



Sharing Information on Progress for PRME

July, 2021

At the Anisfield School of Business



Message from the Dean



In 2017, the Anisfield School of Business (ASB) was delighted to codify our mission-driven adherence to diversity, integrity, social responsibility, global awareness, and continuous improvement by becoming a signatory to Principles of Responsible Management Education (PRME). This report constitutes our second communication on Sharing Information on Progress (SIP), although action on social responsibility has been baked into our DNA from the founding of our sustainability-committed host institution, Ramapo College, in 1969.

Over the past two years, ASB has made significant progress in advancing the PRME mission. Most notable, as outlined in our report, has been our deliberate, specific focus on the Sustainable Development Goals. For each SDG, you will see relevant courses (and course development), cases taught, class projects, extracurricular activities, panel discussions/symposia, and/or faculty research. We are proud of this broad and interdisciplinary compendium of contributions, and we look forward to continuing to build on these achievements in the future.

We are again grateful for this biannual self-assessment opportunity. As in 2019, this report formally reiterates Anisfield School of Business's commitment to the PRME. We continue to be energized by its promise to build a better world through business.

Ed Petkus, Jr., Ph.D.

Dean of the Anisfield School of Business

The Mission of Ramapo College of New Jersey

Mission: Ramapo College is New Jersey's Public Liberal Arts College, dedicated to providing students a strong foundation for a lifetime of achievement. The College is committed to academic excellence through interdisciplinary and experiential learning and international and intercultural understanding. Ramapo College emphasizes teaching and individual attention to all students. We promote diversity, inclusiveness, sustainability, student engagement and community involvement.

Vision: As the region's premier public liberal arts college, Ramapo College of New Jersey prepares students to be successful leaders for a changing world through its distinctive commitments to hands-on learning and faculty-student mentoring.

Values Statement: Ramapo College is the Public Liberal Arts College of the state of New Jersey. The work of the College and its members is conducted with integrity. Our Values are:

- *Teaching, learning, and mentoring* - we are actively engaged in and out of the classroom.
- *Developing the whole person* - we are scholars, we are creators, we are local and global citizens, and we are individuals.
- *Respecting each other and our environment* - we are an open, inclusive, supportive, and sustainable community.



The Mission of the Anisfield School of Business

Mission Statement: The mission of the Anisfield School of Business of Ramapo College is to provide students with a strong educational foundation for a lifetime of learning and for career achievement as responsible contributors and leaders. A student's intellectual development is of paramount importance and takes place within a supportive learning environment where engaged faculty bridge theory and practice.

Vision Statement: We aspire to be broadly recognized within the Greater New Jersey/New York metropolitan area for our exemplary record of graduating career-ready professionals who can immediately add value to, and are actively sought after by, both for-profit and nonprofit organizations.

Core Values: Consistent with the norms of Ramapo College, the learning environment of the Anisfield School of Business is based on core values that emphasize academic excellence, professionalism, and experiential learning. The school embraces diversity, integrity, social responsibility, global awareness and continuous improvement as cornerstone principles.

Adopted by ASB Unit Council - November 15, 2017



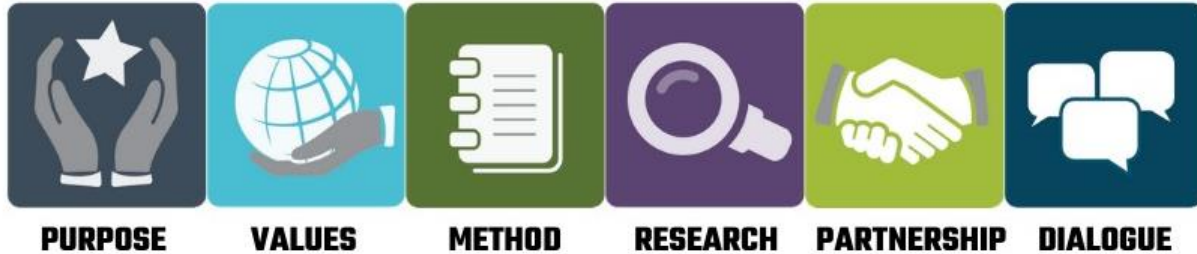
Ramapo College Sustainability Approach



Creating a More Sustainable Campus

Since its founding in 1969, Ramapo College of New Jersey has had a clear commitment to sustainability. As the world around us has come to realize the importance of renewable energy, pollution control, the elimination of waste and the adoption of “green practices”, we have renewed our commitment to sustainability.

With the opening of Ramapo College’s Sharp Sustainability Education Center, the recent approval of our Strategic Plan establishing sustainability as a fundamental principle, and the signing of the American College and University Presidents Climate Commitment, Ramapo College continues to dedicate itself to creating a more sustainable campus.

PRME at the Anisfield School of Business

Principle 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.

Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

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.

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 meeting these challenges.

Principle 6 | Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



Teaching:

Cases Taught:

- ❖ EnerGaia Case Study in Capstone Organizational Analysis Class
- ❖ Altis (Oikos) Case Study in Capstone Organizational Analysis Class



Teaching:

Cases Taught:

- ❖ EnerGaia Case Study in Capstone Organizational Analysis Class



Teaching:

- ❖ Student Pitch Competition: Peace of Mind – Fitness program for reducing obesity among low-income women (U-Pitch NJ 2021)
- ❖ Student Pitch Competition: Growing Gardens – Home gardening program to eliminate food deserts (U-Pitch NJ 2020)

New Courses:

- ❖ Healthcare Administration Launched

New Programs:

- ❖ Minor in Public Health Launched

Research:

Conference Presentations:

- ❖ Abzug, R. (2020). PRME and SDG3: Teaching, Learning & Researching Business and Good Health and Well Being. 5th UN PRME NE Virtual Conference, New Brunswick, New Jersey.



Research:

Published Research:

- ❖ Abzug, R., Rakotobe-Joel, T., & Woodley, J. (2019). Who Supports PRME Implementation? An Analysis of Influences on Individual Faculty Commitment to PRME. *Journal of Higher Education Theory & Practice*. 19 (8).
- ❖ Haase, T. (2021). “Attendance Still Matters in a World of Digital Learning: Examining Students in Business Statistics.” *Journal for Economic Educators*, 21(1), 35-47.

Conference Presentations:

- ❖ Sundararajan, M. (2021), Helping Students Develop An Intellect That Is Prepared To Receive And Assimilate The Teaching, presented at the SAM International Business Conference, March 19, 2021

**Teaching:****Courses Taught:**

- ❖ Gender at Work

Cases Taught:

- ❖ Boy Scouts of America in Capstone Organizational Analysis

Partnerships and Dialogue:**Internal Conferences:**

- ❖ Women's Entrepreneurship Week Panel 2019
- ❖ Women's Entrepreneurship Week Panel 2020

Research:**Published Research:**

- ❖ Redd, T.C. and Wu, Sabin. (2020). "Gender differences in acquiring business support from online social networks" *Journal of Women's Entrepreneurship and Education*, (1-2): 22-36.

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

**Teaching:****Cases Taught:**

- ❖ Amazon Case in Organizational Analysis
- ❖ Gopher Resources Case in Ethics in Business
- ❖ Ubisoft Case in Organizational Analysis
- ❖ Wells Fargo - an accounting scandal in Ethics in Business

Published Research:

- ❖ Solomon, E. M. & van.Klyton, A. (2020) The impact of digital technology usage on economic growth in Africa. *Utilities Policy*. [Online- 67101104]
<https://doi.org/10.1016/j.jup.2020.101104>.



Teaching:

- ❖ Student Pitch Competition: Revolution Motors – Electrified, recycled performance vehicles (U-Pitch NJ 2019)

New Courses:

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

Cases Taught:

- ❖ General Motors- Reclaiming the Electric Vehicle Market in Leading Change in an Uncertain World

Research:

Conference Presentations:

- ❖ Nuñez, E. (2020). “Sustainable Fashion – Revitalizing an Exhausted Industry Model”, Fifth UN PRME Northeast Conference, Sustainable Development Goals: Transforming Business Education and Practice, Rutgers University, NJ, October.
- ❖ Nuñez, E. (2019). “Seventh Generation Entrepreneurship - An Experiential Class Activity”, MOBTS 2019 - Teaching Agents for Positive Change, Ramapo College of New Jersey, Mahwah, NJ, June.
- ❖ Nuñez, E. “Promising Sustainable Business Model Alternatives for the Fashion Industry”, Women BUILD (Business Undergraduates in Leadership Development), Rutgers Business School, NJ, March 2021.

Published Research:

- ❖ Abebe.M.A, Kimakwa, S. and Redd, T. (2020). “Toward a typology of social entrepreneurs: the interplay between passionate activism and entrepreneurial expertise.” The Journal of Small Business and Enterprise Development, 27(4): 509-530.

Organizational Practices:

- ❖ Nuñez, E. (2020). Leveraging Sustainability for Advantage. Personal Care, Kent, England, Step Communications Ltd.



**Teaching:****Cases Taught:**

- ❖ The Red Pill Menace Case in Ethics in Business
- ❖ In Epstein's Wake: MIT Media Lab, and Dirty Money in Ethics in Business
- ❖ Google's AI and Ethics issues in Leading Change in an Uncertain World

Published Research:

- ❖ Abzug, R., Adewale, A., André, R., Derfus, P., Hedges, P., & Shymko, Y. (2020). Making Management (More) Relevant: Breaking Down Disciplinary Walls and Pursuing Neglected Independent Variables. *Journal of Management Education*, 44(5), 651-662.

Partnerships and Dialogue:**Internal Conferences:**

- ❖ Black Lives Matter Colloquium with Dr. Tammi Redd

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

Cases Taught:

- ❖ United Health Case in Capstone Organizational Analysis

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

Cases Taught:

- ❖ Ocean Spray Case in Capstone Organizational Analysis

Published Research:**Conference Presentations:**

- ❖ Nuñez, E. (2020). “Integrating Sustainability into a Strategy Course – Life Cycle Assessment of the Beauty and Personal Care Industry”, Fifth UN PRME Northeast Conference, Sustainable Development Goals: Transforming Business Education and Practice, Rutgers University, NJ, October.

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations

**Teaching:****New Courses:**

- ❖ Business & Sustainability
- ❖ Managing Sustainable Operations



Teaching:

Cases Taught:

- ❖ Ben & Jerry's Case in Capstone Organizational Analysis

Research:

Conference Presentations:

- ❖ Abzug, R. & Webb, N. (2019). A Meta-Analysis of US Nonprofit Use of the Internet. Association for Research on Nonprofit Organizations and Voluntary Action, San Diego, California.

Published Research:

- ❖ Cabrera, J.F., & Gousgounis, E. (2020). The Dynamics of Short Sales Constraints and Market Quality: An Experimental Approach. *Journal of Financial Markets* (forthcoming)
- ❖ Chiu, T., Brown-Liburd, H. L., & Vasarhelyi, M. A. (2019). Performing Tests of Internal Controls Using Process Mining. What Could Go Wrong? *CPA Journal*, 89 (6), 54-57.
- ❖ Sundararajan, M. (2021). Exploration of personal ethics: an in-class case exercise for business ethics students to help them develop personal values. *Journal of Management and Business Education*, 4(2), x-x. <https://doi.org/10.35564/jmbe.2021.0007>
- ❖ Sundararajan, M. (2020). Ethical Case Analysis Template: Learning to Develop Ethical Values through Practice, *Journal of Business Ethics Education* 17, (2020): 183-210, <https://www.neilsonjournals.com/JBEE/abstractjbee17malavika.html>



Research:

Conference Presentations:

- ❖ Rakotobe-Joel, T (2019). Corporate Communication, Sustainability Discourse, and Cultural Differentiation. The Case of Multinational Japanese Firms. The Asian Conference on Sustainability, Energy, & the Environment. Tokyo, Japan.

Published Research:

- ❖ Abzug, R., Adewale, A., André, R., Derfus, P., Hedges, P., & Shymko, Y. (2020). Making Management (More) Relevant: Breaking Down Disciplinary Walls and Pursuing Neglected Independent Variables. *Journal of Management Education*, 44(5), 651-662.
- ❖ Abzug, R., Rakotobe-Joel, T., & Woodley, J. (2019). Who Supports PRME Implementation? An Analysis of Influences on Individual Faculty Commitment to PRME. *Journal of Higher Education Theory & Practice*. 19 (8).
- ❖ Nuñez, E., & Nuñez, R. (2019), Comparison of CSR Reporting Using the GRI Framework for Small and Large Companies, *Journal of Business and Economic Studies*, 23(2):42-63.