

2020-2022

SHARING INFORMATION ON PROGRESS

UN Principles for Responsible Management Education

College of Business & Public Management
West Chester University of Pennsylvania

PRiME

*an initiative of the
United Nations Global Compact*

WCU
WEST CHESTER
UNIVERSITY

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This report is structured according to the PRME Principles. Concrete achievements, ongoing initiatives, or goals are highlighted in gold text.

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PRME

SIGNATORY SINCE 2019

The College of Business and Public Management (CBPM) at West Chester University is a Principles for Responsible Management Education (PRME) signatory. PRME is an initiative supported by the United Nations (UN) to advance the integration of sustainability into management education. Membership in PRME commits us to the below six principles, which provide the structure for this report. In enacting these principles, particular attention is given to the 17 UN Global Compact Sustainable Development Goals (SDGs) for understanding and directing academic institutions.



1 Purpose

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



2 Values

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



3 Method

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



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.



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 meeting these challenges.



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.

ABOUT THE COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT (CBPM)

West Chester University (WCU) is a public, regional comprehensive university and the largest of the 14 universities that make up the Pennsylvania State System of Higher Education. Its College of Business and Public Management (CBPM) is one of WCU's seven colleges and accounts for more than a quarter of the university's enrollment.

CBPM is an interdisciplinary college that includes the AACSB-accredited School of Business and the Departments of Criminal Justice, Geography and Planning, and Public Policy and Administration. It is housed in the LEED-Gold Certified Business and Public Management Center in West Chester, PA, and additionally offers degree programs based in WCU's satellite Philadelphia Campus.



1 PURPOSE

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



Office of the Dean | College of Business and Public Management | West Chester University
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May 19, 2022

Dear CBPM PRME Advisory Group:

I am pleased to write this letter expressing my support for the PRME Initiative in the College of Business and Public Management. PRME helps advance our strategic priorities and engages faculty, staff and students in activities that promote and reinforce the UN Sustainable Development Goals. Thank you for your efforts to support PRME in our college, and I look forward to more progress on these initiatives in the coming years.

Sincerely,

A handwritten signature in blue ink that reads "Evan Leach". The signature is written in a cursive style and is positioned above the typed name.

Evan Leach, Ph.D.

Dean, College of Business and Public Management

Sustainability Across the University

The CBPM benefits from its close collaboration from a larger set of university stakeholders, including WCU's Office of Sustainability, which has a number of initiatives relating to curriculum, food & dining, purchasing, waste reduction, transportation, energy conservation, biodiversity & landscape, and water. The Center for Civic Engagement and Social Impact partners with a range of organizations concerned with environmental justice, public infrastructure & historical sites, educational equity, food, housing, and financial security, senior support, health equity, and animal care. Other offices include the Center for Women & Gender Equity, the Center for Trans and Queer Advocacy, and the Office for Diversity, Equity, and Inclusion. We also benefit from a beautiful natural environment in and around campus; the University is buttressed by a bustling town in addition to a large natural area which is preserved and used for environmental studies education (see next page).

Because of the wealth of sustainability activities across campus, this report focuses on initiatives of CBPM in particular, as well as initiatives affecting its staff, faculty, and students.





Nature at WCU

Gordon Natural Area

The Gordon Natural Area ('the Gordon' or 'the GNA') occupies approximately 126 acres along the southeastern corner of WCU's campus and is administered in collaboration with the University's Office of Sustainability. Established as a protected area in 1971, the GNA has since served as a refuge for local wildlife and native plants, and as a multi-use setting for researchers, nature lovers, runners, dog walkers, and people looking to reconnect with the natural world.

2 VALUES

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



THE CURRENT CBPM STRATEGIC PLAN

CBPM is mission-driven, with a 3-year strategic plan (see graphic on the previous page) that is set and updated by the faculty-led Strategic Planning Committee. Several aspects of the current strategic plan integrate the PRME Principles, with particular stress on the integration of "personal responsibility, professional ethics and the three facets of sustainability (environmental stewardship, sustainable economics, and social equity) across curricular, co-curricular, collaborative, and scholarship activities" (Strategic Goal 6).

Also relevant are integrated emphases on: curriculum for "principled professionals" (Strategic Goal 1); student inclusion (Strategic Goal 2); supportive workplace culture (Strategic Goal 3); and the cultivation of internal and external partnerships (Strategic Goals 4 & 5).

THE FUTURE CBPM STRATEGIC PLAN

The Strategic Planning Committee is currently revising the strategic plan for the next three years. This revision process has included stakeholders from the CBPM PRME Advisory Board, who have provided written and oral comments on CBPM's strategic goals to enhance the integration of the principles and emphasis on sustainable development.

The current pre-approval draft includes Key Performance Indicators (KPIs) for the integration of ethics and sustainability into CBPM activities including: the number of programs in which sustainability is listed as a program student learning outcome; the number of courses in which sustainability is listed as a course student learning outcome; and inclusion of ethics as a core component of CBPM activities in CBPM communications (e.g., newsletters, social media, website, reports).

CBPM Administration has also reaffirmed its commitment to advancing the Sustainable Development Goals, outlining several goals to further promote sustainable development during our recent Association to Advance Collegiate Schools of Business (AACSB) re-accreditation process.

PRME Advisory Board

Within CBPM, a PRME Advisory Board was established in 2019 as it pursued and eventually succeeded in becoming a PRME signatory institution. The Board has since taken on its role as a functioning committee and hub for sustainable development initiatives at CBPM. Its primary mission is the fulfillment of PRME principles and the advancement of SDGs across all activities in CBPM.



Advisory Board Developments

While the COVID-19 pandemic impacted the extent of university committees' activities across CBPM, the PRME Advisory Group relaunched at the beginning of the 2021-2022 academic year. The committee implemented several changes to ensure stable and active sustainability governance going forward. First, in line with the activities trichotomy laid out in the 2020 UN PRME Blueprint for SDG Integration, the **PRME Advisory Group established three sub-committees**, including Research, Teaching & Curriculum, and External & Student Engagement. This structure has better allowed us to ensure that we set goals and deploy initiatives across all three of these broad domains. At the same time, all three sub-committees and the larger committee are coordinated by the Chair, who ensures that sub-committee work is not redundant.

Second, to strengthen ongoing collaboration between PRME activities and our Cottrell Entrepreneurship Leadership Center, **Cottrell Director Patricia Diggin agreed to join the committee.**

Third, in order to provide opportunities for SDG learning and professional development, the CBPM Dean's Office has made **funds available to sponsor PRME member attendance at the June 2022 Responsible Research Summit** at The Wharton School, recommended by PRME Global.

Finally, while at the beginning of the 2021-2022 academic year, membership on the committee was made up of exclusively faculty and communications and sustainability staff, we **added several graduate and undergraduate student members** to the group to integrate student perspectives and ensure shared governance of university sustainability initiatives.

Student Perspective

I think that sustainability at CBPM is important because, without this topic being researched and enhanced, how can we provide professionals the best methods to extend into our communities, counties, states, and countries? When it comes to sustainability, I am part of the Bill Anderson Fund as a research fellow, formed of minority doctoral students working to enhance our communities in mitigation and emergency management research. This research supports not only the academic sphere, but it is also useful as a practitioner and professional. Serving as a full-time emergency management professional being activated for emergencies and incidents, it is my career path to develop a more resilient and sustainable community to protect life safety, property, and lessen future loss to a community.



Kesley Richardson
Doctoral Student
~
PRME Advisory
Group Member



Advisory Group Governance Goals

The advisory group has set a number of both short-term and long-term goals, outlined throughout this report. With regard to CBPM sustainability governance, however, we note here that we recognize that resources on sustainability research, curricula, teaching, and engagement at CBPM have been dispersed across a number of offices and faculty member stakeholders. Furthermore, although PRME has been thoroughly integrated into CBPM administration, some faculty and students likely are not aware of our PRME Advisory Group or some of the resources it may offer. We aim to reduce the barriers to access the rich resources that CBPM offers.

To this end, we aim to establish a [Sustainability@CBPM webpage](#) to act as a central hub for sustainability advising, teaching, research, and engagement resources. The Group has already been in contact with the webmaster and consulted our CBPM communications professional in order to achieve this.

We also aspire to improve communications about the existence of PRME as well as the resources that the Advisory Group can provide.

3 METHOD

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

The University has made significant strides in the development of educational frameworks and environments for responsible leadership.

New Minors and Certificate

In line with a goal set in our previous SIP report, CBPM has added a **new minor**—[Applied Community & Environmental Sustainability \(ACES\)](#)—which focuses on "the application of the sustainability principles of economic vitality, environmental integrity, and social equity to communities and landscapes," and counts CBPM courses across Geography & Planning, Criminal Justice, Economics, and Management. More than 25 students are already enrolled in this minor.

Additionally, the University has created a **new minor**—the [Interdisciplinary Minor in Sustainability & Resilience](#)—for which a number of CBPM courses are counted, including 4 Geography courses and a core business course, Management 313: Business & Society.

The University also added a **new [Sustainability Pathway Certificate](#)** which allows students to plan general education requirements that align with sustainability. Core CBPM course MGT 313: Business & Society is also included as an elective course in the pathway.

Going forward, we will aim to **support the integration of existing sustainability courses into these programs**. In particular, our Environmental Economics course is not currently counted towards some of these programs.

Growing Student Activities

The University and CBPM recognizes that education extends beyond the classroom. Student groups are a crucial part of the educational ecosystem at CBPM.

Women in Business

Women in Business (WIB)'s mission intersects with many of the SDGs, including Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Decent Work and Economic Growth (SDG 8), and Quality Education (SDG 4). WIB runs a mentorship program, hosts workshops connecting student members to businesses, and completes service work for the community. **Over the past two years, WIB has grown from having meetings with less than 10 participants to hosting an event with a record 50+ participants.**



During the Spring 2022 semester, **WIB held a t-shirt fundraiser to support Safe Harbor of Chester County.** Safe Harbor is a non-profit charitable organization whose mission is to provide shelter, food, and support services in a structured environment for homeless men and women in Chester County. WIB was able to get 35 supporters to purchase 38 t-shirts and raise \$140 to donate to Safe Harbor for all of the incredible things they do to help the West Chester community.

Veg Out and WCU Investment Club Collaboration



There have also been **new, student-led collaborations around sustainability**. In Spring of 2022, Veg Out (WCU's Vegan Club) and the WCU Investment Group (student-run equity based fund management group) hosted a Vegan Venture Capitalist, consultant, and entrepreneur David Benzaquen, with more than 100 attendees. Mr. Benzaquen discussed veganism, sustainability, and climate change as it intersects with venture capital and the future of the plant-based foods market, as well as more niche new ventures such as using blockchain for protection in the plant-based industry. Vegan food was catered by the Greyhound Café and Love Again Local (SDGs: 2 - Zero Hunger; 3 - Good Health and Well-being; 12 - Responsible Consumption and Production; 15 - Life on Land).

Net Impact

CBPM's chapter of Net Impact has **recently been restarted**, advised by Dr. Matthew McMahon. As of writing, the group was just successfully approved by the WCU Student Government Association and is planning activities for Fall 2022.

Its purpose "is to build a professional atmosphere for students to develop an understanding of the interaction between the business world and sustainable practices. Students will engage with businesses in the community and sustainable ideas in a hands-on setting, working together to create a space in the West Chester area that promotes both economic and environmental sustainability. Students will also have opportunities to learn about these concepts to further their skills in applying them for their futures."

Student Perspectives

Being in the School of Business as an Economics & Finance dual major gives me a unique perspective on sustainability. While we can make sustainable changes in our own lives, like 'going vegan,' often companies and the markets are directly responsible for implementing Sustainable Development initiatives. Businesspeople knowledgeable about sustainability can have a trickle effect in the workforce making industries more sustainable. The education we give students today through classes like 'Business and Society' or 'Environmental Economics' will impact them and their organizations later down the line. In my short time at WCU, working with the Office of Sustainability as a stakeholder for the Zero Waste Vision, restarting Net Impact, and breathing new life into the Veg Out club, has all shown me how sustainability can be a central part of my career in business.



Joshua Filer
Student President
Net Impact
& Veg Out

My role in WIB is to head the planning and organizing of all of our events and to create an environment where women are able to flourish in largely male dominated fields. Our club focuses on the importance of leadership, networking, and professional development. We hope to engage and empower women to build their best success story.

I believe that our mission is important because it is essential for women to build connections in the professional world. Mentorship and guidance are critical to climbing the corporate ladder, however, men in power tend to gravitate towards other men. It is important to cultivate female leaders in the business world, so that they can mentor and encourage other women to become successful as well. Women are automatically at a disadvantage when it comes to the business world, and our organization strives to end that disadvantage by empowering our members and setting them up for success through connecting with businesses and influential business leaders.



Hannah Karaman
Student President
Women in Business

Faculty & Course Development

Faculty Hiring

With support from the CBPM Dean's office, the **Management Department** focused on a **tenure-track faculty search in the field of business, ethics, and society**, which was filled by Dr. Matthew Caulfield. Dr. Caulfield subsequently also joined the PRME advisory board to serve as its Chair, following Dr. Joan Welch's tenure as its inaugural Chair.

New Course in Social Entrepreneurship

We recently **launched a new Social Entrepreneurship undergraduate course**, taught by Cottrell Center for Entrepreneurial Leadership Director Patricia Diggin.

Business & Society Course Development

Business & Society (MGT 313) is an upper-level, ethics designated course taken by all business majors, which is also counted¹ for the sustainability minors outlined earlier.

Several previous rounds of data collection on student performance in critical thinking and ethical mindset prompted a number of initiatives to improve curricula. Supplementing previous successful measures to create common course objectives and designate MGT 313 as an ethics-emphasis course, Dr. Caulfield, in collaboration with Professor Grace Liu, is **currently developing a cache of MGT 313 teaching resources**. A separate course page, on our course management platform D2L, has been created to host these resources for current and future MGT 313 instructors. Drafts of these resources include PowerPoint slides on various business & society topics, lists of and slides for current events & discussion questions, and ready-made reading and writing assignments.

Particular attention is being given to creating course materials centered around the Sustainable Development Goals—what they are and how they may be integrated into managerial decision-making—incorporating some of the latest research on formulating SDG strategies.

Professor Christina Croft has also been actively developing new MGT 313 learning activities. With input and assistance from PRME Advisory Board members Dr. Mark Davis and Dr. Joan Welch, Professor Croft **integrated the CBPM's composters into her class instruction on sustainability**. In collaboration with the PRME Chair, Professor Croft also has been developing a **new MGT 313 debate learning activity centered explicitly around the SDGs and topics in sustainability**, which will be included in the centralized teaching resource page.

Brandywine Project Workshop

Named after the Brandywine Creek watershed, WCU's Brandywine Project Faculty Workshop "comprehensively integrates the local and global with the social, economic, and environmental aspects of sustainability." Workshops are held regularly and, "recent sessions include: the global context for higher education and sustainability (including the UN SDGs); social justice and sustainability; integrating whole campus immersive learning into the classroom; and best practices for teaching sustainability from students and faculty." To facilitate participation, this workshop also offers \$500 stipends for WCU faculty attendees.

One of the primary goals of the last SIP report was to increase CBPM faculty and staff Brandywine participation. Prior to 2020, we had 11 faculty participate. **Since 2020, in addition to CBPM staff participation, we have had another 4 CBPM faculty attend this workshop.**

This project is an incredible resource for faculty professional development, so we will renew our goal to **increase faculty participation in the Brandywine Project**. After hiring several new faculty in Fall of 2021, previous CBPM attendees have individually **reached out to newly hired faculty to encourage participation.**

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."

New Carnegie Classification

While WCU remains a teaching-focused university with a student-centered mission, the university as a whole has made great progress in the area of research. In December of 2021, WCU's Carnegie Classification was changed from Master's Colleges & Universities – Larger Programs (M1) to Doctoral Universities – High Research Activity (R2).

CBPM Research Recognition

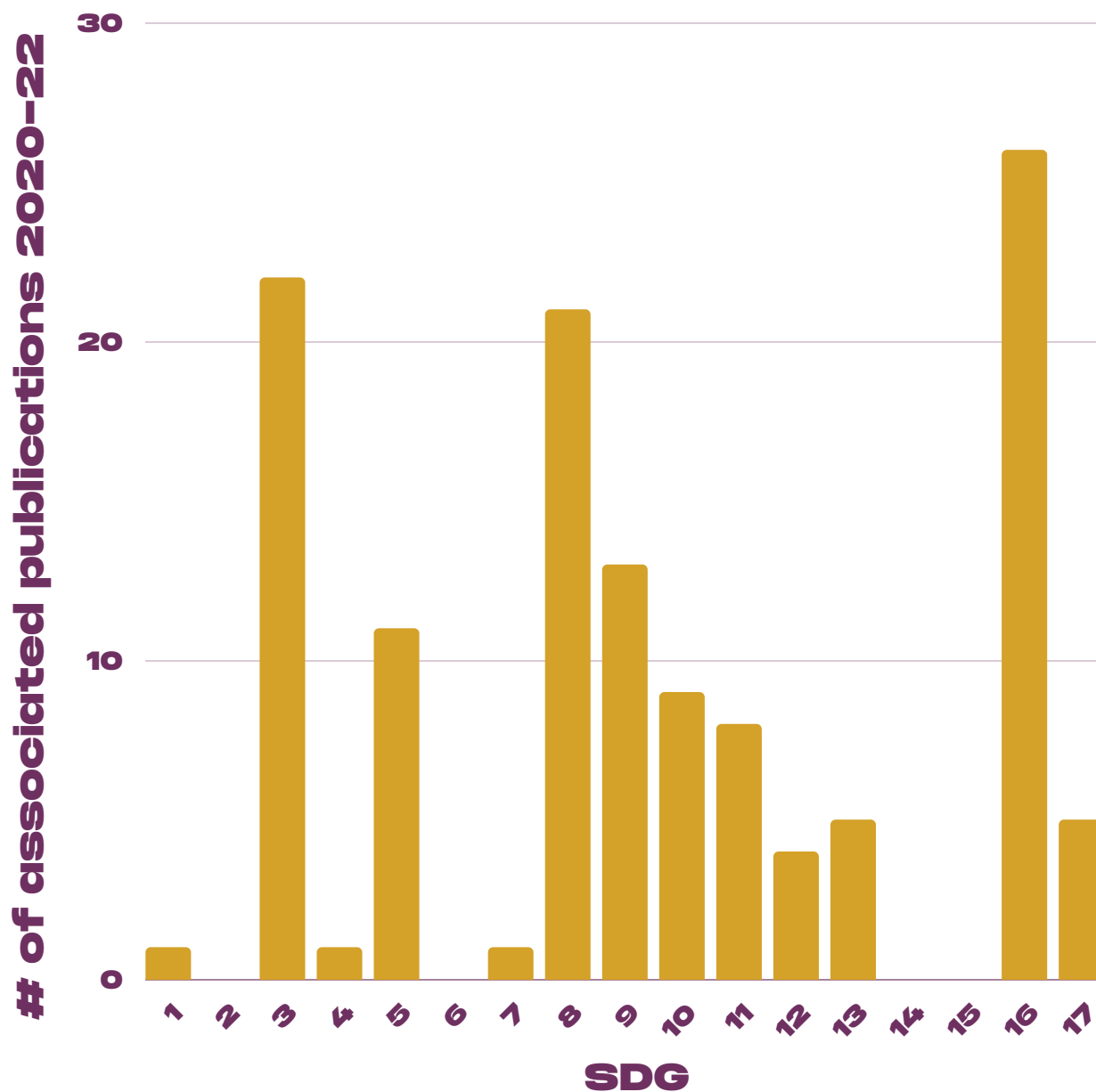
Faculty and student sustainability-related research have earned both internal and external recognition. MPA student Richard Oliver won a Student Paper Award from the Keystone State Chapter of the American Society for Public Administration for his paper entitled "Diversity and Inclusion in the Workplace." Dr. Lori Fuller received a 2021 Emerald Literati Award for Outstanding Author Contribution for her chapter in Research on Professional Responsibility and Ethics in Accounting.

Assessment of Research Activity

To assess SDG-related research activity, we collected 2020-2022 publication citations, referencing our School of Business faculty CV database in addition to profile pages and Google Scholar profiles of faculty members of the Departments of Criminal Justice, Public Policy & Administration, and Geography & Planning.

Across 86 tenured and tenure-track faculty, we logged 87 SDG-relevant, largely peer-reviewed publications since 2020. We are thrilled with this performance, especially considering the pandemic's effects on faculty workload and research productivity. We manually categorized each publication as falling into one of the following: 'Economy' (33 publications); 'Society' (47 publications) and 'Biosphere' (7 publications), following Rutgers University's SIP taxonomy. See Appendix 1 for list of publications by category. We additionally manually assigned each research artefact one or more relevant SDGs.

The number of publications associated with each of SDGs are represented in the graph below. The most represented SDGs are **Goal 16 - Peace, Justice, and Strong Institutions** (26 publications); **Goal 3 - Good Health and Well-being** (22 publications); **Goal 8 - Decent Work and Economic Growth** (21 publications); and **SDG 9 - Industry, Innovation and Infrastructure** (13 publications). These areas of research emphasis correspond respectively with: a significant focus on public institutions in research conducted across the Criminal Justice and Public Policy & Administration faculties; investigation of dependent variables relating to health and well-being across all departments; a focus on decent work relationships within the Management department; and School of Business research relating to industry and innovation, especially in international contexts.



Sustainability Research and Practice Seminars

A key goal listed in our last SIP report was increasing CBPM faculty participation in the Sustainability Research and Practice Seminars hosted by WCU's Office of Sustainability ([archive](#)). We have had a number of CBPM faculty participate.

2020-21

September 16, 2020. LaRiviere, J., McMahan, M. J., & Roush, J. Second-Best Prioritization of Environmental Cleanups.

February 17, 2021. Dunn, M. B., & Welch, J. West Chester Borough Urban Forest: An Environmental Benefit For All.

2021-22

February 16, 2022. Rosan, C., & Heckert, M. Planning for Resilience and Equity through Accessible Community Technology: A Research Agenda.

March 23, 2022. Cohen, A. Marketing How Inaccessible Retailer Websites Affect Blind and Low-Vision Consumers: Their Perceptions and Responses

Research Goals

- One of our ongoing goals has been to better track and understand the SDG research activity of faculty. After exploring several automated options which use keywords to map faculty research, we opted for a manual approach, vesting the Chair of our PRME board with the task of collecting and categorizing research publications. Going forward, **we will explore if there are more effective ways of tracking SDG research collaboratively among members of the PRME Research sub-committee.**
- **We reaffirm our goal of increasing CBPM faculty participation in the Sustainability Research & Practice Seminars.**
- **Craft a CBPM sustainability strategy,** informed by where research engagement is currently strongest among the SDGs. Given several other PRME schools opted to focus on a few key SDG's, we will explore whether this would make sense for our College to advance its PRME commitments.

Research Goals cont.

- Promote more student and student-faculty research by integrating SDGs into WCU's annual Research & Creative Activity day, which includes many student research projects. The PRME Chair attended its 2022 poster sessions to assess whether a future 'SDG Award' would be viable given student research interests. A plurality of current student projects intersected with the SDG's, so **we aim to implement an SDG student research award** or some other mode of recognition for excellent student research in this space.
- Increase the impact and volume of sustainability research by **facilitating partnerships with environmentally conscious or sustainable companies** who are interested in advancing (funding, featuring, using, disseminating, providing a field site for) CBPM student or faculty research.
- **Centralize and disseminate relevant existing campus survey information** to inform future PRME activities.
- Collaborate with the CBPM Research Committee to **establish the best venue and frequency for a new sustainability speaker series or promotion of sustainability research presentations.**
- Establishing a **CBPM faculty research group or listserv**, for faculty who consider themselves focused on or specializing in sustainability and related topics.
- The Chair of the PRME Advisory Board has collaborated with our Business Librarian, Professor Grace Liu, in order to **begin the creation of a library SDG research guide** to which the Sustainability@CBPM webpage can eventually link. To build this library guide, we have also **secured assistance from an academic SDG research specialist**, Junghoon Park, Ph.D. Candidate at CUNY Baruch College, who coauthored one of the foundational frameworks for integrating SDGs into business research, published in the leading international business journal. Included in this research guide will be SDG Impact Intensity Journal Rating database, developed by the Haub School of Business at St. Joseph's University in order to better understand where SDG research is being published and encouraged.

5 PARTNERSHIPS

"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 meeting these challenges."

Faculty in the Business World

WCU faculty have made direct impact on the business world. Dr. Alex Cohen, Professor of Marketing and member of the CBPM PRME Advisory Board, is making a difference to provide more accessibility to blind people and those with low vision through Accessible Pharmacy, a company he co-founded in May 2020.

Supply Chain Management Case Competition

CBPM's Supply Chain Management Center hosted a case competition in partnership with IKEA which focused on the changing economics of consumption in light of the pandemic, centered around IKEA's task of "responding to the home furnishing needs of people around the world: people with many different needs, tastes, dreams, aspirations, and wallet sizes...." Presented with specific business problems, **case competition finalists were selected to present to several IKEA representatives**, and winners were awarded cash prizes. Students also had the opportunity to visit IKEA's plant and speak to company stakeholders. The three top ranked groups were invited to **give presentations at the IKEA Customer Fulfillment Council meeting**, which was attended by IKEA's COO, CFO, and other higher level managers.



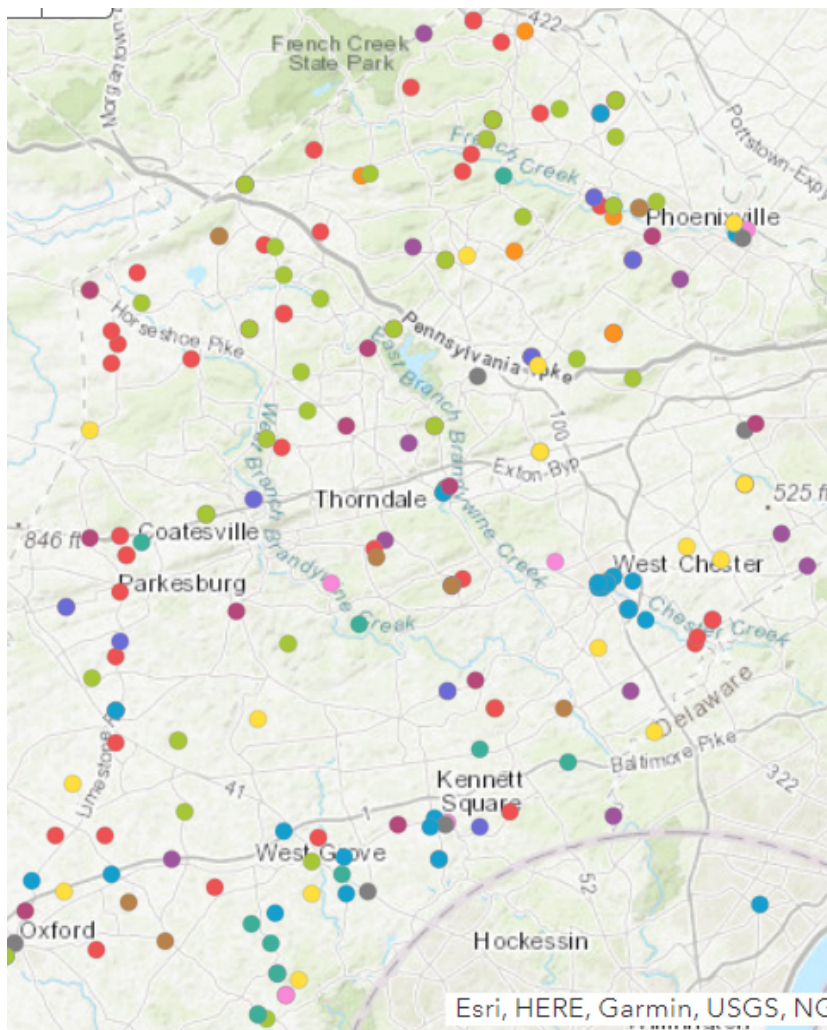
Beta Alpha Psi Partnership with Wipfli

West Chester University's Nu Zeta Chapter of Beta Alpha Psi, the International Honor Organization for Financial Information Students and Professionals, hosted its **Second Annual Ethics Case Competition** in October of 2021. The competition was made possible through a **sponsorship by consulting & accounting firm Wipfli**, which had its working professionals serve as the judges for the event. In all, the **competition included 116 participants making up a total of 29 teams.**

Sustainability Jobs Panel and Networking

WCU Career Development Center partnered with WCU's Office of Sustainability, Sustainability Council and academic departments to **host a job information and networking session.** The panel included alum Kathleen Tobelmann ('20), Strategic Partnerships Coordinator at Resuability, Alison Hastings from the Delaware Valley Regional Planning Commission, and PA Representative Dianne Herrin.

West Chester Co-op Sustainability Project



CBPM students Alexis Acey (Geography Accelerated MS) and Emily Gowman (BS Geography, Location Analytics and Marketing double major) have been **working with the West Chester Co-op** to create maps and a database of locally sourced foods sold at the Co-op; create a web-based local foods and agriculture map/app; and compare local food shopping carts to those national chains. This project included the creation of a poster that examined how this local, member-owned grocery store supports sustainable practices with the Borough of West Chester, evaluating walkability, equity in profits, carbon footprint, food costs, and local investment. It is hoped that this data and analysis will be useful to CBPM faculty and students for further research.

Cottrell Center Partnerships

WCU's Dr. Edwin Cottrell Entrepreneurial Leadership Center "fosters entrepreneurship across West Chester University and throughout Chester County by preparing students to contribute to the entrepreneurship ecosystem, providing access to a rich network of entrepreneurship resources and enhancing the startup and growth of new ventures to develop a strong WCU entrepreneurship culture and a vibrant Chester County entrepreneurship ecosystem."

Social Innovation Competition

In November 2021, the PRME Advisory Board partnered with the Cottrell Center, the WCU Sustainability Advisory Council, and the WCU Office of Service Learning and Volunteer Programs to sponsor the **Inaugural Social Innovation Competition**. It encourages participants from diverse disciplines to develop an entrepreneurial idea that addresses and solves significant social or environmental problems. **Ideas must be related to at least one of the 17 SDGs**, and finalists are selected based on this criterion. The competition was open to all West Chester University students, alumni, faculty, and staff. The total prize package for 2021's competition was \$5,000. The next Social Innovation Competition is already slated for November 2022. Local and alumni leaders served as judges, providing feedback to students.



Judges & Moderator



Emily Yates

Director
Smart City Philadelphia



Nick Bayer

Founder & C.E.O
Saxbys



Geoff Brandon

Senior VP, Regional Vice President
TD Bank



Donald Sterling

Founder & Menswear Creative
DONN STERLING



Marybeth DiVincenzo

HR/Workforce Training &
Development Consultant



Jim Wylie

PA Chapter Chair
Sierra Club

Women's Entrepreneurship Conference

Each year, the Cottrell Center at the CBPM hosts the Women's Entrepreneurship Conference. The 2021 event hosted Keynote Speaker Uva Coles, Founder & CEO of Inclusiva Global and Featured Speaker Sue Weldon, Founder & CEO of Unite For HER. The conference was moderated by Katie Walker, President of the Greater West Chester Chamber of Commerce.

Panel discussions focused on the mentor/mentee relationship and being prepared for the unexpected. Panelists and moderators included Lisa Bryant, CEO of LM Bryant Consulting, LLC; Jess Podgajny, Founder & CEO of LLUNA; Renay Loper, Vice President PYXERA Global; Kate Sheehan, Senior Manager Qurate Retail Group; Amara M. Briggs, Senior Vice President Truist; Clare Freimuth, Vice President Truist; Tracy Flanagan, Co-Founder & Vice President JDog Brands; Marci Major, Founder & Director Music Service Learning; Gwenn Nolan, Founder & Owner Mother Compost; and Michelle Legaspi Sanchez, Manager, Advisory Services, Non-profit Finance Fund.



Partnership Goals

- Earlier, we outlined an initiative for **more research partnerships with regional business partners with a focus on sustainability**, who are interested in advancing (funding, featuring, using, disseminating, providing a field site for) CBPM student or faculty research.
- The Cottrell Center remains highly active and will continue to host the Women's Entrepreneurship Conference each year. Additionally, the PRME Advisory Board will continue to partner with the Cottrell Center to **grow the new annual Social Innovation Competition**, providing faculty support to review initial submissions and select finalists, and helping to bolster participation by disseminating competition information to students.
- The Supply Chain Management Center will continue to host regularly a case competition around a real business problem with business partners. The PRME Advisory Board has set a goal of **exploring a partnership with the Supply Chain Management Center to host an event or initiative that centers around sustainability in supply chain management**.
- Explore or implement using social media accounts to promote WCU PRME goals and activities.
- Help grow new sustainability job information session.
- Explore expanding Social Innovation Competition to **allow regional high school students or non-alumni local entrepreneurs** to submit and compete.
- Explore **further partnerships with the West Chester Chamber of Commerce** to connect business owners and current students for project collaborations.



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."

Faculty in the Media

- Dr. Matthew McMahon was featured on local news media in March of 2022, discussing international energy markets and oil prices in light of Russian sanctions on CBS News Philadelphia as well as gas taxes and funding highway infrastructure on Fox Harrisburg.
- Politico wrote a feature-length profile of Dr. Matthew Caulfield and his work on voting technology markets and barriers to technological innovation. He was subsequently included in University of Bath's Centre for Business, Organizations, and Society (CBOS) #ThinklistNext21 for the next generation of thinkers in responsible business on social media
- Dr. Alex Cohen and his company Accessible Pharmacy were featured in a New York Times profile of specialty pharmacies that cater to the blind and those with impaired vision.



POLITICO

THE FRIDAY COVER

One Man's Quest to Break Open the Secretive World of American Voting Machines

Why doesn't anyone know what a voting machine costs?

The New York Times *Specialty Pharmacies Cater to the Blind and Those With Impaired Vision*

The pandemic has exposed flaws in services for people who can't easily access a drive-through window for Covid shots or testing or can't read prescription labels.

Earth Day Initiative

To celebrate Earth Day and encourage dialogue around sustainability, the Cottrell Center partnered with the PRME Advisory Board and distributed free, reusable, sustainable cups paired with gift cards. This distribution was paired with communications encouraging sustainable water consumption.



Animal Cruelty Advocacy

In October of 2021, Dr. Cassandra L. Reyes and students from CBPM's Animal Cruelty course held zoom meetings with Pennsylvania State legislators and members of their staffs during The Humane Society of the United States-Pennsylvania (HSUS-PA) Humane Lobby Week.

Dr. Reyes and two students met with PA State Senator Carolyn Comitta's Constituent Services Specialist, Julia Loving, to discuss The HSUS-PA's priority pending legislation and the Pennsylvania State House and Senate's Animal Protection Caucus. Dr. Reyes and five students also met with PA State Representative Dianne Herrin to discuss ending wildlife killing contests in Pennsylvania.

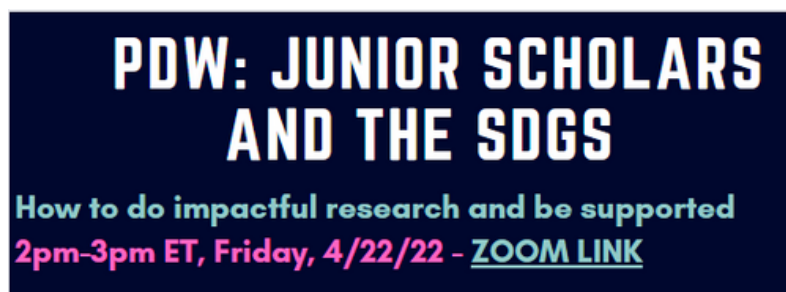
PRME Network Engagement

In November 2021, CBPM's PRME Advisory Board Chair attended the launch of the Northeast Local Area Network for the North America Chapter of the UN PRME. This event was hosted by Glasgow Caledonian New York College (GCNYC) in collaboration with the St. Joseph's University Haub School of Business and Rutgers Business School.

There, we received updates from the North America PRME Chair as well as the head of PRME Global, Dr. Mette Morsing, and presentations from PRME leaders at Rutgers and St. Joseph's. We also engaged in networking with other area schools.



Shortly thereafter, CBPM faculty **Dr. Matthew Caulfield** joined the Working Group for Junior Scholar Engagement of the PRME North America Chapter. The working group subsequently organized a professional development workshop at the PRME North American Biannual Conference on "Junior Scholars and the SDGs," moderated by **Dr. Caulfield**, focused on barriers and opportunities for junior business and management scholars for pursuing SDGs as part of a research agenda. It drew more than 30 attendees.



International Affairs Competition

In Spring of 2022, four WCU students, including CBPM student Evan Brooks, placed first in a debating competition hosted by the Delegation of the European Union to the U.S. in Washington, D.C. The prompt was on E.U. and U.S. cooperation in Afghanistan following the withdrawal of U.S. military (related to SDG 16). The competition also presented many networking opportunities for the participants.



Dialogue Goals

- CBPM is in the process of developing a faculty expertise directory. Our intent is to use this to better communicate the variety of areas of expertise held by our faculty and to facilitate greater use of faculty for speaking, training, and consulting engagements. We will provide a link to this resource on our College Landing Page as well as in the Community Engagement subsection of the college website. The PRME Advisory Board will explore the possibility of integrating this directory with the upcoming Sustainability@CBPM webpage to promote dialogue opportunities with our experts in sustainability and related topics.
- A core goal of the PRME Advisory Board is to improve communications around sustainability. We have found many stakeholders consider sustainability to only relate to the natural environment, so we have set a goal of improving communications in particular around social and economic sustainability.

Appendix 1

Faculty Research

Appendix 1

Relevant faculty research is categorized into **three broad categories of "Economy"; "Society"; "Biosphere"** (relying on Rutgers University's SIP Report). For accuracy, 2020 publications of faculty hired in 2021 are excluded.

Economy

Lyubykh, Z., Bozeman, J., Hershcovis, M. S., Turner, N., & Shan, J. V. 2022. Employee performance and abusive supervision: The role of supervisor over-attributions. *Journal of Organizational Behavior*, 43(1): 125–145.

Greenhaus, J. H., & Callanan, G. A. (2020). Implications of the Changing Nature of Work for the Interface Between Work and Non-Work Lives. *Cambridge Handbook of the Changing Nature of Work*

Callanan, G. A., Peiper!, M., & Arthur, M. (2020). The Past, Present and Future of 21st Century Careers. *Companion to Career Studies* (pp. 410-420). Routledge.

Mawritz, M.B, Capitano, J., Greenbaum, R., Bonner, J.M., & Kim, J. (2021). Development and validation of the workplace hazing scale. *Human Relations*.

Capitano, J., Fisher, K. L., & Bozeman, J. (2020). Butterfly Film Festival: Teaching Transformational Leadership. *Management Teaching Review*.

Fiorentino, S., & Tomkowicz, S. (2021). Can Millennials Deliver on Equal Pay? Why the Time is Finally Right for Pay Transparency. *Hofstra Journal of Labor and Employment Law*, 38 (2), 253-283

Halsey, B. J., & Halsey, J. (2020). Bitcoin's IRS, SEC and CFTC Treatment, the Current State of Affairs. *Journal of Financial Services Professionals*, 74 (3).

Jiang, G., Kotabe, M., Zhang, F., Hao, A. W., Paul, J., Cheng Lu Wang United States of America (2020). The determinants and performance of early internationalizing firms: A literature review and research agenda. *International Business Review*, 29 (4).

Jiang, G., Kotabe, M., & Zhang, F. (2020). Founder ethnic composition, early internationalization, and new venture performance. *Journal of International Entrepreneurship*, 18 (4), 419-443

Emich, K.J., Lu, L., Norder, K., & Pandey, N. (2020). Mapping 50 years of small group research through Small Group Research. *Small Group Research*, 51 (6), 659-699.

Mangaliso, M. P., Mangaliso, N. A., Ndanga, L., & Jean-Davis, H. (2021). Contextualizing Organizational Change Management in Africa: Incorporating principles of Ubuntu. *Journal of African Business*.

Pullins, E., Tarafdar, M., & Pham, P. (2020). The Dark Side of Sales Technologies: How technostress affects sales professionals. *Journal of Organizational Effectiveness: People and Performance*.

To, C., Kilduff, G.J., & Rosikiewicz, B.L. (2020). When interpersonal competition helps and when it harms: An integration via challenge and threat. *Academy of Management Annals*, 14, 908-934

Appendix 1 cont.

Economy cont.

- Alvarado-Vargas, M., Inamanamelluri, T., & Zou, Q. (2020). Product Attributes and Digital innovation performances: The importance of country and firm level supporting environment. *International Journal of Technology Management*, 82 (3-4), 206-226.
- Caulfield, M. 2021. Pay Secrecy, Discrimination, and Autonomy. *Journal of Business Ethics*, 171(2): 399-420
- Zhou, L., Niu, Y., Wang, V., & Tang, K. (2020). Hustle for survival or bustle for revival: Effects of Guanxi orientation and order of entry for China's electronic business ventures. *Industrial Marketing Management*.
- Condliffe, S., Link, C., & Martinez, S. (2020). Factors Affecting the Labor Supply Decisions of Registered Nurses. *Contemporary Economics Policy*, 38 (1), 127-138
- Gok, K., Kara, O., Lakshman, S., & Chu, H. M. (2021). A Factor Analysis of the Entrepreneurial Success, Motivation and Problems Faced: The Case of Chinese Entrepreneurs. *Journal of Entrepreneurship and Innovation in Emerging Economies*.
- Teague, M., Storr, V. H., & Fike, R. (2020). Economic freedom and materialism: an empirical analysis. *Constitutional Political Economy*, 1-44.
- Teague, M. 2016. Barriers to entry index: A ranking of starting a business difficulties for the United States. *Journal of Entrepreneurship and Public Policy*, 5(3): 285–307.
- Choi, E.Q., Du, W., & Riley, K. (2021). The Impact of Wayfair v. South Dakota on Retailers: An Event Study. *Economics Bulletin*, 41 (3), 1180-1186.
- Choi, Euikyu (E.Q.) (2020). Labor Mobility and the Cost of Debt. *Journal of Economics and Business*.
- Zhao, H., Du, W., Shen, H., & Zhen, X. T. (in press). Corporate Social Responsibility and Bond Price at Issuance: U.S. Evidence. *Sustainability*.
- Wu, J., Li, H., Zheng, D., & Liu, X. (2021). Economic uncertainty or financial uncertainty? An empirical analysis of bank risk-taking in Asian emerging markets. *Finance Research Letters*, 39 (101542).
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- Ewers, M., & Dicce, R. 2020. Revisiting the Gulf's Divided Labor Markets. *Routledge Handbook Of Persian Gulf Politics*. Routledge.

Appendix 1 cont.

Economy cont.

Johnson, D. S., Johnson, A. D., Crossney, K. B., & Devereux, E. 2021. Brief report: Employees' perceptions of stress and support during a pandemic mandated telework. *Irish Business Journal*, 13(1): 4.

Johnson, Sunayna, Aaron Johnson, and Kristen Crossney. Forthcoming. Telework and managerial style. *Global Encyclopedia of Public Administration, Public Policy, and Governance*.

Dolamore, S., Lovell, D., Collins, H., & Kline, A. 2021. The role of empathy in organizational communication during times of crisis. *Administrative Theory & Praxis*, 43(3): 366–375.

Hermann, M. A., Haskins, N., Neale-McFall, C., Ziomek-Daigle, J., & Eckart, E. 2020. Counselor Educator Mothers: Work-Life Enrichment and Occupational Satisfaction. *Adultspan Journal*, 19(2): 77–93.

Pullins, E., Sharkey, T., Pham, P., & Shultz, S. (2020). Current Trends and Environmental Changes Impacting Sales Practice. *Journal of Selling*, 20 (1), 19-29.

Society

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Ocean, M., Calvano, L., & McGorry, M. (2020). Bridging the community and ivory tower: A case study of university-community college partnership models. In *Civil Society and Social Responsibility in Higher Education: International Perspectives on University-Community Partnerships*. Emerald Publishing.

Fiorentino, S.R. & Tomkowicz, S.M. Adding Sexual Harassment Prevention to the Menu: Sexual Harassment Prevention as a Condition of Food Safety Licensing in the Restaurant Industry. *Villanova Law Review*, forthcoming (2022) 67 (2).

Derstine, R., Flynn, K. E., & Emig, J. M. (2020). The Good, The Bad, and The Ugly of the Accounting Profession - Should All Aspects be shared with students? *Accounting Instructors' Report*.

Fuller, L. R., & Shawver, T. J. 2020. Will Cognitive Style Impact Whistleblowing Intentions? *Research on Professional Responsibility and Ethics in Accounting*. Emerald Publishing Limited.

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Elias, N. M., & Olejarski, A. M. (Eds.) 2020. *Ethics for contemporary bureaucrats: Navigating constitutional crossroads*. Routledge.

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Appendix 1 cont.

Society cont.

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- Malcolm, M., & Giles, M. (2021). Prescription Opioid Misuse and Property Crime. *Social Science Quarterly*, 102 (2), 663-682.
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- Bratina, M. P., Carrero, K. M., Kim, B., & Merlo, A. V. 2020. Crisis intervention team training: When police encounter persons with mental illness. *Police Practice and Research*, 21(3): 279–296.
- Lane, C., Bratina, M. P., & Antonio, M. E. 2020. Inmates' Self-Reported Physical and Mental Health Problems: A Comparison by Sex and Age. *Journal of Correctional Health Care*, 26(4): 338–348.
- Antonio, M. E., & Price, S. R. 2020. Beyond Correctional Officers and Prison Guards: Understanding Inmates' Perceptions, Experiences, and Interactions with Correctional Counselors. *Corrections*, 0(0): 1–18.
- Abdel-Salam, S., Brewster, M., Bratina, M. B., Bradley, K., & Perone, J. 2020. Generation Rx: A Preliminary Study of College Students and Prescription Drug Abuse. *Abuse: An International Impact Journal*, 1(2): 45–60.
- Yim, H., Choi J., & Vieraitis (in press). Testing the effects of deterrence communications on illegal drug dealings: an experimental study. *Crime & Delinquency*.
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Appendix 1 cont.

Society cont.

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Kabiri, S., Choi, J., Shadmanfaat, S. M., & Lee, J. (2021). Social concern as a means of understanding the risk of workplace deviance. *Deviant Behavior*.

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Hesse, M. L., & Przemieniecki, C. J. 2021. *Gangs* (2nd edition). Dubuque, Ia: Kendall Hunt Publishing.

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Appendix 1 cont.

Society cont.

Kim, J. 2022. The Age-Friendly Community Policy Movement and the Residential Location of U.S. Older Adults: The Case of Hamilton County, Ohio. *Journal of Applied Gerontology*.

Johnson, D. S., Johnson, A. D., Crossney, K. B., & Devereux, E. 2021. Women in higher education: A brief report on stress during COVID-19. *Management in Education*.

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Swann, W. L., Schreiber, T. L., Wright, S. L., Davis, M. W., Kim, S., et al. 2021. Local Policy and Programmatic Activity to Address the US Opioid Crisis: A Cross-Sectional Survey of County Governments. *Journal of Public Health Management and Practice*, 27(4): 342–351.

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Webb Farley, K. E., & Olejarski, A. M. 2020. Mega-Gifts: Hijacking Administrative Discretion? *Public Integrity*, 22(6): 525–541.

Appendix 1 cont.

Biosphere

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Yazdi, A., & Wang, Y. (2020). Green Supply Chain Management in an Emerging Economy: Prioritizing Critical Success Factors Using Gray-Permutation and Genetic Algorithm. *International Journal of Logistics Systems and Management*, 36 (2), 199-223.

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