

SUNY ONEONTA

PRME/SIP Department of Business Report



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Oneonta, NY

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EXECUTIVE SUMMARY

Our Continuing Commitment to PRME

Over the last few years, the Department of Business has deepened its commitment to PRME. We remain not only proud of our signatory status, but more determined than ever that the principles are right for our students, our institution, and our nation. When we completed our accreditation report to AACSB, we paused to reflect where we wanted to put our efforts, even at a time when resources may be strained, our students stressed by their pandemic experiences, and the faculty weary from crisis management.

PRME provides exactly what we need to build our values systematically into the curriculum, our scholarship, and our co-curricular life. As a result, we have continued to have conversations around PRME at our meetings, retreats, and professional development activities. Our parallel commitments to the United Nations Sustainable Development Goals (SDGs) further clarified how we could effectively surface the values represented by PRME.

Because of the frameworks outlined by PRME, we enacted initiatives that were only in the planning stages when we made our initial report in 2021. We now require Corporate Social Responsibility (MGMT 3354) of all Business and Professional Accounting students along with many examples of how PRME shapes our curricular offerings in significant ways. We are now looking at baseline data from our assessments to establish the effectiveness of MGMT 3354. After two years, we have evidence of the growing faculty commitment to the SDGs in their scholarship and service detailed in the report below.

We also hired for and enacted our concentration in Green Supply Chain and new curriculum development always includes discussions of the role of PRME. We are busy breaking out our Finance and Marketing concentrations to become new majors and are converting our 150 credit undergraduate Professional Accounting program to a 5 year pathway through our first MBA.

A visible symbol of our values and dedication to PRME and the SDGs, our newly remodeled building opened fall 2023. We are extraordinarily proud of spaces the offer so many more opportunities for community building among the students and faculty in addition to the collaborations they can now more easily facilitate. We expect the building to qualify for LEED Gold certification, making a physical

embodiment of who we are as a department. We believe PRME to be critical to that identity and expect to continue as signatories for the foreseeable future.

The following report details our current efforts to fulfill PRME goals as well as our plans for the future, through numerous campus activities and the work of faculty, staff, and students.

A handwritten signature in black ink, appearing to read "Alberto J.F. Cardelle". The signature is fluid and cursive, with the first name "Alberto" and last name "Cardelle" being more prominent than the middle initial "J.F.".

Dr. Alberto J.F. Cardelle, President



The State University of New York Oneonta
proudly embraces the *Principles of Responsible Management Education* and
the *United Nations Sustainable Development Goals* as representative of our fundamental values:
inclusivity, sustainability, and service.

CAMPUS OVERVIEW

The State University of New York-College, Oneonta, founded in 1889, is one of thirteen comprehensive colleges in the SUNY system. The campus is predominantly an undergraduate and residential institution with an enrollment of 5,400 students. SUNY Oneonta offers a blend of liberal arts majors and select professional programs. Among other accolades, the University received a 4.5 star rating from Money Magazine's Best Colleges 2023 and is No. 13 on U.S. News and World Report's 2024 list of the "Top Public Schools" in the region.

Known as an exemplary residential campus that values inclusion, service and sustainability, the University is a nurturing community where students grow intellectually, thrive socially, and live purposefully. Employees give SUNY Oneonta high marks for work/life balance and culture. The University's indeed.com and glassdoor.com ratings are 4.4 and 3.9, respectively.

Beyond campus, Oneonta is known for its safe, friendly, small-town atmosphere, beautiful setting, and its genuine sense of community. In 2023, the city of Oneonta was rated as one of the top 10 small "arts vibrant" cities in the United States by SMU DataArts and Niche.com asserts that it is "one of the best places to live in New York."

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.



The Department of Business (the Department) has been AACSB-accredited since 2011. In 2019, the Department became a signatory to the United Nations (UN) Principles for Responsible Management Education (PRME), indicating our long-term commitment to PRME. We formed a PRME Task Force under the Department's Strategic Planning Committee, responsible for developing and implementing PRME initiatives in various areas. The task force is composed of faculty representing different teaching disciplines to promote diversity in PRME decisions. The Task Force allows us to pursue a systematic approach in teaching, research, and service activities related to PRME.

We included PRME in our new Strategic Plan to align with our mission and strategic goals. As our mission statement asserts, we "provide our students with skills and dispositions needed to acquire business knowledge, value diversity in people and ideas, connect with the local community, and prepare to make a societal impact." PRME is one of the five strategic initiatives in the plan. We strive to increase community engagement and societal impact.

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.

Promotion of Global Social Responsibility Values



The Department actively promotes PRME values throughout our academic activities, co-curricular opportunities, and curricula. The curriculum engages students in activities that emphasize ethics, responsible management, and sustainability. Our values encourage business knowledge for informed citizens, consumers, business professionals, and educators. Faculty focus on scholarship that emphasizes professional development, service, ethical decisions, multicultural understanding, and responsible management education.

Promotion of Diversity, Equity, Inclusion, and Social Justice

The Department values and promotes Diversity, Equity, Inclusion, and Social Justice (DEISJ). We support faculty diversity, continue to highlight DEISJ in classrooms and co-curricular activities, and work to increase business community support for DEISJ initiatives. Recently (November 2023), SUNY, the SUNY University Faculty Senate, and the SUNY Faculty Council of Community Colleges hosted an academic conference at Farmingdale State College focused on DEISJ in the Curriculum. The conference brought new and aspiring DEISJ instructors and scholars together with seasoned DEISJ instructors and scholars to share their expertise and experience in teaching and learning, research, curriculum development, and assessment of DEISJ content. Dr. Liyao Pan recently participated in the conference and will share what he learned with the department in December.

DEISJ is embraced by the entire campus, and Oneonta received the 2023 Higher Education Excellence in Diversity (HEED) Award from *INSIGHT Into Diversity* magazine, the oldest and largest diversity-focused publication in higher education. We were pleased to be recognized with a national honor highlighting U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion.

Promotion of Business Knowledge for All Stakeholders

International initiatives like the UN Global Compact and Sustainable Development Goals (SDGs) aid the department in embedding related goals and frameworks into our business programs. Integrated across the curriculum, the SDGs help us find ways to systematically encourage discussions on corporate governance, corporate social responsibility, and sustainability; several business courses are recognized with the SUNY Oneonta Sustainability-related designation. Students explore and analyze how organizations commit to various stakeholders, including employers, suppliers, communities, and shareholders. Students also explore the integration of environmental and social issues into business

strategies and evaluate methods for balancing profitability and sustainability. Our teaching methods and techniques include case analysis, presentations, simulations, and serious games to apply theoretical knowledge to real-world scenarios.

Support for Scholarship and Professional Development



The Department of Business supports empirical and conceptual research related to PRME and SDGs. Business faculty are encouraged to incorporate their findings into classroom instruction and discussions. The campus provides resources for faculty to attend conferences and explore various professional development opportunities, creating venues and platforms to share their results. Business faculty frequently seek funding for PRME-related projects.

Our annual campus event, "Life of the Mind," showcases faculty contributions to teaching, scholarship, creative activity, service, and integrated work that aligns with our mission. Business faculty support applied active learning, and provide grants for student-led projects with faculty sponsorship. An annual Student Research and Creative Activity Day highlights collaborative efforts, often featuring faculty work on PRME or SDG projects.

Engagement in Service Activities



Business faculty serve as advisors for various student clubs and organizations. Together with discipline-specific clubs, chapters of honor society - Beta Gamma Sigma, the American Marketing Association, and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.

Notably, our accounting program partners with the IRS' Volunteer Income Tax Assistance (VITA) program to offer free tax preparation for qualified individuals. Since the number of people in Otsego County living below the poverty level is higher than the national average, the service provided by the students is substantial. Business faculty are also encouraged to volunteer their expertise in the local communities. We are actively exploring opportunities to better support local businesses in the area by connecting them with interns and other initiatives through interaction and discussions with the local Chamber of Commerce. The campus has also strengthened collaboration with our geographic region

through a new body called the Oneonta Regional Innovation Council, hosted by our campus. Business faculty have been participating in workgroups to support community initiatives around entrepreneurship, small manufacturing, and various high tech business development opportunities in upstate New York.

Ethical Decision-Making and Multicultural Understanding

The UN Global Compact asks companies to first do business responsibly and then pursue opportunities to solve societal challenges through business innovation and collaboration. Ethical decision-making and multicultural understanding are embedded in the curriculum across the business disciplines. Students are encouraged to propose solutions to ethical dilemmas frequently encountered in organizational management. Case studies and student presentations on topics like globalization, business ethics, cross-cultural marketing, and ethical use of information technologies provide platforms to explore these principles. We regularly assess ethical decision-making skills.

Commitment to Responsible Management Education and Sustainability

SUNY Oneonta's mission, "We nurture a community where students grow intellectually, thrive socially, and live purposefully," is reinforced by three core values: inclusivity, service, and sustainability. Our ongoing commitment to the Principles of Responsible Management (PRME) and the Sustainable Development Goals (SDGs) closely aligns with our campus mission and values.

Members of the Department of Business actively participate in the university-wide SDG Spotlight Series, integrating the SDGs into teaching, service, and scholarly activities. Some serve on the President's Advisory Council on Sustainability and teach courses with a sustainability focus. We also actively promote both PRME and the SDGs. Our investment in sustainability and PRME will benefit and be sustained for many years to come.

PRINCIPLE 3: METHOD

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



The Department delivers responsible management and sustainability education increasingly organized around the frameworks provided by PRME and the SDGs throughout our programs. These frameworks are often discussed at business faculty meetings. Our new Business Administration (BSAD) degree program was implemented in the Fall of 2022 and the Corporate Social Responsibility course, which was previously required only for students in the Professional Accounting major, is now required for all business students. The Corporate Social Responsibility course

addresses all SDGs with significant coverage of environmental sustainability, corporate governance, professional responsibilities, and economic/financial sustainability. This course will be discussed in more detail later.

Business faculty increasingly and intentionally incorporate the principles and goals of PRME into classroom learning. Lectures and discussion topics in Management classes that relate to PRME include reduced power consumption and green system design, privacy in the workplace, information security, fairness, gender issues, diversity (including Hofstede's cultural dimensions) in the workplace, understanding globalization, well-being that results from identity with a group, maintaining work-life balance, and ethical challenges.

Other business classes require that students discuss fairness issues as they pertain to corporate databases, for example, the right to know and the ability to decide about the use of personal data. When studying database storage, we cover knowledge and control; when looking at database usage, we discuss notice and consent. Through course-based projects, students practice decision-making supported by information systems while considering the wide-ranging ethical implications of decisions. In all management courses, we emphasize that organizations do not operate in an isolated environment but in an open system in which corporate behaviors not only matter to the firm's profits but also to global natural environments. We advocate that organizations should take environmental impacts into account when developing corporate strategies so that the lives of future generations will not be threatened.

The Corporate Social Responsibility course offers a managerial perspective on the social impacts of corporate decision-making. The course begins with an introduction to moral theory, moral development, and the cultivation of ethical organizational climates. Then the course delves into the application of free-market principles, enlightened self-interest, and stakeholder approaches through the analysis of historical cases. Throughout the course, students engage in the evaluation of contemporary cases, preparing and presenting reports along with their recommendations. Additionally, professional accounting ethics guidelines and standards are examined and discussed. The importance of leadership in corporate social responsibility is emphasized throughout the course. To further enhance understanding, video materials that illustrate various concepts related to corporate social responsibility are incorporated. Our course places a strong emphasis on sustainability, underlining its importance in modern business practices.



Accounting faculty incorporate coverage of the PRME principles and goals into many courses as well. In addition to the Corporate Social Responsibility course, PRME plays a role in the Governmental & Nonprofit Accounting course; students analyze governmental performance with a focus on proper stewardship of resources and assessing governmental financial stability and program effectiveness. In the Federal Taxation courses, faculty use PRME frameworks to engage students in understanding taxpayer compliance, the ethical responsibilities of paid tax preparers, and how the system of taxation

supports economic and societal goals. Accounting faculty teach students how accountants should help protect the public interest by recording the activities of business organizations fairly and accurately;

students learn to present information under prescribed rules and regulations of various government agencies and other governing bodies.

The Volunteer Income Tax Assistance (VITA) program is now part of a three-credit course. In this program, students complete over 50 hours of structured training and then begin to prepare income taxes for those taxpayers who qualify for the VITA program - mainly the elderly and/or impoverished.

The Introduction to Business course includes a focus on a textbook chapter and more than one class session on ethics and social responsibility in business. Section titles within the chapter include Encouraging Ethical Behavior, The Evolution of Social Responsibility in Business, Public Responsibilities in Business, and Implementing Programs of Social Responsibility.

The Case Studies in Business course incorporates discussions about SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), and 16 (Peace, Justice, and Strong Institutions). One of the Harvard Business School cases discussed in this class considers Apple and the monitoring of its suppliers for violations of internationally accepted labor standards. The Apple case emphasizes international business, labor laws, supply chain management, and business ethics. As part of the discussion, the instructor reviews personal research on the implementation of international labor standards using supply chains. Students also pursue a group project where they analyze a company from several perspectives including the organization's performance concerning corporate social responsibility and sustainability.

Two Business Law courses utilize SDGs, particularly related to Peace, Justice, and Strong Institutions. Both courses address specifically Gender Equality, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, and Peace, Justice, and Strong Institutions. The Legal Environment of Business and Commercial Law presume the Rule of Law, a foundational element of all SDGs. They focus on Peace, Justice, and Strong Institutions through instruction in ethics, contract law, intellectual property law, business organizations, antitrust and consumer protection, employment law, and environmental law.

Currently, the Department assesses students' ethical reasoning skills in the Fundamentals of Management course. Faculty selected topics (e.g., ethical principles including utilitarianism, human rights, justice, and caring) to be taught in this class. Individual students are assigned an ethical dilemma case (UNOCAL case) and assessed on five dimensions of ethical reasoning skills from the written report. The skills assessed are Ethical Self-Awareness, Understanding Different Ethical Perspectives/Concepts, Ethical Issue Recognition, Application of Ethical Perspectives/Concepts, and Evaluation of Different Ethical Perspectives/Concepts. These principles are further embedded in the courses for which Fundamentals of Management is a prerequisite, and faculty continue to emphasize ethics in all required upper-division courses by facilitating discussions on ethical issues. The most recent edition of the textbook addresses diversity, inclusion, and equality.

The Organizational Behavior course incorporates discussions of several aspects outlined in SDG 8, including policies for job creation and growing enterprises; full employment and decent work with equal pay, and diversifying, innovating, and upgrading for economic productivity. Faculty explore these topics, for example, in their review of corporate culture and change management. Areas from SDG 9 also considered include, developing sustainable, resilient, and inclusive infrastructures; promoting inclusive and sustainable industrialization; universal access to information and communication technologies. In addition, teaching faculty examine the implications of technological change (including artificial intelligence, and robotics) in the workplace. Students write a paper analyzing an organization in terms of

its organizational culture or its approach to change and incorporate several SDG topics into their discussions. In Organizational Behavior, students discuss in detail the ethical problems identified in the documentary “Enron: The Smartest Guys in the Room” and analyze the possibility of reoccurrence of such a massive scandal. SDG 16 topics discussed in this course include promoting and enforcing non-discriminatory laws and policies. Topics of diversity, equity, and inclusion are incorporated into discussions throughout the entire course.

In the Strategic Management course, the teaching faculty covers resource scarcity and the importance of sustainability. Students study several business cases and write a comprehensive paper. When discussing opportunities for improvement within organizations, students propose ways to pursue sustainability and work toward more socially responsible practices. Ethics, sustainability, and social responsibility are embedded in all aspects of the course. Management faculty also discuss how company commitment to a broad range of stakeholders, including customers, employees, suppliers, communities, and shareholders has become important in organizational culture. Increased awareness of social, governmental, and consumer attention on the broader impact of corporations makes companies realize that authentic sustainability efforts bolster a company’s long-term success. Students learn that companies benefit from sustainability in many ways including, facilitating top-line growth, reducing costs, minimizing regulatory and legal interventions, increasing employee productivity, and optimizing investment and capital expenditures. They learn how companies can create value in multiple ways by being sustainable. We also discuss different aspects of corporate governance issues, and students conduct a teamwork analysis for a case study that discusses the ethical aspects of corporate governance in a non-profit organization.

The Human Resource Management course focuses on topics that include equal employment opportunity, recruitment and selection, talent management, compensation, labor, and employee relations. It incorporates case studies and discussions utilizing SDG 8 (Decent Work and Economic Growth), including promoting policies for job creation and growing enterprises; full employment and decent work with equal pay; protecting labor rights and promoting safe work environments; diversifying, innovating, and upgrading for economic productivity. Promoting and enforcing non-discriminatory laws and policies (one of the targets for SDG 16) includes ending the marginalization of people with disabilities. Diversity, equity, and inclusion are key topics reviewed in this course.

The Management Information Systems course covers sustainability topics that include low power consumption principle (value) and correlated system design and scenarios; green computing, which is computing that supports and encourages a sustainable environment; and green retiring scenarios for hardware and equipment. Teaching faculty examine general security principles, information security, computer security, network security, physical security, BYOD (bring your device), and BYOD centers on the practice of allowing people to bring their smartphones, laptops, or other technology into a facility to perform work or school responsibilities. Variations that are addressed include BYOA (bring your application), BYOC (bring your cloud), BYOT (bring your technology), and CYOD (choose your device). The faculty explains that security and legal compliance concerns must be sufficiently addressed in clearly defined BYOD policies as well as privacy in the workplace and ethical challenges. Activities include class discussions, application development cases, and presentations.

In marketing classes such as Fundamentals of Marketing, faculty include group discussions about corporate social responsibility (CSR) in general but also CSR activities exemplified by Target and P&G. Concepts such as cause-related marketing (cause marketing) are explained using several examples, such as Toms’ shoes “Give back, one for one” slogan and “pink ribbon” products from American Cancer Society. The Sustainable Development Goals (SDGs) were introduced to students, and they were asked to relate

those goals to recent social issues such as the “Black Lives Matter” movement. In the Consumer Behavior course, students participate in conversations about the importance of a company’s environmental consciousness practice. Students learn that many companies have begun utilizing more recycled materials to make their products. For example, Adidas now pursues a more sustainable and eco-friendly approach in its sportswear design. They seek to avoid plastic bags, microbeads, and virgin plastic in their supply chain. Adidas also teamed up with a non-profit organization named Parley to design high-performance footwear made from ocean debris. Their new products were well received by the consumers as the company reported that over 1 million eco-friendly shoes were sold in 2017 and has continued to launch new products (e.g., football boots in 2023). In the Marketing Management course, topics about Corporate Social Responsibility, sustainability, cause-related marketing, social marketing, and global marketing are discussed throughout the semester. In the Advertising Management course, teaching faculty discuss cross-cultural as well as ethical challenges related to marketing and advertising.

Recently approved as SUNY Oneonta’s Sustainability-Related (SUSR) designation course, Production & Operations Management, aligns five business management chapters with the UN Sustainable Development Goals (SDGs) by emphasizing sustainable and responsible business practices, collaboration, innovation, and inclusive engagement. For example, the Strategy & Sustainability chapter promotes responsible leadership (SDG 17), the Forecasting chapter emphasizes sustainable production and consumption (SDG 12), the Inventory Management chapter helps businesses reduce waste and improve efficiency (SDG 12), the Quality Management chapter promotes health and well-being (SDG 3), and the Location, Logistics, and Distribution chapter helps businesses reduce their environmental impact (SDG 9). Operations management is concerned with converting materials and labor into goods and services as efficiently as possible.

The Supply Chain Strategy course focuses on supply chain management that involves the flow of information and products between and among supply chain stages to maximize profitability. Topics related to sustainability include closed-loop supply chain and reverse logistics. Reverse logistics stands for all operations related to the reuse of products and materials. It helps the business meet its sustainability goals and improves the company’s profitability. Closed-loop supply chains can help companies reduce waste and maximize resources. That is why a growing number of businesses are combining traditional supply chains (forward logistics) with reverse logistics to form a closed-loop supply chain.

SUNY Oneonta’s Sustainability-Related designation applies to three Economics courses often taken by our majors. In Principles of Microeconomics, which is required for Business Administration majors, students learn about pollution controls, including carbon taxes and tradable emissions permits. Environmental Economics and Natural Resource Economics also have the SUSF designation. All three courses include strong links to SDGs. Topics include the minimum wage, price ceilings, and international trade issues; pollution controls; efficiency wages (Good Health & Well-Being); Solow Growth Model and Human Capital; organizing economic mechanisms; maximizing social welfare; and employment income inequality.

New Green Supply Chain Management Concentration and Upcoming 4+1 Professional Accounting, Finance, and Marketing Major Programs

The Department is excited to announce a new green supply chain management concentration. The green supply chain management concentration will prepare students for careers in managing the complex and global supply chains of today’s businesses. Students will learn about the latest SAP ERP technologies and

how to use them to improve efficiency and transparency in supply chain management. They will also develop the skills needed to successfully manage projects of all sizes. This concentration is aligned with the following SDGs: SDG 8 Decent Work and Economic Growth; SDG 9 Industry, Innovation, and Infrastructure; SDG 12 Responsible Consumption and Production.

Since the Spring semester of 2022, the Department has been working on designing and implementing a new master's program in accounting to replace the existing 150-semester-hour undergraduate accounting program. As part of this work, we incorporate the recommendations of the CPA Evolution initiative which is transforming the CPA licensure model to address the changing skills and competencies needed by students entering the accounting profession. This initiative is a joint effort by the National Association of State Boards of Accountancy (NASBA) and the American Institute of Certified Public Accountants (AICPA).

The accounting faculty have completed a series of meetings with the Business Advisory Council and certain individual BAC members. In addition, the accounting faculty reviewed the existing curriculum to see how our program aligns with the new model curriculum developed by the AICPA and to identify topical areas where we need to adjust material covered in existing courses as well as add new courses. Finally, the accounting faculty identified problematic areas that need additional work such as improving communication skills (both written and oral) and developing a better understanding of ethical issues in accounting, as well as areas with increased importance such as data analytics and digital acumen. Many of these were recognized as problem areas for accounting students over the years; however, under this initiative data analytics and digital acumen are new areas of focus. As we develop the new curriculum, we will address these perceived weaknesses.

The accounting faculty have made great progress in incorporating PRME into the Accounting curriculum. For example, our new curriculum introduces Environmental Sustainability in the very first year of the program along with micro- and macroeconomics. In addition, various skills courses have been added to address the perceived weaknesses of students entering the accounting profession. We have added an advanced Excel course as well as a Library and Internet Research course. At the Junior and Senior level, in addition to the traditional accounting courses, students take Environmental Economics, Business Analytics, Corporate Social Responsibility, and Natural Resource Economics. These four courses directly support the PRME focus and provide a strong basis for students entering the new Master of Accounting program.

We believe it is essential to address the changing educational needs of accounting students. These efforts should help maintain the outstanding performance of our students on the CPA exam as well as better prepare them for entering the workforce. We attempt to have the new Master of Accounting program ready for the Curriculum Committee review in 2024 for implementation by 2025.

The Department is also working on developing new majors in finance and marketing (currently concentrations in our BSAD). These majors will provide students with the knowledge and skills they need to succeed in competitive fields where they often find employment, especially in New York City. We believe that the new programs will help us continue to provide our students with a high-quality education that prepares them for success in the global economy while sparking the enrollment growth we want to sustain a healthy department and campus.

Alumni Hall Renovation: A Model for Sustainable Campus Buildings



SUNY Oneonta's recent renovation of Alumni Hall is a model for sustainable campus buildings. The project incorporated energy-efficient technologies and practices to reduce carbon emissions by 130 tons annually, aligning with the UN Global Compact's commitment to environmental responsibility. Alumni Hall is the first building on campus to employ geothermal wells as its main source of heating and cooling, making it a leader in renewable energy use. Alumni Hall is the new home for the Department.

The renovation is also SUNY Oneonta's first major investment in reducing its carbon

footprint. It sets a new standard for sustainable building practices across the SUNY system and is expected to achieve LEED Gold certification.

Renewable energy purchasing offsets the electrical power required to operate the building. These efforts not only support responsible building practices but also promote a culture of global social responsibility within the university community.

PRINCIPLE 4: RESEARCH

We will engage in conceptual and empirical research that advances our understanding of the role, dynamics, and impact of corporations in the creation of sustainable social environmental, and economic value.



The Department of Business actively encourages faculty to research PRME and the SDGs. We conducted a retrospective review of research outputs and intellectual contributions within the past two years by the Department's Faculty Qualification Committee as well as individual faculty, and the results below are organized by disciplines and faculty (in alphabetical order).

Accounting

- Dr. Juan Wang published a journal article related to these areas. Her paper titled “*CEO Employment Contract Horizon and Financial Reporting Discretion*” focuses on the ethics of CEOs. Specifically, the paper examines the effect of employment contract horizon on managers’ discretion in financial reporting. Using a sample of initial employment contracts for the CEOs of S&P 500 firms, the authors found more (less) aggressive earnings overstatements during the earlier (later) stage of the first contract horizon. This strategic earnings management behavior helps managers to inflate the chance of their contract renewal. Evidence suggests that the CEO employment contract horizon has a significant impact on managerial discretion in financial reporting. In addition, this research finds that managers can manipulate earnings which will reduce a corporation’s sustainability in the long run.

Finance

- Dr. Kai Chen's journal paper, "*Stock Price Reactions to the Paris Climate Agreement*", uses an event study methodology to examine the reaction of U.S. stock prices to the signing of the Paris Climate Agreement. The paper finds that firms with higher Environmental, Social, and (Corporate) Governance (ESG) rankings relative to their industry peers experienced negative and significant cumulative abnormal returns in the five-day window around the date that the Agreement was opened for signing. However, the same firms experienced positive and significant abnormal returns in the year following the signing date. The paper interprets these findings to mean that investors believe firms with better ESG have already committed to environmental protection and therefore could incur more costs than their peers after the agreement is signed. Such reasoning suggests nearsightedness on the part of investors, as ESG is positively related to stock performance in the long run. This result is partly driven by the rapid growth in exchange-traded funds (ETFs) over the sample period.

Information Systems

- Dr. Alsius David has engaged in empirical research that advances our understanding of the role, dynamics, and impact of corporations in the creation of sustainable social environmental, and economic value via the article entitled "*The Formation of Initial Trust by Potential Passengers of Self-Driving Taxis*." This study looks at the influence of perceived societal benefits due to self-driving taxis on trusting beliefs towards riding in self-driving taxis. The findings provide insights to taxi service providers and ride-sharing companies, that are working on deploying self-driving taxis, on the value of ensuring that their self-driving taxis impact the society and environment positively, and the value of informing potential customers about these benefits.
- Dr. Izabella Lokshina completed several publications related to PRME and SDG topics.
 - "*Evolution of Public Health Data Regulatory Models from a Linked Democracy Perspective*" discusses strategies to regulate the collection and use of biomedical data and metadata to build sustainable public health data ecosystems; this can assist citizens in getting control of dataflows by defining identity in the public domain and shaping the capacity to use the web of data: get access to healthcare services and receive benefits and appropriate care. The authors investigate privacy, security, and data protection issues, applying existing ethical and legal frameworks for public health data and the theory of justice; they discuss the implementation of strategies to articulate the public domain and propose intermediate, anchoring institutions at the meso-level by building ontologies, selecting technical functionalities and algorithms, and embedding protections of the rule of law into specific public health data ecosystems.
 - "*Revisiting State-of-the-Art Applications of Blockchain Technology in Business Ecosystems: Analysis of Open Issues and Potential Solutions*" provided a comprehensive analysis of blockchain technology and its state-of-the-art applications. The authors defined types of blockchain-enabled applications across various domains and research areas. Despite blockchain-enabled applications being widely deployed, the authors identified open issues and proposed potential solutions that are of high relevance and value for both academics and practitioners. As outstanding issues of the blockchain technology identified in this paper become addressed and as blockchain develops into more efficient, scalable, durable, and mature, its state-of-the-art applications will break into many more domains.
 - "*On Building Users' Initial Trust in Autonomous Vehicles*" examines the factors that influence users' initial trust in autonomous vehicles. Findings indicate that faith in intelligent machines, calculative cost/benefit perception, perceived societal benefits, organizational situation

- normality, and technology structural assurance are potential indicators of users' trusting beliefs in this context. The paper contributes to the theory and practice by extending the initial trust model and examining trusting factors in the context of an emerging technology that requires understanding users' mentality before launching autonomous vehicles on a wide scale.
- *"Evaluation of Strategic Opportunities and Resulting Business Models for SMEs: Employing IoT in Their Data-Driven Ecosystems"* focuses on ubiquitous sensing devices, enabled by Wireless Sensor Network (WSN) technologies, that cut across every area of modern-day living, affecting individuals and businesses, and offering ability to measure and understand environmental indicators. The proliferation of these devices in a communicating-actuating network creates the Internet of Things (IoT). This chapter contributes to the literature by considering innovative knowledge-based management practices, strategic opportunities, and resulting business models for third-party data analysis services.
 - *"Study on Wide-Ranging Ethical Implications of Big Data Technology in a Digital Society: How Likely are Data Accidents During COVID-19?"* investigates the wide-ranging ethical implications of Big Data technology in a digital society. They inform that strategies behind Big Data technology require organizational systems, or business ecosystems, that also leave them vulnerable to accidents associated with their commercial value known as data accidents. These data accidents have distinct features and raise important concerns, including data privacy during COVID-19. The authors suggest successful risk mitigation strategies.

Management

- Dr. Liyao Pan conducted three research projects related to SDG 3.
 - His paper titled *"The Empirical Redundancy of Job Satisfaction and Organizational Commitment in the Context of China"* utilizes the CFA-based approach recommended by Le et al. (2009), which takes into consideration the influence of all significant sources of measurement biases in self-report assessments of organizational constructs. Job satisfaction and organizational commitment, two well-established constructs in organizational research, play important roles in their nomological networks in reflecting employees' perceptions of their jobs and more importantly in impacting their well-being. The remarkably strong correlation observed among the constructs that underlie measurements of both job satisfaction and organizational commitment in previous studies may imply that, in practical research terms, it is practically impossible to empirically distinguish between these constructs based on real data. Therefore, it would raise doubts about the differentiation between job satisfaction and organizational commitment, and consequently, their unique contributions to organizational research, even though they are conceptually separate. His research also investigates whether Chinese employees encounter challenges in distinguishing between job satisfaction and organizational commitment with the current measures and how this might impact managers' ability to address employee burnout.
 - The second article, *"Examining the Empirical Redundancy of Leadership Constructs"* aims to determine if ethical, authentic, and servant leadership are empirically redundant by utilizing a recent methodological development that provided a new approach to unbiasedly estimate construct-level relationships, thereby opening opportunities to examine the potential problem of empirical redundancy of the three leadership constructs. If our hypothesis is supported that the three values-based leadership constructs are empirically redundant, leadership scholars can benefit from the results of this research by focusing on refining the current values-based leadership measures.

- His third article, *“Job Autonomy and Role Ambiguity: The Mediating Role of Job Crafting and Situational Factors”* aims to examine the job autonomy-role ambiguity relationship transmitted through job crafting, and external constraints that influence such relationship. Using meta-analytic structural equation modeling, the results supported the hypothesized direct and indirect relationships between job autonomy and role ambiguity. Moreover, the results supported the hypothesized moderation effect of uncertainty avoidance cultures on the relationship between job autonomy and job crafting.

Marketing

- Dr. Jie Feng completed two publications related to PRME and SDG topics.
 - A journal article, titled *“Online Opinions for Automobiles: A Dynamic Perspective.”* This research makes a valuable contribution to the expanding body of literature on online word-of-mouth (WOM). This contribution is twofold: firstly, our study represents the first endeavor to investigate the combined impacts of two product attributes, namely design/performance and quality/reliability, on online opinions within a dynamic context. Secondly, we enhance the modeling of online opinions by incorporating various social influences. It has been observed that the influence of automotive design/performance and quality/reliability varies based on the timing of internet opinions. The role of design and performance is significant in shaping initial online opinions, which are formed shortly after purchase. However, the influence of design and performance diminishes over time. In contrast, the impact of quality and reliability on online opinions increases as time progresses, eventually becoming the primary factor in shaping delayed online opinions, which occur long after the purchase has been made. Concerning social factors, it is observed that the previously expressed opinions have an impact on consumer ratings. In particular, each reviewer typically conforms to the prevailing consensus among the community.
 - In a recent conference proceeding entitled *“Number of Transactions in the First Hour: An Early Indicator of Daily Sales Performance for Independent Retailers,”* a statistical model of daily sales is built using hourly sales data collected from a locally owned nursery garden store. The Poisson regression model is employed to analyze the daily sales transaction, as it is a discrete count variable. The initial findings indicate that the number of transactions conducted within the initial hour of business operations can serve as an early indicator of the whole daily sales performance. His study aligns with the Principles for Responsible Management Education (PRME) since it contributes to the empirical knowledge of the influence of firms on the generation of sustainable economic value.
- Dr. Wilson Lin has a journal publication titled *“Impact of Social Norms and Joint Influences of Social Connection and Self-Sufficiency Motivations on Prosocial Budgeting.”* His research shows how social norms and information about people's spending on others make one notice one's imbalanced (or lower) spending on others and feel unhappy about it. This motivates the consumer to undertake the corrective action of budgeting to spend more on others which then enhances happiness with her/his budgeting decision. These findings contribute to the literature on social norms and time versus money by suggesting that social comparison can also influence prosocial budgeting to spend time and money on others. Managerially, peer-to-peer payment fintech companies, which have data about prosocial spending, can partner with restaurants and food delivery companies and with charitable institutions, to target messages to the customers of fintech companies urging them to use coupons to eat out with friends and to contribute to charitable causes.

Operations Management

- Dr. Hua Zhong published a paper titled *“The Effect of Order Incentives in a Multi-Product Dynamic Inventory Model.”* This paper addresses the challenges in a multi-product inventory system with uncertain demands. As an incentive, free shipping is used by the supplier to stimulate large orders from customers who review and restock inventory periodically. The model is first established through stochastic dynamic programming and the characteristics of the optimal policies are analyzed. As the optimal control policies are found very complex, accurate lower-bound approximations and effective heuristic policies are proposed and discussed. Finally, the performance of the lower bounds and heuristics is evaluated through extensive numerical studies which also evaluate the effects of key system parameters including service levels and varied costs. Optimizing inventory management can contribute to sustainability. Efficient inventory control can lead to reduced waste, as it minimizes overstocking and understocking, which can result in unnecessary resource consumption and waste generation. This efficiency can help reduce the environmental impact of supply chains. By using incentives like free shipping, we are encouraging customers to place larger orders. This can help consolidate shipments, leading to fewer delivery trips, reduced carbon emissions, and a more sustainable supply chain.
- Dr. Yan Lang has three journal articles related to these areas.
 - The paper titled *“Assessing Interventions on Crowdsourcing Platforms to Nudge Patients for Engagement Behaviors in Primary Care Settings: Randomized Controlled Trial”* evaluates the effectiveness of behavioral interventions designed to improve medication adherence in primary care visits. His research suggests that crowdsourced survey-based experiments with simulated incentives can produce valid simulated behavioral responses. The use of psychological status design, particularly with a loss framing approach, can effectively enhance patient engagement in primary care.
 - Another paper titled *“Learning Under the Inventory Problem of Economic Order Quantity: A Behavioral Study”* presents one of the first empirical examinations of inventory decisions under the deterministic the economic order quantity (EOQ) model. The experiments analyze learning behaviors in response to stationary and non-stationary parametric environments. Results show that participants are less likely to repeat suboptimal decisions when parameters remain static. When confronted with cost parameter shocks, most players can improve decisions over time and benefit from past experiences.
 - His third paper, *“Coping with Digital Extortion: An Experimental Study of Benefit Appeals and Normative Appeals”* investigates the effectiveness of message appeals in encouraging defenders to adopt two mitigation strategies, investment in security and refusal to pay ransoms, to digital extortion threats. His research team develops a structural model based on the quantal response equilibrium framework to measure how message appeals change the defenders’ utilities of investment and payment refusal. Although the interventions may be successful in increasing the utilities of investment and/or payment refusal, their impacts on investment rate and payment rate are mitigated by the attacker reducing ransoms. Thus, it is challenging for an intervention to significantly boost a community’s investment rate or to suppress the ransom payment rate. They characterize how security outcomes of a community (including expected ransom, attack rate, investment rate, and payment rate) vary with the defenders’ utilities of investment and pay refusal.

PRINCIPLE 5: PARTNERSHIP

We will continue to interact and develop new relationships with external business stakeholders to share knowledge to address the challenges in meeting social and environmental responsibilities and explore jointly effective approaches and strategies to meeting those challenges.

Business Advisory Council



We regularly meet with the Business Advisory Council (BAC), whose members include alumni and business leaders statewide, and discuss our PRME initiatives with them. This year, at our spring and fall meetings, we discussed the following emergent curriculum developments:

- The transition of 5-year Professional Accounting major program into a 4+1 Professional Accounting major program and improved curriculum
- Redesigning of Supply Chain Management concentration into Green Supply Chain concentration and improved curriculum
- Transition of Marketing concentration into Marketing major and improved curriculum
- Transition of Finance concentration into Finance major and improved curriculum
- Updates on learning outcomes and required skillset for future success of business programs graduates
- Technology in the curriculum (SAP, Bloomberg, gamification, AI, ChatGPT)
- Sustainability in curriculum
- DEI in curriculum
- New Entrepreneurship curriculum as upper division Marketing course and as a Red Dragon seminar
- Business Plan Competition
- Potential for Data Analytics concentration
- Internship Program
- VITA Program
- Required resources, support, and fundraising
- Meeting and discussions with Student Advisory Council members

Connecting the BAC to our students is also a regular part of our PRME efforts, for example, our Student Advisory Council regularly presents their activities and concerns. The connection works both ways.

Co-Curricular Activities

Since 2020 the SUNY Oneonta Entrepreneurship Club has been promoting entrepreneurial activity on campus. The purpose of the Club is to investigate the components, tools, and practices of entrepreneurship; improve personal skills and the understanding of key entrepreneurial concepts; develop and strategically plan business models; come up with and work on different ideas as a group; cultivate new venture opportunities; compete as a group in business competitions; and encourage viable networking opportunities. The Club emphasizes the development of business plans and creative business concepts and strives to create an environment for all majors to come together in an energized

environment to achieve entrepreneurial success. It brings together twenty active members who attend meetings regularly.

The Club established a local chapter of Startup Grind. Startup Grind is the largest independent startup community, actively educating, inspiring, and connecting more than 1,500,000 entrepreneurs in over 500 chapters. The club members nurture startup ecosystems in 125 countries through events, media, and partnerships with organizations like Google for Startups.

The cornerstone of a global community is monthly events featuring successful local founders, innovators, educators, and investors who share lessons learned on the road to building great companies. Founded in Silicon Valley, Startup Grind has helped millions of entrepreneurs build their businesses, connect with strategic partners, and secure funding. Since 2020, the Club has hosted “fireside chats” with local business leaders. By doing this, the word for Innovation Center at SUNY Oneonta was distributed in the local business community to generate interest in our students and their abilities among local business owners. The Club also held discussions on many topics. Among the topics under discussion was the development of a program operating along the lines of the series “Shark Tank” which will give students access to funds from local venture capitalists for their educations, to develop promising entrepreneurial ideas, and to invest in the local economy.

Since 2021, Dr. Alsius David has been the faculty advisor of the Entrepreneurship Club. The Club plans to conduct fireside chats this semester, where we interview entrepreneurs in front of a student audience and ask them relevant questions about their experience and practices as Entrepreneurs. They plan to ask guest entrepreneurs about their challenges in meeting social and environmental responsibilities, particularly since the end of the COVID-19 pandemic, and about their approaches to meeting these challenges.



SUNY Oneonta Marketing Club (OnMark) students have utilized their marketing skills to improve our campus, and local, national, and international communities as positively and enduringly as possible. OnMark provides its members with diverse chapter-organized opportunities to make a positive impact by volunteering for on-campus and off-campus activities. In 2023, OnMark received the Top 10 Chapter of the Year Award from the American Marketing Association. OnMark also received the Best Curriculum Based Club Award and the Best President Award from the SUNY Oneonta’s Student Association.

In November 2023, OnMark hosted its 12th annual AMA Regional Conference with an attendance of 21 members. One guest speaker was Leo Mackey, a Senior Customer Success Manager. He spoke with our students about how he counsels a broad range of commercial and hospitality firms about economic development and how to maximize the effectiveness of their foot traffic flow as well as spontaneous interactions with potential customers. In the Q&A session, we facilitated the dialog among professors,

students, and business professionals on critical issues related to global social responsibility. Our students also participated in a research project on Leo Mackey's behalf. OnMark had planned for it in advance, so it provided him with valuable information and gave us concrete experiences in how such social responsibility matters are conducted in a real-world way.

In 2022, one OnMark student, sponsored by a member of the Marketing faculty, studied the effect of partner (vs. servant) brand consumption on consumers' temporal focus and the preference for utilitarian (vs. hedonic) promotional messages. Their results showed that when a partner brand is paired with a utilitarian message and a fling brand is paired with a hedonic message, they yield the highest level of purchase intention. The student-faculty team participated in the Student Research Poster Competition at the 2022 AMA International Collegiate Conference and the 2022 SUNY Oneonta Student Research and Creative Activity Day (SRCA).

In 2023, two OnMark students, sponsored by a member of the Marketing faculty, studied how to enrich the athletic culture of our university (the NCAA Division III university) and increase sporting event attendance. They found that game attendance is positively correlated with the college and in-person experience. Game attendance is also positively correlated with the desire to travel to away games, the influence of game commentary, and athletes' social reputations. Higher social media presence will form a sense of community thus increasing attendance and students' identification with teams. The student-faculty team participated in the Student Research Poster Competition at the 2023 AMA International Collegiate Conference and the 2023 SUNY Oneonta Student Research and Creative Activity Day (SRCA).

A team of 21 SUNY Oneonta's OnMark students attended the 2023 American Marketing Association (AMA) International Collegiate Conference. OnMark was selected as one of the Top 10 Collegiate Chapters among 400 competing colleges and universities, making this the seventh consecutive year that OnMark has placed as the Top AMA collegiate chapter. In this competition, schools are judged based on their accomplishments. Each chapter submits an annual report detailing the fundraising events, membership drives, community service events, career development workshops, and other activities in which the club participated throughout the year.

OnMark has participated in several AMA competitions and received significant recognition:

- The Amazon Prime Student AMA Case Competition (Semi-Finalist)
- The Wall Street Journal AMA Case Competition (Commendable)
- Marketing Week Competition (Honorable Mention)

Internships

Our internship program allows our students to work closely with business leaders as well as the business aspect of a variety of entities. We have long-term relationships with several firms such as ABM and JP Morgan and local organizations such as the Oneonta School Board and the New York Small Business Development Center.



The Business Department strives for internships that provide students the opportunity to apply the tools and concepts learned in courses to practical settings. Dr. Sean Shannon advises students and supervises the academic credit-bearing internships that have been approved by the Business Department. To foster quality assurance for the internship program, each intern is required to write a paper summarizing the internship experience and highlighting the coursework that was most relevant to the internship. In addition to the application process open through the College Foundation's financial support for applied learning (e.g., several endowment

funds are earmarked for such purposes), generous gifts from Mr. Kent Newhart '77 created a fund, described above, that led to an innovative first for Business and SUNY Oneonta: a student-managed investment portfolio that began in spring 2019. It has made an immediate and significant impact on teaching and learning in finance.

Our annual review of the EBI SKYfactor Benchworks Undergraduate Exit Assessment reveals that up to 50% of graduates in a given year had completed an internship or other applied learning activity through the Business Department, providing students with applied learning experiences that are the path to full-time employment placement with specific firms and strengthen our connections to the communities we serve. Business students who have completed internships with ABM, British Telecom, Ernst & Young, JP Morgan, and KPMG, among others, have received offers of employment.

Distinguished Alumni Lecture Series

The Office of Alumni Engagement has the great pleasure of inviting alumni back to the SUNY Oneonta Campus as part of the Distinguished Alumni Lecture Series. This series affords alumni who have distinguished themselves in their field an opportunity to give back to their alma mater by sharing practical advice with their fellow graduates as well as current students. Lectures are tailored to the speakers' interests and availability and can include speaking with students about their careers, navigating the graduate school process, strategies for finding employment and networking advice, addressing a class in their specialty area, and interacting with faculty.

In recent years the following alumni have visited us:

- 2021 – Ben Schoolskey
- 2022 – Tom Kane
- 2023 – John DeMelis

B2B (Backpacks to Briefcases)



Each fall, the Business Department, in cooperation with the Office of Alumni Engagement, sponsors Backpacks-to-Briefcases, a networking event in New York City. Alumni of the University and the School of Liberal Arts and Business welcome current students to their places of employment. Alumni, representing firms such as ABM, Alliance Bernstein, Bloomberg, Citibank, and Ernst & Young, host some 50 to 80 students each year. Alumni mentor students in understanding the job search process and career advancement. Backpacks-to-Briefcases is a regular source of placement and internship leads for participants.

VITA (IRS Volunteer Income Tax Assistance)

Volunteer Income Tax Assistance (VITA) is a program in which students complete over 50 hours of structured training and then begin to prepare income taxes for those taxpayers who qualify for the VITA program (i.e., taxpayers who make \$58,000 or less per year). This is an opportunity for our students to work with the community to provide a valuable service for those in need, particularly the elderly and low-income residents. These students obtain qualifications from the Internal Revenue Service, and complete NYS training allowing them to meet an identified and measurable learning outcome, obtain industry-specific competencies as well and attain clear, desirable, and transferable skills.

International Partnerships– JAMK University of Applied Sciences

To promote international partnerships and the United Nations Sustainable Development Goals, Dr. Sean Shannon has been teaching a course, Ethics and Law for International Managers, every summer in Jyväskylä, Finland since 2021. The course addresses the UN SDGs and sustainability through contract law in the global apparel and fashion industries. In addition, the University and Business Department encourages our students to study abroad through our Office of Global Education.

COIL (Collaborative Online International Learning)



Collaborative Online International Learning (COIL) is an approach that brings students and professors together across countries and cultures to learn, discuss, and collaborate as part of their class. Professors partner to design the experience, and students partner to complete the activities designed. COIL becomes part of the class, enabling all students to have a significant intercultural experience within their course of study.

PRINCIPLE 6: DIALOGUE

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



President Alberto Cardelle formed the Regional Innovation Council to increase coordination between the various economic and community development entities in the region. The council is split into nine subgroups that will collaborate on regional issues and opportunities in health care and human services, education, business development and entrepreneurship, employee recruitment and retention, arts and culture, sustainability and agriculture, and nonprofit support.

The Department is involved in campus-wide sustainability activities. Prof. Durkin has been an invited presenter at university-wide events such as Sustainable Development Goal 9 - Industry, Innovation, and Infrastructure: What Should Everyone Know? as part of the United Nations Sustainable Development Goals (SDGs) Spotlight Series; The State of Sustainability at SUNY Oneonta: Curricular Accomplishments during SUNY Oneonta Green Dragon Week Program; and Sustainable Development Goal 9 - Industry, Innovation and Infrastructure in Medellin, Colombia, as part of the SUNY Oneonta SDGs for Total Peace Dragon Seminar Series.



Many students participated in the Student Research and Creative Activity (SRCA) Day. Their research posters were designated as sustainability-related by the President's

Advisory Council on Sustainability. Business faculty annually present their sustainability-related research projects at the Life of the Mind Faculty Showcase on the SUNY Oneonta campus.

**OUTCOMES OF OUR SOCIETAL IMPACT ACTIVITIES AND INITIATIVES
ACROSS AREAS OF THE AACSB ACCREDITATION STANDARDS**

United Nations Sustainable Development Goal (SDG)	Societal Impact Strategy (Standard 1)	Outcomes Related to Curriculum (Standard 4)	Outcomes Related to Scholarship (Standard 8)	Outcomes Related to Internal and External Initiatives and/or Activities (Standard 9)
1 – No Poverty	The school has chosen the reduction of poverty for its area of societal impact. The strategic plan provides details.	Topic covered in the following core courses: ECON 1111, MGMT 3354	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Lisa Flynn Prof. Charlene Foley-Deno Dr. Sean Shannon	The Accounting program has been a community partner in the IRS' Volunteer Income Tax Assistance (VITA) program, offering free basic tax preparation to qualified individuals. This year, we are seeking to be the sponsoring organization. Since the number of people in Otsego County living below the poverty line is higher than the national average, the service provided by the students is substantial.
2 – Zero Hunger		Topic covered in the following core courses: ECON 1111, 1112, MGMT 3354		
3 – Good Health and Well-Being		Topic covered in the following core courses: ECON 1111, 1112, MGMT 3343, 3353, 3354	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Izabella Lokshina Prof. Barbara Durkin	
4 – Quality Education		Topic covered in the following core courses: MGMT 3343, 3354, MIS 3351, 4790	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Lisa Flynn Prof. Charlene Foley-Deno Dr. Sean Shannon	Business and Economics faculty serve as advisors for several student clubs and organizations. Together with discipline-specific clubs, chapters of honor societies Beta Gamma Sigma and Omicron Delta Epsilon plus the American Marketing Association and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.
5 – Gender Equality		Topic covered in the following core courses: LAW 2222, 3326, MGMT 2241, 3343, 3354, MKTG 2261	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Liyao Pan Dr. Christine Storrie	
6 – Clean Water and Sanitation		Topic covered in the following core courses: LAW 2222, MGMT 3354		
7 – Affordable and Clean Energy		Topic covered in the following core course: MGMT 3354		

8 – Decent Work and Economic Growth		Topic covered in the following core courses: ACCT 2100, ECON 1111, 1112, FINC 3231, LAW 3326, MGMT 2241, 3343, 3354	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Juan Wang Dr. Juan Qin Prof. Barbara Durkin Dr. Mine Ozer Dr. Sean Shannon Dr. Dona Siregar Dr. Kai Chen Dr. Catalina Hurwitz	Business and Economics faculty serve as advisors for several student clubs and organizations. Together with discipline-specific clubs, chapters of honor societies Beta Gamma Sigma and Omicron Delta Epsilon plus the American Marketing Association and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.
9 – Industry Innovation and Infrastructure		Topic covered in the following core courses: ACCT 2122, ECON 1112, LAW 2222, 3326, MGMT 2241, 3353, 3354, MIS 3351, 4790, MKTG 4790	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Alsus David Dr. Simona Giura Dr. Izabella Lokshina Prof. Barbara Durkin Dr. Hua Zhong Dr. Jing Yang	Business and Economics faculty serve as advisors for several student clubs and organizations. Together with discipline-specific clubs, chapters of honor societies Beta Gamma Sigma and Omicron Delta Epsilon plus the American Marketing Association and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.
10 – Reduced Inequalities		Topic covered in the following core courses: ECON 1111, 1112, LAW 2222, 3326, MGMT 2241, 3343, 3354	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Liyao Pan Dr. Christine Storrie Dr. Sean Shannon Prof. Barbara Durkin	
11 – Sustainable Cities and Communities		Topic covered in the following core courses: MGMT 3354, MIS 3351	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Izabella Lokshina Dr. Jing Yang Dr. Hua Zhong	Faculty are encouraged to volunteer their expertise in the local communities. We are in the early stages of discussions with the local Chamber of Commerce about how to better support businesses in the area that want interns, along with other initiatives.
12 – Responsible Consumption and Production		Topic covered in the following core courses: ACCT 2122, ECON 1111, FINC 3231, MGMT 3353, 3354, 4990, MIS 3351, 4790, MKTG 2261, 4790	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Hua Zhong Dr. Yan Lang Dr. Lambrianos Nikiforidis Dr. Wilson Lin Dr. Jie Feng	Business and Economics faculty serve as advisors for several student clubs and organizations. Together with discipline-specific clubs, chapters of honor societies Beta Gamma Sigma and Omicron Delta Epsilon plus the American Marketing Association and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.
13 – Climate Action		Topic covered in the following core courses: ECON 1111, MGMT 3354	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Philip Sirianni	
14 – Life Below Water		Topic covered in the following core courses: LAW 2222, MGMT 3354		
15 – Life on Land		Topic covered in the		

		following core courses: LAW 2222, MGMT 3354		
16 – Peace, Justice, and Strong Institutions		Topic covered in the following core courses: ACCT 2100, ECON 1112, LAW 2222, 3326, MGMT 3354, 4990, LAW 3326	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Lisa Flynn Prof. Charlene Foley-Deno Dr. Mine Ozer Dr. Simona Giura Prof. Barbara Durkin Dr. Sean Shannon	Business and Economics faculty serve as advisors for several student clubs and organizations. Together with discipline-specific clubs, chapters of honor societies Beta Gamma Sigma and Omicron Delta Epsilon plus the American Marketing Association and Startup Grind (a global community for entrepreneurs) sponsor outreach activities on campus and in the community that reflect PRME values.
17 – Partnerships for the Goals		Topic covered in the following core courses: MGMT 3353, 3354, MIS 3351, 4790, MKTG 4790	Peer-reviewed articles, case studies, and/or book chapters published by the following faculty: Dr. Izabella Lokshina Dr. Hua Zhong	Faculty are encouraged to volunteer their expertise in the local communities. We are in the early stages of discussions with the local Chamber of Commerce about how to better support businesses in the area that want interns, along with other initiatives.

FUTURE PLANS

- We will incorporate sustainability-related issues further into the business curriculum. We will explore new pedagogies for our courses to raise awareness among students. We will also promote DEIJS further in our curriculum.
- We will encourage faculty research that focuses on societal impact. We will request faculty to document their PRME-related research projects in their annual faculty professional plans and report on results and outcomes in their annual faculty activity reports.
- We will play a more active role in promoting PRME on campus and develop more partnerships with the business community.
- We plan to utilize our new building to encourage interaction between students, faculty, and the business community.