping in sport: The case of the Australian Football League. *Sport Management Review*, 19 (1), 2016, 48-60.
- Hollindale, J., Kent, P., Routledge, J., & Chapple, L.** (2019). Women on boards and greenhouse gas emission disclosures. *Accounting & Finance*, 59 (1), 277-308.
- Hu, J., Li, X., **Duncan, K., & Xu, J.**, (2020). Corporate relationship spending and stock price crash risk: Evidence from China's anti-corruption campaign. *Journal of Banking & Finance*, 113, 105758.
- Kelly, D. Fairley, S., & **O'Brien, D.** (2019). It was never ours: Formalised event hosting rights and leverage. *Tourism Management*, 73, 123-133.
- Khalid, A. M., & **Rajaguru, G.** (2018). Investigating the determinants of domestic bonds: The role of socio-economic and institutional factors. *Applied Economics*, 50 (1), 35-50.
- Khan, S. U., Goldsmith, A. & **Rajaguru, G.** (2021). Women's empowerment over recreation and travel expenditures in Pakistan: Prevalence and determinants. *Annals of Tourism Research Empirical Insights*, 2 (1), 100009.
- Kumar, K.** (2020). Ethical issues, application and challenges in statistics. *International Conference on Application of Statistics in Sciences, Social Sciences, Commerce, Humanities and Management*, HSNV University, June 29-30, Mumbai, India.
- Kumar, K.** (2017). Fraud, corruption and bribery: How to prevent and how to detect. *6th International Conference on Business Management and Economics*, Colombo, Sri Lanka, 2017.
- Leigh, J.S. & **Kenworthy, A.L.** (2018). Exploring the "Three Ps" of service-learning: Practice, partnering, and pressures. In, *Oxford Research Encyclopedia's Research and Management Online Series*.
- Martin, S. & **O'Brien, D.** (2017). Surf resource system boundaries. In, J. Ponting & G. Borne (Eds.), *Sustainable Surfing*. Oxford, UK: Routledge, pp. 23-38.
- Mervine, E. M., Wilson, S. A., Power, I. M., Dipple, G. M., Turvey, C. C., Hamilton, J. L., Vandereze, S., Raudsepp, M., **Southam, C., Matter, J. M., Kelemen, P. B., Stiefenhofer, J., Miya, Z., & Southam, G.** (2018). Potential for offsetting diamond mine carbon emissions through mineral carbonation of processed Kimberlite: An assessment of De Beers mine sites in South Africa and Canada. *Mineralogy and Petrology*, 112, 755-765.
- Neubaum, D. O., Dibrell, C., Thomas, C., & **Craig, J. B.** (2017). Stewardship climate scale: An assessment of reliability and validity. *Family Business Review*, 30 (1), 37-60.
- Newbert, S., & **Craig, J. B.** (2017). Moving beyond socioemotional wealth: Toward a normative theory of decision-making in family business. *Family Business Review*, 30 (4), 339-346.
- O'Brien, D.** & Ponting, J. (2018). STOKe Certified: Initiating sustainability certification in surf tourism. In, B. McCullough & T. Kellison (Eds.), *Handbook on Sport, Sustainability, and the Environment*. Oxford, UK: Routledge, pp. 301-316.
- Ponting, J. & **O'Brien, D.** (2015). Regulating "Nirvana": Sustainable surf tourism in a climate of increasing regulation. *Sport Management Review*, 18 (1), 99-110.
- Power, I.M., McCutcheon, J., Harrison, A.L., Wilson, S.A., Dipple, G., Kelly S., **Southam C., & Southam, G.** (2014). Strategizing carbon-neutral mines: A case for pilot projects. *Minerals*, 4, 399-436.
- Saha, S., Su, J. J., & **Campbell, N.** (2017). Does political and economic freedom matter for inbound tourism? A cross-national panel data estimation. *Journal of Travel Research*, 56 (2), 221-234.
- Sharif, A., Saha, S., **Campbell, N., Sinha, A. & Ibrahiem, D. M.,** (2020). Tourism, environment and energy: An analysis for China. *Current Issues in Tourism*, 23 (23), 2930-2949.
- Siegrist, M., C., **Bowman, G., Mervine, E., & Southam, C.** (2020). Embedding sustainability into corporate financial decision-making. *Accounting and Finance*, 60 (1), 129-147.

Siegrist, M., **Southam, C., & Bowman, G.** (2018). Embedding sustainability into corporate financial decision-making. *2nd International Conference in Environmental Finance*, 8-9 November, University of South Australia, Adelaide.

Siegrist, M., **Southam, C., & Bowman, G.** (2018). Embedding sustainability into corporate financial decision-making. *De Beers Annual Sustainability Conference*, 3-5 October, Johannesburg, South Africa.

Siegrist, M., **Southam, C., Bowman, G.,** Wilson, S. A. & Southam, G. (2017). Analysis of the potential for negative CO<sub>2</sub> emission mine sites through bacteria-mediated carbon mineralisation: Evidence from Australia. *Energy Procedia*, 114, 6124-6132.

Siegrist, M., **Southam, C., Bowman, G.,** Wilson, S.A., & Southam, G. (2016). Analysis of the potential for negative CO<sub>2</sub> emission mine sites through bacteria-mediated carbon mineralisation: Evidence from Australia. *13th International Conference on Greenhouse Gas Control Technologies*, 14-18 November, Lausanne, Switzerland.

Siegrist, M., **Southam C.,** & Southam, G. (2017). An Economic analysis of the worldwide potential for CO<sub>2</sub> sequestration through bacteria-mediated carbon mineralisation at nickel mine sites. *Australasian Finance and Banking Conference*, 18-22 December, Sydney, Australia.

Tarverdi, Y., Saha, S., & **Campbell, N.** (2019). Governance, democracy and development. *Economic Analysis and Policy*, 63, 220-233.

**Tiwari, M., Gepp, A., & Kumar, K.** (2020). A review of money laundering literature: The state of research in key areas. *Pacific Accounting Review*, 32 (2), 271-303.

**Tiwari, M., Gepp, A., & Kumar, K.** (2019). The future of raising finance - a new opportunity to commit fraud: a review of initial coin offering (ICOs) scams. *Crime, Law, and Social Change*, 73, 417-441.

**Tiwari, M., Gepp, A., & Kumar, K.** (2019). Can economic sanctions lead to fraud? Nations might turn to virtual currencies if slapped with restrictions. *Fraud Magazine, ACFE*, 34 (3).

Zlatevska, N., **Chowdhury, R. M. M. I.,** Tam, L., & Holden. S. J. S. (2019). Facts up front: Should food companies follow the FDA or industry label format? The effects of combining vice and virtue information on consumer evaluations. *Marketing Letters*, 30 (3-4), 321-334.

### Research Seminar Series

Bond Business School also regularly organises a research seminar series. During 2019 - 2020 the following research seminars were presented in the areas of ethics / sustainability / CSR:

October 2019, Neil Campbell, "Freedom and inbound tourist demand".

September 2019, Burak Ok, "Frustration and helplessness effects: Self-serving powerholders, voice opportunity, and voice instrumentality".

August 2019, Stacey Parker, "Energy management at work: Implications for employee well-being".

May 2019, Marcus Randall, "Long term implications of climate change in crop planning".

May 2019, Stephen O'Grady, "The role of sport in the integration of women from refugee backgrounds in Queensland".

April 2019, Ritu Mohan, "The informational linkages and spillovers in the traditional and renewable energy resources markets".

February 2019, Francesco Cangiano, "When taking charge creates work-life conflict: The role of intrinsic motivation".

February 2019, Ben Hu, "Corporate corruption through entertainment expenditure and stock price crash: Evidence from China".

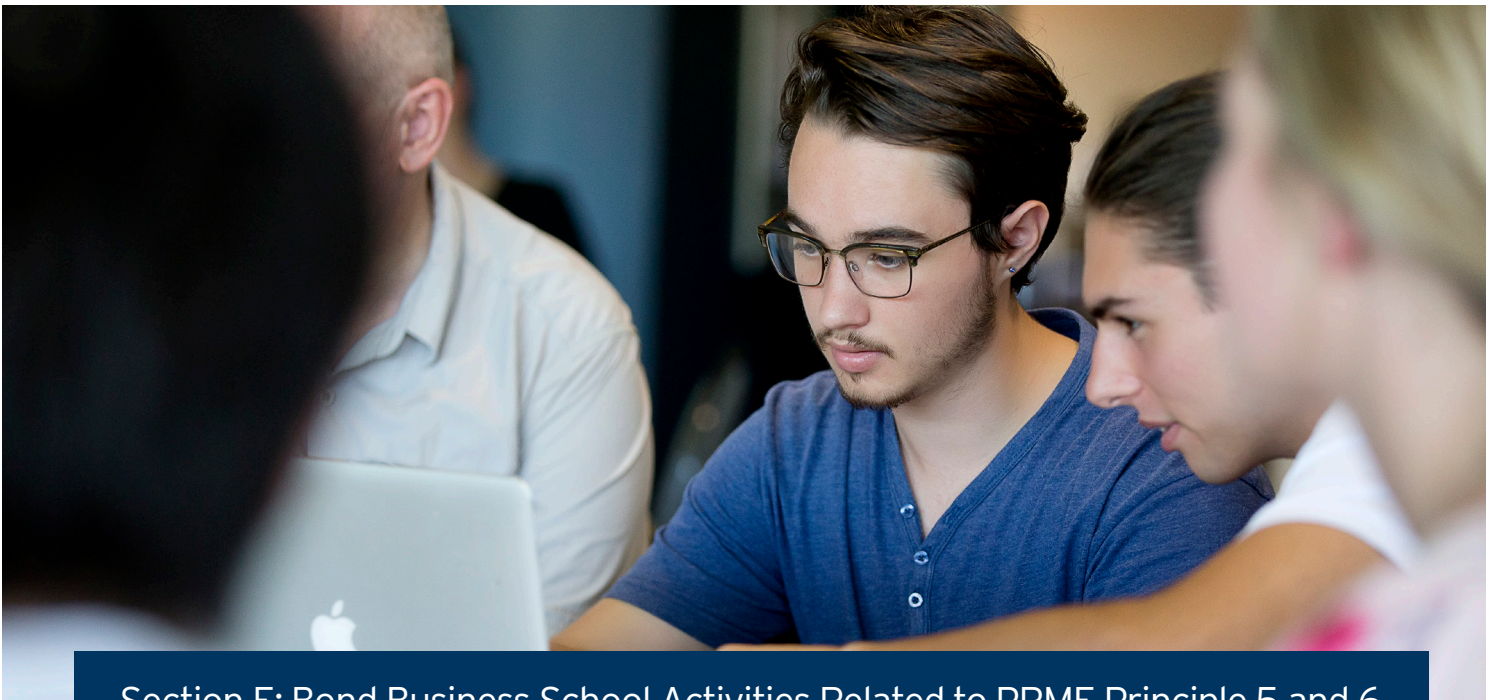
### External Research Funding

In 2019-2020, Bond Business School researchers have also been successful in gaining external research funding for research on ethics, corporate social responsibility and sustainability. Some examples include:

Chowdhury, Rafi M. M. I. (2020-2021). Moral psychological profiling of the ethical investor. Research grant for \$5,000. Funded by Ecstra Foundation.

Gepp, A. & Tiwari, M. (2019-2020). Identifying shell companies being used for illicit activities. Research grant for \$5,507. Funded by Accounting & Finance Association of Australia and New Zealand (AFAANZ).





## Section E: Bond Business School Activities Related to PRME Principle 5 and 6

Principle 5 (Partnership) and Principle 6 (Dialogue) are related to industry linkages and community outreach activities with a focus on ethics, sustainability and social responsibility. The principles are stated below:

### **PRINCIPLE 5 (PARTNERSHIP)**

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meet these challenges.

### **PRINCIPLE 6 (DIALOGUE)**

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

#### **Bond Business Leaders Forum**

The Bond Business Leaders Forums are a series of presentations from high profile Australian and international business leaders. These forums provide invaluable development and networking opportunities for business professionals, the local community and beyond. Recently one of these forums was related to ethics, sustainability and CSR issues.

In February 2020, John Massey, Chair of Transurban Queensland, Marian Charlton, Chief Operating Officer at Gold Coast Airport, and John Witheriff AM, Chair of Partners at Minter Ellison Lawyers discussed the role of board directors and employers in the wake of the "wage theft" scandals that have affected major companies such as Coles, Target, Woolworths etc.

#### **University Sustainability Seminar**

The Bond University Sustainability Committee organizes several seminars each year on a range of topics related to sustainability. Assistant Professor Elizabeth (Libby) Sander of the Bond Business School is a member of the University Sustainability Committee. A University Sustainability Seminar was presented by Associate Professor Collette Southam and Doctoral Candidate Manuel Siegrist of Bond Business School in March 2019. The seminar topic was "Embedding environment and sustainability into corporate financial decision-making". This was presented to an audience of university staff, students and external stakeholders.

#### **39 Country Initiative**

Bond Business School is a 'node' for an initiative which collects business books, journals, course packs / readings / cases for shipment to an institution in one of 39 developing countries. This initiative began at the Ivey Business School, Western University, Canada. Ivey Professor Paul Beamish is a Visiting Professor at Bond University and in addition to collecting materials, this initiative is also seeking sponsorship to hold Case Teaching Workshops in these target countries. <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/>



## Section F: PRME Related Goals for Bond Business School 2021- 2022

In addition to continuing to support and implement the six PRME principles through teaching initiatives, research activities, industry linkages and community outreach, the Bond Business School has set the following goals for 2021 - 2022 to enhance its adherence to the PRME principles:

1. A School-wide seminar covering both research and practice in ethics and social responsibility in business will be organised.
2. There will be a continuation of the \$5,000 ethics / sustainability / social responsibility research grant. The grant will be offered biennially. Actions will be undertaken to increase the number of staff applying for the grant.
3. Each year, Bond Business School will conduct a survey of academic staff with the objective of identifying business ethics / sustainability / CSR related teaching and research activities within the School. This data will provide directions to help increase the integration of these topics within the curriculum taught at the Bond Business School. The data will also identify research expertise in the areas of ethics, sustainability and social responsibility.
4. There will be an annual presentation to the staff on the PRME principles. The presentation will also include a description of the ongoing activities related to business ethics / sustainability / CSR at Bond Business School in support of the continual commitment of the School to the PRME principles. This presentation will be conducted by a member of the PRME committee at Bond Business School. The objective of the presentation will be to motivate staff to continue pursuing teaching, research, industry linkages and community outreach programs that adhere to the PRME principles.



# Appendix: Research Grant for Research on Business Ethics / CSR / Sustainability

## CALL FOR RESEARCH FUNDING SUBMISSIONS

Bond Business School competitive research funding for research on business ethics, CSR and / or environmental sustainability in organisations.

In 2012, the Bond Business School became a member of the Principles for Responsible Management Education (PRME) Association. In doing so, BBS 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 School on the specific topics of business ethics, corporate social responsibility and environmental sustainability within organisations, the Executive Dean has established a \$5,000 Bond Business School 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 (BBS Research Development Manager) via email (ehunt@bond.edu.au) by no later than 5pm on November 30, 2020. No proposal will be accepted after that date for the 2020/2021 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 December 30, 2020.
- Proposals may be submitted only by research active Bond Business School academic staff who will be employed by the University for the period during which the research is to be conducted.
- Members of the BBS 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 be placed on the review committee after consultation with the Executive Dean and the Associate Dean of Research.
- The total research funding available will be \$5,000. The evaluation committee may give all \$5,000 to one proposal or split the amount among no more than three 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 \$5,000. 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 and funding expenditure should be completed by the end of 2021.
- 7.A statement of the practical value of the research 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, it is in your best interest to apply for ethical clearance early.

• Those obtaining this grant will be required to present a Bond Business School Research seminar to report the findings of their research project within a reasonable time once the project is completed.







**Bond University**

Gold Coast Queensland 4229  
Australia

Toll free: 1800 074 074

Phone: 07 5595 1111

Fax: 07 5595 1015

Email: [information@bond.edu.au](mailto:information@bond.edu.au)

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**[bond.edu.au](http://bond.edu.au)**



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