



PRME Sharing Information on Progress (SIP)

May 2023

PRME Principles for Responsible
Management Education

We are pleased to submit our Report *Sharing Information on Progress (SIP)* for 2023. As the report illustrates, Questrom's mission, strategy, and initiatives each support the advancement of responsible management education. The work of the Harry Susilo Institute for Ethics in the Global Economy within Questrom, the BU-wide Institute for Global Sustainability, and many programmatic initiatives have driven events and activities across our campus. Additionally, a research and strategy project focused on social impact at Questrom is underway, led by one of our Professors of the Practice, Jevin Eagle, and the directors of our Social Impact MBA program, Rodrigo Canales, Associate Professor and David Stolow, Senior Lecturer. This project will help us to better understand the reach of our current efforts and identify how we can continue strategically support social impact across our school.

In all that we do – in and out of the classroom - we at Questrom aim to *Create Value for the World* and are forging ahead with social responsibility as a cornerstone of our learning community. This would not be possible without the dedication of our students, faculty and staff who are instrumental in infusing the principles of responsible management in our teaching, research, and community involvement. It is their energy, initiative and insight that are propelling the school forward in these important areas.

Susan Fournier,
Allen Questrom Professor and Dean
Boston University Questrom School of Business

CONTENTS

Introduction.....	3
Principle 1: Purpose.....	5
Principle 2: Values.....	10
Principle 3: Method.....	10
Principle 4: Research	13
Principle 5: Partnership.....	16
Principle 6: Dialogue.....	16
Commitment.....	18

Introduction

The Questrom School of Business is a highly-ranked business school with a 110-year history of quality in research, programs, and industry engagement. Our [mission](#), *We Develop Business Leaders who Create Value for the World*, guided us in the creation of our strategic vision and plan, which builds off the 2019 [Strategic Plan of Boston University](#). The development of Questrom's strategic plan included the engagement of many stakeholders including faculty, staff and employers, resulting in the development of the School's comprehensive strategic plan called [Questrom2030](#). In this plan, our vision focuses on three areas: *Education that Transforms, Collaborations that Enable, and Research with Impact*. Accomplishing our mission and vision is a strategic plan built on six priority objectives, each of which includes a series of initiatives and objectives which we seek to advance and measure.

Social Impact Business Education: Research & Strategy Project

Building off our strategic plan, Questrom has launched a series of strategic initiatives which each seek to enhance the distinctiveness and impact of the Questrom School of Business. One of the largest and most visible of these initiatives is our *Social Impact Business Education* project.

The primary objectives of this project include:

- Understanding how Questrom can become a leading institution globally in the field of Social Impact Business Education and thought leadership.
- How we can integrate the tensions and tradeoffs of sustainable business management--taking care of people and planet, and also driving profit.
- Understand how this cuts across all of our programs, including undergraduates, graduates, and executive education--in the classroom and outside of the classroom.
- How we can partner with leading companies in this effort.

This substantial project includes four workstreams, each of which began with a 'research and learn' phase so that we can understand our opportunities, challenges, and successes. In the coming academic year, this project will shift to create an actionable plan for the Questrom School of Business. To date, the project has conducted interviews with business executives and students, conducted an analysis of 50 business schools, and review hundreds of syllabi and course evaluations. Extensive interviews of business executives from 25 different companies were completed.

Boston University & PRME

Boston University Questrom School of Business was proud to join PRME in the spring of 2009. As a member of a global network of similarly committed institutions, the School committed to engaging in a continuous process of improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and exchanging effective practices with other academic institutions.

Sharing Information on Progress

This report provides highlights on progress and initiatives since our last report, organized by the six PRME principles. The report is not designed as an exhaustive list, instead highlighting key areas of progress, reviewing emerging initiatives, and offering ideas for future directions.

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.

One of the central tenets of Boston University Questrom School of Business is to develop students into leaders who *Create Value for the World* in ways that emphasize ethical, social, and environmental responsibility. We believe these skills are integral to students' personal and academic development throughout their time at Questrom. Each student is immersed in the global issues of business, society, and ethics through a cross-functionally integrated core curriculum and elective offerings. In addition, students may engage in co-curricular, club/community activities, and experiential learning opportunities that enrich the student experience by:

- Broadening contextual/cultural exposure
- Forming relevant experience
- Deepening functional expertise

Academic Programs & Initiatives

Within the Undergraduate program, a highlight of the principle of Purpose includes the continuation of the Questrom [Ascend](#) Fellowship, which is open to African-American/Black, Hispanic, Latino, Native American, Pacific Islander, and first-generation college students in their first year. Questrom Ascend Fellows are engaged in leadership development, mentorship, and networking with their cohort.

In our graduate programs, we've embedded concepts of cultural intelligence, identity, and cultural competency into our orientation programming as well as expanded learning opportunities for graduate students throughout the year. Our graduate admissions team continues to cultivate strong relationships with national and regional organizations such as the National Black MBA, Prospanica, Reaching Out MBA, and the Greater Boston Veteran's Collaborative. In addition, we've embedded concepts of cultural intelligence, identity, and cultural competency into our orientation programming as well as expanded learning opportunities for graduate students throughout the year.

Serving all programs at Questrom, our [Center for Diversity, Equity and Inclusion](#), led by an Associate Dean and a Director, has made significant strides in establishing programming, gathering data and engaging students, staff, and faculty around issues of diversity and inclusion. From their first days on campus, Questrom School of Business students are exposed to the importance of inclusion, social responsibility, and sustainability in global business leadership. The center has continued expansion with two new Faculty-in-Residence as it commits itself to ongoing diversity education, programs, and community building initiatives for all Questrom students, both undergraduate and graduate.

Student Communities

As a reflection of the considerable interest in social responsibility and sustainability, the Questrom School of Business is home to multiple undergraduate and graduate clubs and communities aimed at broadening students' horizons in this area. Students in each program have the opportunity to join other communities seeking to use business to improve the world through responsible management and sustainable practices. Some of these include: the Energy Club, BU Chapter of the Net Impact Club, and the Health Services Management Association.

As an example of the initiatives driven by clubs, the [Social Impact and Nonprofit Club \(SINC\)](#) is a student-run organization that enhances the Social Impact Program curriculum, fosters community dialogue around social impact and social justice, and increases awareness of how students can use business fundamentals to create social value. Through panels, networking, social events, and other activities, the Club seeks to prepare students to be socially-minded leaders in both the public and private sectors.

Additionally, there are student clubs dedicated to issues of diversity and inclusion at Questrom, including the Latin MBA Association, Graduate Students of the African Diaspora, Cohort Q, and Women's MBA Association. These clubs play an important role both in promoting an inclusive culture within Questrom and in encouraging students to seek and create inclusive cultures in the organizations where they work, either currently or in the future.

Student Consulting

BU on Board

[BU on Board](#) is an experiential learning program run by the Social Impact and Nonprofit Management Club at Boston University Questrom School of Business. The program's objective is to create value through reciprocal learning between MBA candidates and partner organizations in the Greater Boston Area. The program offers nonprofits an opportunity to bring a fresh perspective to their board, while also fostering the next generation of board members, nonprofit leaders, and socially-minded business professionals. At the same time, the program allows MBA students to learn about organizational governance and board service. Together, this partnership will help grow the network of nonprofit leaders in the Greater Boston area.

Recent Partner Organizations Included:

- 10 Allston Brighton Community Development Corporation
- Brookline Symphony Orchestra
- Boston Music Project
- Concord's Children Center

Link Day

Launched in 2001, [Link Day](#) is a one-day consulting event that matches mission-driven organizations with teams of Boston University MBA students, faculty, and alumni mentors to find solutions for specific problems facing organizations. Link Day teams consult with organizations from across the U.S. on a wide range of projects related to strategic planning, financial analysis, operations and/or marketing.

Organizations that have participated in Link Day in recent years include:

- Opus Design
- One Can Help
- Pine Street Inn
- Allston Brighton Community Development Corporation
- Bach to School

- Play Ball Foundation
- Musicians of the Old Post Road
- St. Mark Community Education
- Wildflower
- Cannabis Center of Excellence
- The Old North Church
- Massachusetts Bar Foundation
- College for Social Innovation
- Davos Alzheimer's Collaborative
- Fenway Community Center
- Chica Project

Student Internships

The [Questrom Internship Fund for Social Impact](#) is on a mission to empower students across the Questrom MBA program to create lasting social impact by substantially funding career-accelerating, under-funded, purpose-driven internships. Every year, the first-year class of MBA students at Boston University engage in summer internships that challenge them to use their new-found business acumen and offer the opportunity to build credentials and connections for their future careers. For some, the most promising and prestigious opportunities are out of reach because they offer little or no means of financial support. The Internship Fund aims to provide substantial summer grants to eligible students in order to encourage non-traditional MBA career paths without concern for financial barriers.

Since 2012, through awareness-building events and fundraising efforts, the Internship Fund for Social Impact aims to mobilize the Questrom MBA community to fund students pursuing career-accelerating internships that create a lasting social impact in their communities. The student-led initiative is funded by the entire MBA community: students, the administration, faculty, alumni, and the PEMBA program.

Student Competitions

Questrom School of Business students have excelled in competitions which seek to advance social impact. Recently, the Questrom community was proud to announce Maria Gorskikh (Questrom'23) has won the [Boston University Refugee Challenge](#) with her brainchild [DREAM Venture Labs](#), which is a non-profit organization dedicated to empowering refugees and immigrants in starting and growing their own businesses. The unique approach involves pairing Immigrant Entrepreneurs with student volunteers who speak their native language, effectively breaking down language barriers. In 2019, our MBA team [won first place](#) at the Aspen Institute Business & Society International Case Competition.

Aligned with Boston University Questrom School of Business' mission to offer exceptional learning opportunities rooted in a strong emphasis on creating value for the world, in Fall 2022 we launched a new sustainability-themed case competition with one of the largest cash prizes – \$50,000 USD – among events of this type around the world.

The [Questrom \\$50K Sustainability Case Competition](#) asked interdisciplinary/cross-program student teams to grapple with and develop solutions for real-life sustainability challenges. The overarching theme of the case competition is on Sustainability, with the following objectives:

- a) Seek to solve a current real-world problem
- b) Develop solutions that will be commercially and practically viable to build and implement, and ultimately generate a profit and/or support further sustainability initiatives (i.e., analyze and recommend direction amongst multiple strategic choices a company is considering in real-time).

Boston University Initiatives

Questrom Students also have the ability to engage in a number of university wide initiatives further support the PRME principles.

Boston University Community Service Center

The [Community Service Center \(CSC\)](#), originally called “The League” was founded by a group of Boston University students in 1986. These students wanted to address the critical issues facing Boston and started several volunteer programs under the leadership of Marsh Chapel. By 1989, The League had 17 different programs including FYSOP, The Youth Tutoring Program (now known as Afterschool), Alternative Spring Breaks, and Student Food Rescue. Over the years, interest in volunteering continued to grow with programs like Alternative Winter Break and the AIDS Support and Advocacy Program (now a part of Empowerment League). The League was renamed The Community Service Center in 1991 and moved to its current location on the 4th floor of the George Sherman Union in 1998. Some of the programs that are part of the Center are listed below:

First-Year Student Outreach Project

[FYSOP](#) is a week-long service program for first-year students at Boston University. Students will engage in education, service, and reflection on social justice issues as they acclimate themselves to their new home in the city of Boston.

Alternative Service Breaks

[ASB](#) is a weeklong service opportunity that strives to bridge different communities and individuals together. By reconnecting with our community partners, ASB seeks to foster genuine connections between individuals and the community, emphasizing the importance of inclusivity, diversity, intentional service and a deeper understanding of social justice.

Days Of Service

Through opportunities based in intentional, active citizenship, education, and reflection, participants can [engage in service](#) with a local community partner while learning about Boston, its social justice issues, and how to best serve in their communities.

Student Food Rescue

[Student Food Rescue](#) gives BU Students the opportunity to learn, engage, and act towards achieving a more food just society. Volunteers go on weekly food routes where they transport donated food from grocery stores, bakeries, and farmers markets, and deliver them to our roster of community partners that include food pantries, homeless shelters, and low-income housing units.

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 Impact

PRINCIPLE 3: METHOD

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

Undergraduate Program

The [undergraduate program](#) curriculum includes a critical focus on ethics, driven by our required gateway

business ethics course (SM131: Business, Ethics and the Creation of Value description below), which was approved for permanent inclusion in the undergraduate curriculum in 2015-16. This course is required of all new students and serves as a required gateway for entry to Questrom School of Business. The course is unlike other freshman business courses as it provides students a significant focus on ethical issues, foundations, and frameworks, while at the same time introducing them to different business functions and the ethical issues prevalent in those functional areas. There are a number of other undergraduate elective courses that rely heavily on ethical frameworks, such as LA346: Business, Justice and Responsibility.

SM131: Business, Ethics and the Creation of Value

This course explores local and global ethical problems that managers face in markets for goods, services, labor, or capital. Through identification and discussion of the basic business disciplines, students uncover the interdependencies in the creation, delivery and capture of value. Students explore the complex analyses necessary to make ethical decisions vis-a-vis a multiplicity of stakeholders and in service of diverse personal and institutional goals. Stresses written and oral communication skills and logical reasoning as an ingredient for sound analysis and rational business planning.

The Boston University HUB

All undergraduate students at Boston University are now required to complete the [BU Hub](#), which is a set of general education requirements which expose students to a set of 6 essential capacities. One of the six essential capacities students must complete is "[Diversity, Civic Engagement, and Global Citizenship](#)".

In our globally connected world made up of complex, diverse communities, BU graduates will need to find their places in a community, to work and live with people whose experiences and perspectives differ from their own, and to think through the ethical challenges they will face over a lifetime.

BU's founders envisioned an institution that fostered opportunity for people of every race, class, religion, and gender. From early on, BU has recruited students from around the globe and sent its alumni to every corner of the earth. Building on these commitments to inclusion, the Hub prepares students to engage with peoples and cultures abroad and within one's local community, and with struggles for social justice. These learning outcomes take advantage of BU's broad range of language programs and study abroad options, and abundant coursework in literature and the arts, cultures, societies, public issues, and development challenges of societies worldwide. They foster engagement with the city of Boston as well as our own diverse campus, which both offer many opportunities to learn from our neighbors and to appreciate and value complex social environments.

To complete this capacity, students must fulfill requirements in the following areas:

- The Individual in Community
- Global Citizenship and Intercultural Literacy
- Ethical Reasoning

In addition, BU Hub Pathways are an optional way for undergraduates to fulfill some or many of their general education requirements by taking Hub courses from across the University with a focus on an interdisciplinary topic of global significance that may be of particular interest to students. Hub Pathways are intended to provide thematic coherence for students who would like to engage more deeply and widely

with these critical, interdisciplinary issues while fulfilling their general education requirements and building upon knowledge from other courses. There are currently two Hub Pathways: [Social & Racial Justice](#), and [Environment & Society](#).

MBA Programs

The [full-time MBA](#) program is a two-year interactive learning experience addressing the dynamics of global business. We teach students to think of creating value for their organizations, their communities, and the world by exploring the ethical, global and social responsibility considerations of managerial decisions. Students have the opportunity to learn about the forces transforming every area of the world economy, including health & life sciences, digital technology, and social enterprise & sustainability. All full-time first-year MBA students complete a comprehensive, cross-functional project in their first semester with a focus on traditional business areas such as marketing, finance and accounting. Moreover, students have to take into account the impact of their recommendations in regards to sustainability issues. The first required course for the program, Ethics, kicks off during the orientation activities to create a foundation for students as they enter the program.

Social Impact MBA Program

The [Social Impact MBA Program](#), founded in the 1970s, is one of the leading Social Impact MBAs in the country and is designed to provide MBA students with the tools to address society's most challenging humanitarian and social problems impacting the global economy. As reflected in the program's name, the focus of the program has shifted to the broader intersection between business and social concerns, as opposed to the public and not for profit sectors exclusively.

Humphrey Fellowship

Yoo Jin Chung, Lecturer in Organizational Behavior at the Questrom School of Business serves as the academic lead of the [Humphrey Fellows Program at Boston University](#). The goals of the Program are threefold:

- To support distinguished, mid-career professionals from designated countries in Africa, Asia, Central and South America, and Central and Eastern Europe to form bonds with one another as they develop their professional expertise in the United States.
- To support U.S. citizens in higher education, business, and government to learn from, and establish lasting ties with, emerging leaders in other countries.
- To promote understanding of U.S. cultural, economic, legal, and political systems throughout the world.

Under the guidance of program coordinators and faculty advisors, Fellows pursue individualized programs of graduate-level coursework, independent research, special seminars and colloquia, and six-week, professional internships related to their respective fields of specialization in government agencies, academic institutions, private organizations, and corporations.

Sustainability @ BU

[Boston University approaches sustainability](#) through the interconnection and interdependence of environmental, social, and economic factors, which are vital to achieve the long-term health and resilience of individuals, communities, the natural environment, and economies.

Vision

We envision a sustainable and equitable future where environmental, social, and economic conditions foster health and well-being for all people and the natural world, where all living beings have the resources they need to thrive. Boston University will reflect these conditions by serving as a model, locally and globally, through its leadership in climate action and knowledge sharing.

Mission

We support the transformation of Boston University's planning, operations, and culture toward a sustainable and equitable future. We are guided by the University's mission, Strategic Plan, and Climate Action Plan.

Racial Equity and Social Justice Statement

Racial, social, and environmental injustice anywhere is unacceptable. We acknowledge that low-income, Indigenous, and communities of color are disproportionately impacted by pollution and climate change. We are therefore committed to continuously listening, learning, and challenging the status quo to help bring about equitable change. Only by achieving socioeconomic and racial justice, will we achieve climate justice.

The Way We Work

- Inform members of the University community about sustainability challenges and inspire participation in solutions.
- Collaborate and share knowledge to advance initiatives at the local, regional, and global levels.
- Ground all of our efforts in considerations of racial equity, and social and environmental justice.

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.

Questrom faculty are involved in extensive and sophisticated academic scholarship in a variety of subjects related to ethics in the global economy. Faculty have published articles and books on topics such as cause marketing, corporate social responsibility, charity advertising, social purpose businesses, ethics and corporate strategy, green building, educational leadership, health care, the role of nongovernmental organizations, and bottom of the pyramid issues.

Susilo Institute for Ethics in the Global Economy

Every organization impacts society, intentionally or not. As a consequence, it is the ethics, norms, and values of these organizations, and not only policies, regulations, and laws that shape the fabric of the global

economy and of our society.

The [Susilo Institute](#) examines global ethical challenges from investor, corporate, and individual perspectives, and draws upon our core faculty's expertise to examine viable solutions to these challenges.

The Susilo Institute pursues two primary goals:

1. To raise organizations' awareness of the benefits of embracing ethical values and enhancing social good, and;
2. To develop a toolkit consisting of frameworks, metrics, courses, case studies, etc. to measure and advance social impact (e.g., equality, humanity, sustainability).

The Susilo Institute achieves these goals through a combination of approaches ranging from behavioral insights to data analytics to qualitative research, with a commitment to producing scalable results. The Susilo Institute pursues this vision in the context of cross-cultural relationships, having focused on understanding, appreciating, and learning from a global perspective since our inception. Below is a sample of recent publications by Susilo affiliated faculty:

Robitaille, Nicole, Julian House, and Nina Mazar (in press): Effectiveness of Planning Prompts on Organizations' Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment, *Management Science*.

Mobasser, S., Srivastava, S. B., & Kray, L. (2019). A Brief Social-Belonging Intervention in the Workplace: Evidence from a Field Experiment. *Academy of Management Discoveries*, forthcoming.

Coffman, Katherine B., Lucas C. Coffman, and Keith M. Marzilli Ericson (2017), The size of the LGBT population and the magnitude of antigay sentiment are substantially underestimated. *Management Science* 63.10: 3168-3186.

Mobasser, S. (2019). Race, place, and crime: how violent crime events affect employment discrimination. *American journal of sociology*, 125(1), 63-104.

Chan, Curtis K., and Michel Anteby (2016) Task Segregation as a Mechanism for Within-job Inequality: Women and Men of the Transportation Security Administration. *Administrative Science Quarterly* 61 (2): 184-216.

Wilton, L. S., Apfelbaum, E. P., & Good, J. J. (in press). Valuing differences and reinforcing them: Multiculturalism increases race essentialism. *Social Psychological and Personality Science*.

King, A. , K. Pucker, A.Schendler (2020). There Are No Easy Answers for Our Biggest Global Problems, *Harvard Business Review*.

Johnson, G., Shriver, S., Du, S. (2020). Consumer Privacy Choice in Online Advertising: Who Opt's Out and at What Cost to Industry?, *Marketing Science*.

Longoni, C., Bonezzi, A., Morewedge, C. (2020). "Resistance to Medical Artificial Intelligence", *Journal of Consumer Research*.

Boulongne R., Durand R., Flammer C. (2020). [Impact Investing and the Fostering of Entrepreneurship in Disadvantaged Urban Areas: Evidence from Microdata in French Banlieues, SSRN Working Paper.](#)

Grewal, J., Riedl, E. J., & Serafeim, G. (2019). Market reaction to mandatory nonfinancial disclosure. *Management Science*, 65(7), 3061-3084.

Gauri, Varun, Julian Jamison, Nina Mazar, and Owen Ozier [\(in press\): Motivating Bureaucrats through Social Recognition: External Validity – a Tale of Two States](#), *Organizational Behavior and Human Decision Processes*.

DeCelles, K. A., & Anteby, M. (2020). Compassion in the Clink: When and How Human Services Workers Overcome Barriers to Care. *Organization Science*.

Thomas, H., & Hedrick-Wong, Y. (2019). *Inclusive Growth: The Global Challenges of Social Inequality and Financial Inclusion*. Emerald Group Publishing.

Boston University Institute for Global Sustainability

The [Boston University Institute for Global Sustainability \(IGS\)](#) pioneers research to advance a sustainable and equitable future. Our focus on planetary and environmental health, climate governance, and energy systems is grounded in equity and justice, robust data analysis, and real-world impact. Nothing is more urgent than the sustainability challenges that confront the world today. And no academic center is more committed to facing those challenges—and finding solutions—than the Boston University Institute for Global Sustainability (IGS).

IGS aligns with BU's strategic priority of addressing society's biggest challenges through cross-disciplinary research with real-world impact, bringing together more than 100 world-class faculty members in nearly all of the University's schools and colleges. IGS has its roots in BU's Institute for Sustainable Energy (ISE), founded in 2016. Now, led by the internationally recognized social scientist Benjamin Sovacool, PhD, IGS has expanded its mission beyond energy and environmental research to embrace sustainability as a whole.

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, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students. The Questrom School of Business and Boston University as a whole facilitates and supports partnership, dialogue and debate on critical issues related to global social responsibility and sustainability. Highlights of advancements include:

Dean's Global Advisory Board

Now in its second century, Questrom has always been on the cutting-edge of business, and remains committed to successfully preparing the next generation of leaders. The [Dean's Global Advisory Board](#) (DGAB) is critical to this effort. DAB members assist and advise Questrom's senior leadership on matters of strategic importance. The DAB is comprised of distinguished alumni who have demonstrated leadership in their chosen field, have a commitment to the School, and have a strong interest in education. These individuals possess knowledge and wisdom, resources, and contacts that will help Questrom meet its objectives and achieve its vision to create value for the world. We are extremely fortunate to be able to engage their wisdom, experience, and support.

Susilo Institute Symposium & Ongoing Speaker Dialogues

The Susilo Institute hosts an Annual Symposium that examines business ethics issues from a variety of stakeholder perspectives. This flagship event draws academics and practitioners from throughout the world who seek to explore and exchange ideas surrounding the role of ethics in a changing global economy.

In 2022 the [Institute hosted the 2022 Partners in Business Ethics Symposium](#). Partners in Business Ethics brings together business school deans, thought leaders in business ethics, and corporate leaders, to foster dialogue and share a commitment to promoting integrity and ethical behavior. First held at Penn State in 2010, and building from a terrific symposium last year at BYU, this annual event promotes cooperation between academia and industry to ensure alignment between business education and the needs of today's businesses. The theme of this year's event at Questrom was "Trust".

Keynote speakers included:

- Judy Samuelson, Executive Director of the Business and Society Program, Aspen Institute.
- David Bersoff, SVP & Head of Global Thought Leadership Research at Edelman Data & Intelligence
- John Gerzema, CEO of the Harris Poll

- Eric Rosengren, Former President and CEO, Federal Reserve Bank of Boston
- Bill Irving, Chief Investment Officer at Fidelity Investments
- Marshall Van Alstyne, Questrom Professor in Management
- Shalene Gupta, Thinkers 50, Writer & Journalist, thought leader on trust, and the co-author of “The Power of Trust: How Companies Build It, Lose It, Regain It.”

In addition, the Institute offers ongoing webinars free and open to the public on a number of important topics. Recent webinars in 2023 have included:

Whistleblowers: Capitalism’s Protectors

- Stephen Kohn, Founding Partner, Kohn, Kohn and Colapinto
- Erica Blachman Hitchings, Adjunct Professor, Boston University School of Law
- Tyler Shultz, Theranos Whistleblower and Startup Founder

ChatGPT in Business: Ethics, Anyone?

- Yoav Schlesinger, Ethical AI Practice, Salesforce
- Tae Wan Kim, Associate Professor of Business Ethics, Carnegie Mellon University, Tepper School of Business

Patagonia’s Philosophy – An Inside Look

- Vincent Stanley, Director of Philosophy, Patagonia

Money: It’s Created. It’s Destroyed. But What Is It?

- Jacob Goldstein, co-host of NPR’s Planet Money
- Mark Williams, Lecturer, Finance, Boston University Questrom School of Business

Social Does Not Mean Soft! Measuring S in ESG

- EquityQuotient Founders Christina Van Houten and Perfecto Sanchez

Digital Business Institute

The newly created [Digital Business Institute](#) (DBI) nurtures a vibrant community of students, faculty, and researchers alike with interests in digital business, focusing on the practical application of research to the real-world challenges in our ever-changing business world. The Institute serves as an incubator, accelerator, and orchestrator for research and student experiential learning initiatives across Questrom, in partnership with the business community. Key questions and areas of focus include: What changes do businesses need to make in order to take advantage of digital transformation opportunities? And how can they best achieve those changes? How will digital technology continue to change the way consumers and citizens communicate and engage with brands, companies, institutions, and governments? And what will be the

impact on our economy and society? Many of the institutes recent events have been focused on exploring social impact of digital business, such as the recent [Digital Marketing Symposium](#) focused on Privacy and Marketing for Responsible Growth.

Insights @ Questrom

This past year Questrom was pleased to introduce [Insights@Questrom](#), a public hub where faculty research and ongoing events are highlighted. This hub helps to show the impact of our faculty insights, and events are generally free and open. Many of the publications and [events](#) focus on ethics, sustainability, and social impact, and often feature voices from industry as well.

Commitment to PRME and Future Directions

In pursuit of its mission and in alignment with our strategic plan, Boston University Questrom School of Business will continue to support responsible management education. Over the last three years we have established our strategic plan, driven significant engagement on suitability and related topics through our institutes and programs, and supported our University in its pursuit of [ambitious sustainability goals](#). Our strategic plan signals the school's seriousness in redefining business programs, strengthening our partnerships with the business community, and advancing the impact of its research on business – and through all of this, we embed a commitment to responsible management education. We look forward to continuing our progress in the years ahead.