

Fifth UN PRME NE Conference

Sustainable Development Goals:
Transforming Business Education and
Practice

October 26-29, 2020



PRME Principles for Responsible
Management Education

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OUR 2030 VISION

Realising the Sustainable Development Goals through responsible management education.

Join our global movement.



Sustainable Development Goals: Transforming Business Education and Practice

The Fifth UN PRME Northeast Conference will be held on October 26–29, 2020 virtually and hosted jointly by Rutgers Business School along with its Rutgers Institute for Corporate Social Innovation; NJ Higher Education Partnership for Sustainability (NJHEPS); Silberman College of Business, Fairleigh Dickinson University; the Anisfield School of Business, Ramapo College; and William G. Rohrer College of Business, Rowan University.

This year's theme is Sustainable Development Goals: Transforming Business Education and Practice. Academic, student, corporate, and NGO participants are invited to discuss issues and challenges pertaining to responsible management education as it relates broadly to all aspects of sustainability -- Economic, Environmental, Social and Cultural.



Conference Program

Monday, October 26 (9am-6:45pm)

Tuesday, October 27 (9am-6:30pm)

Wednesday, October 28 (9am-6:30pm)

Thursday, October 29 (9am-3:50pm)

On Monday, Tuesday & Wednesday there will be social hours towards the end of the day. Social hours consist of two options: lounging/networking or facilitated discussions.

Conference Registration

FREE

[Click here to register](#)

How to Sign-into sessions

To provide you with the best conference experience and the ability to easily navigate through all the sessions that the conference has to offer, we will be using a conference application that can be accessed via the web or your mobile device. You will be receiving an email with setup instructions to create your unique profile on the **Entegy** platform, which will allow you to customize your attendee experience. We advise that you set up your profile before the conference start date to ensure you do not run into any issues the day of. **The conference application set up email will come from events@send.entegysuite.com.**

Monday, October 26, 2020

Note: All times are in Eastern Daylight Time (EDT)

9:00am - 9:30am
Zoom - Webinar

Welcome, Opening remarks, Introduction to the day's sessions, and introduction to Meatless Mondays
Dean Lei, Rutgers University; Gary Cohen, Becton, Dickinson, and Co.; Professor Jeana Wirtenberg, Rutgers University; Dana Smith, Meatless Monday Initiative

9:30am - 10:20am
Zoom - Webinar

Keynote Speaker: Beyond Saddlebag Sustainability in Business Education
Stuart Hart, Grossman School of Business, University of Vermont and Founder and President of Enterprise for a Sustainable World

10:30am - 11:30am
Zoom - Rm A

The critical importance of systems thinking and mental models to achieving the Sustainable Development Goals
Linda M. Kelley, William G. Russell, Transitioning to Green, LLC & Nalini Kumaran, Independent Consultant

11:40am - 12:20pm
Zoom - Webinar

Keynote Speaker: The Impact-Based University in the Decade of Action
Mette Morsing, Head of Principles for Responsible Management Education (PRME)

12:25pm - 1:25pm
Zoom - Rm A

MNGT101: Sustainable development integration in the classroom with the SDG Academy
Meredith Storey, Shannon Kobran, & Florencia Librizzi, SDG Academy, UN SDSN

1:30pm - 2:25pm
Zoom - Rm A

Help students link business outcomes to the SDG's using an experiential business project
Nikki James, Liverpool University

2:30pm - 3:25pm
Zoom - Rm A

Transforming Business Education and Practice: Teaching Sustainability and the SDGs through Strategic Industry Research
Jack L. Harris, SUNY New Paltz

3:30pm - 4:25pm
Zoom - Rm A

The City as Accelerator of Urban Innovation: UN SDGs in an Urban Context
Jeffrey Robinson & Lyneir Richardson, Rutgers Business School

4:30pm - 5:30pm
Zoom - Rm A

Embedding the SDGs into NYU Stern's first-year Intro to Business course
Mara van Loggerenberg, Matt Statler, Jeff Younger, & Amy Dong, NYU Stern School

5:45pm - 6:45pm
Zoom - Rm A

Closing & Social Hour
Professor Sharon Hellman & Magda Comeau, Rutgers University

Tuesday, October 27, 2020

- 9:00am - 9:15am
Zoom - Webinar
Summary of prior day & introduction to the day's session
Chancellor Cantor & Professor Jeana Wirtenberg, Rutgers University
- 9:15am - 10:15am
Zoom - Webinar
Keynote Speaker: Business Education as if People and the Planet Really Matter
Andrew Hoffman, Holcim Professor of Sustainable Enterprise at the University of Michigan
- 10:30am - 11:30am
Zoom - Rm A
An Ecologist and an Accountant Walk into a Bar: Payments for Ecosystem Services in Business and Government Financial Reporting
Hildegard Link, Rutgers University
Yehuda Klein; John Paul, Brooklyn College
- 11:45am - 1:00pm
Zoom - Webinar
Executive Panel: Leading Social Innovation: Insights from Executives Across Sectors
Moderator: Noa Gafni, Rutgers Institute for Corporate Social Innovation
Panelists: Kate Lawrence, Jersey City's Office of Sustainability; Ken Gustavsen, Merck; Terence Blackwell, Chimes Family of Services; & Renuka Gadde, Becton, Dickinson & Co (BD)
- 1:10pm - 2:10pm
Zoom - Rm A
Strategic Sustainability Mindsets: Throwing off the Yoke of Neo-Classical Economics
Gerard Farias*, Christine Farias**, Isabella Krysa*, Joel Harmon*,
*Fairleigh Dickinson University; **Borough of Manhattan Community College, CUNY
- 2:15pm - 2:45pm
Zoom - Rm A
Integrated Sustainability in MBA and MBS programs: A comparison of Concordia's (Montreal) new MBA and Rutgers' PSM
Thomas A. Bryant, Rutgers University & Concordia
- 2:50pm - 3:20pm
Zoom - Rm A
PRME and SDG 3: Teaching, Learning & Researching Business and Good Health and Well- Being: A Workshop
Rikki Abzug, Ramapo College of NJ
- 3:25pm - 4:05pm
Zoom - Rm A
How to Solve Climate by 2030: The Role for Educators
Eban Goodstein, Bard College
- 4:10pm - 4:40pm
Zoom - Rm A
(Concurrent)- A Strategy for Creating Sustainable Institutes of Higher Education: Establishing Less Toxic/Stressful Work Environments for Non-Tenured Faculty
Blue Wooldridge & Layla Alanazi, Virginia Commonwealth University
- 4:10pm - 4:40pm
Zoom - Rm B
(Concurrent)- Incorporating Sustainability in Nigerian Universities and the Challenges for Sustainable Future
James Odia, University of Benin in Nigeria
- 4:45pm - 5:40pm
Zoom - Rm A
Teaching sustainability at the United States Coast Guard Academy: An overview of a newly created elective focusing on environmental and social justice
John K. Lewis & Yang Xu, United States Coast Guard Academy
- 5:45pm - 6:30pm
Zoom - Rm A
Closing & Social Hour
Professor Dilip Mirchandani, Rowan University & Heba Megahed, Independent Consultant

Wednesday, October 28, 2020

- 9:00am - 9:15am
Zoom - Webinar
Summary of prior day, introduction to the day's session, overview of UN PRME NA Chapter
Professor Joel Harmon, Fairleigh Dickinson University & Elizabeth Collier, UN PRME NA Chapter
- 9:15am - 10:00am
Zoom - Webinar
Keynote Speaker: The 12 Billion Global Mission – The Future of Food and “Planted” Earth
James Corwell, Chairman and Founder BlueDot Int'l, Co-Founder Farm2Plate USA
- 10:05am - 11:10am
Zoom - Rm A
How to cultivate the sustainability mindset across campus? A cross disciplinary panel discussion
Susana Santos, Jordan P. Howell, Jennifer Maden, Dilip Mirchandani, Ted Howell, & Yannick Kluch, Rowan University
- 11:15pm - 12:15pm
Zoom - Rm A
(Concurrent)- UN SDGs and Sustainable Innovation: Exploring ways forward for practice and academia
Moderator & Panelist: Arash Azadegan, Rutgers University
Panelists: Keith Adams, NJ VOAD; Kathy Fulton, American Logistics Aid Network; Erica Gralla, George Washington University; & Iana Shaheen, University of South Florida
- 11:15pm - 12:15pm
Zoom - Rm B
(Concurrent)- Gender Equity – Calling All Women, Girls Including Transgender
Gale Britton, GBDI LLC
- 12:20pm - 1:15pm
Zoom - Rm A
(Concurrent)- Managing Growing Ventures: A Service Learning Experience of Sustainable Transformation
Arturo Osorio-Fernandez, Rutgers Business School & Maria G. Corradini, University of Guelph
- 12:20pm - 1:15pm
Zoom - Rm B
(Concurrent)- Existential Intelligence and Business of Inclusive Wellbeing – An “Inner Engineering” Approach
Tracy Chang, Rutgers University
- 1:20pm - 2:20pm
Zoom - Rm A
(Concurrent)- Careers in sustainability: Insights from Professionals
Moderator: Carmen Bonilla, Rutgers Business School
Panelists: Michael Bzdak, Johnson & Johnson; Laks Natarajan, Marsh & McLennan; & Eban Goodstein, Bard College
- 1:20pm - 2:20pm
Zoom - Rm B
(Concurrent)- I. Integrating Sustainability into a Strategy course – Life Cycle Assessment of the Beauty and Personal Care Industry. II. Sustainable Fashion – Revitalizing an Exhausted Industry Model
Dr. Enrique Nuñez, Ramapo College

Wednesday, October 28, 2020

- 2:25pm - 3:25pm
Zoom - Rm A
Be a Part of the Solution: Student Greenhouse Gas Solutions at Rutgers
Rachael Schwom & Mollie Passacantando, Rutgers University
- 3:30pm - 4:30pm
Zoom - Rm A
(Concurrent)- Scaffolding & Chaining SDG Integration in the Freeman College of Management at Bucknell University
Neil Boyd & Eric Martin, Bucknell University
- 3:30pm - 4:00pm
Zoom - Rm B
(Concurrent)- Do Brazilian Business Schools prepare future financial executives to account for Sustainable Development Goals?
Alexandre Garcia, David Ciasca, & Flavia Kao, FECAP University, Brazil
- 4:00pm - 4:30pm
Zoom - Rm B
(Concurrent)- Responsible Management Education in the heart of the Amazon forest: an active-learning methodology proposal
Lara B. Liboni , Luciana O. Cezarino, Solange G. dos Reis, Sao Paulo, Brazil, & Flavio P. Martins, Ivey School, Canada
- 4:35pm - 5:40pm
Zoom - Rm A
Student Panel: Manifesting the Next Generation of Sustainability in Education and the World
Moderator: Ashwani Vasishth, Associate Professor of Sustainability, Ramapo & President, N.J. Higher Education Partnership for Sustainability (NJHEPS)
Panelists: Jordan Thomas, Princeton University; JoAnna Contarino, Rowan University; Anneliese Dyer, Fairleigh Dickinson University; Kathleen Parrish, Rutgers University; Jamila Ritter, Rutgers Business School
- 5:45pm - 6:30pm
Zoom - Rm A
Closing & Social Hour
Professors Parul Jain, Rutgers University, & Gerard Farias, Fairleigh Dickinson University

Thursday, October 29, 2020

- 9:00am - 9:10am **Summary of prior day & introduction to the day's session**
Zoom - Webinar Professor Gerard Farias, Fairleigh Dickinson University
- 9:15am - 10:15am **(Concurrent)- Transform Our Thinking & Co-creating Sustainable Systems for Future Generations Through Organization Development (OD)**
Zoom - Rm A Karen Davis & Elena Feliz, OD Collaborative for a Flourishing World
- 9:15am - 10:15am **(Concurrent)- SDG. Health and Wellness: Preserving Employment in an Aging Society**
Zoom - Rm B Jeannette Galvanek, CareWise Solutions
- 10:20am - 11:20am **(Concurrent)- Bringing Policy to Life! Successful Outreach Approaches for Energy Efficiency in Public Facilities**
Zoom - Rm A Anthony O'Donnell & Michael Mandzik, TRC companies - NJ Clean Energy Program
- 10:20am - 10:50am **(Concurrent)- How do firms use sustainability signaling to harvest a profitable position?**
Zoom - Rm B Piyushi Sharman, Kent State University
- 10:55am - 11:25am **(Concurrent)- Environmental, Social and Governance Awareness in the Retirement and Mutual Funds Space**
Zoom - Rm B Santhoshi Inuganty & Parul Jain, Rutgers Business School
- 11:30am - 12:30pm **Keynote Speaker: Why I plan in 10 year terms, and how being homeless (and getting knocked down) might be the best thing that ever happened to me**
Zoom - Webinar Daniel Dart, Activist, artist, photographer, and social entrepreneur, Founder & CEO of DEC Projects
- 12:35pm - 1:05pm **Intro to Appreciative-Inquiry Dialogue sessions**
Zoom - Rm A Michael Pirson, Fordham University & International Humanistic Management Association
- 1:15pm - 2:15pm **Co-Creating Responsible Business Schools for a Better World: Student Appreciative-Inquiry Dialogue Sessions**
Zoom - Rm A
- 2:20pm - 2:55pm **Dialogue session report outs by students**
Zoom - Rm A
- 3:00pm - 3:15pm **Closing Remarks**
Zoom - Webinar President Holloway, Rutgers University
- 3:15pm - 3:25pm **Thank you and Next Steps**
Zoom - Webinar Professor Jeana Wirtenberg, Rutgers Business School

Abstracts

The critical importance of systems thinking and mental models to achieving the Sustainable Development Goals

Linda M. Kelley, William G. Russell, Transitioning to Green, LLC & Nalini Kumaran, Independent Consultant

Achieving the Sustainable Development Goals by 2030 is vital to humanity. While we have definitely made progress, the UN Sustainable Development Goals Report 2019 and the World Economic Forum Global Risks Report 2020 both show that we're not moving nearly fast enough. Businesses have an indispensable role to play in driving sustainability. This highly interactive session helps participants learn and practice how to make the necessary shift from evaluating isolated components to evaluating life and work from a holistic, systems perspective.

MNGT101: Sustainable development integration in the classroom with the SDG Academy

Meredith Storey, Shannon Kobran, & Florencia Librizzi, SDG Academy, UN SDSN

The SDG Academy creates and curates the best available educational content on the UN Sustainable Development Goals (SDGs) and makes it available as a public good. As the flagship online education initiative of the UN Sustainable Development Solutions Network (SDSN), a global network of over 1,100 universities and research institutions, the SDG Academy is able to leverage unique access to the world's leading experts in sustainable development to create our content. This interactive session will introduce participants to the resources available through the SDG Academy, different models of integration, and the transformative potential for learning that these resources offer.

Help students link business outcomes to the SDG's using an experiential business project

Nikki James, Liverpool University

Our world needs more business leaders to understand that their role in sustainability extends beyond contributing financially to non-governmental organizations. They need to consider their impact on our economic, environmental, social and cultural context in their everyday business decisions. Shared Value is an approach to management where companies find business opportunity in social problems and offers a model of management that brings sustainability to the heart of our decision making. The session steps through the process of understanding a client's business objective, selecting a SDG related to that business objective, and making a recommendation on how the client's business could contribute to the SDG in a financially viable way.

**Transforming Business Education and
Practice: Teaching Sustainability and the SDGs through
Strategic Industry Research**

Jack L. Harris, SUNY New Paltz

Strategic industry research provides a great opportunity to introduce topics related to sustainability and the SDGs while introducing collaborative research and systems thinking to undergraduates. Using examples of two class projects, this session introduces a model for teaching strategic industry research to students through collaborative research and application of the sustainable development goals.

**The City as Accelerator of Urban Innovation: UN
SDGs in an Urban Context**

*Jeffrey Robinson & Lyneir Richardson,
Rutgers Business School*

Urban metropolitan areas represent a mix of challenges and opportunities. We believe that entrepreneurship is a useful approach to addressing these challenges. Urban areas also have many entrepreneurial opportunities that can impact the economy and sustainable development of a city. In this session, the leaders of the Rutgers Center for Urban Entrepreneurship and Economic Development share their unique perspective on the role of entrepreneurship programs and initiatives in the sustainable development of urban areas.

Embedding the SDGs into NYU Stern's first-year Intro to Business course

*Mara van Loggerenberg, Matt Statler, Jeff Younger, & Amy Dong,
NYU Stern School*

At NYU Stern, all undergraduate students are required to take a four-course Social Impact Core Curriculum. For the first time last year, we experimented with integrating the SDGs into the course, positioning the SDGs as the overarching framework for understanding the big challenges facing society. We found the SDGs to be a useful teaching tool for understanding both how these issues fit together and how the different sectors of society – government, business, and civil society – converge and play intersecting roles. This session will walk participants through the course and its benefits.

**An Ecologist and an Accountant Walk into a Bar:
Payments for Ecosystem Services in Business and
Government Financial Reporting**

Hildegard Link, Rutgers University

Yehuda Klein; John Paul, Brooklyn College

This session is designed to educate participants in the UN Millennium Ecosystem Assessment “Ecosystems services” framework. Participants will develop familiarity with the various methods of monetizing or otherwise assigning value to Ecosystems Services and learn about current modeling practices. Most importantly participants will discover how commonly used accounting tools such as GAAP or the National Association of Regulatory Commissioners Uniform System of Accounting for Water and Electric Utilities may be useful in characterizing how payments for ecosystems services figure into ordinary business accounting. The result of the session will be an agenda for further research into the UN Millennium Ecosystem assessment ecosystems services valuation framework in business and the public sector.

Strategic Sustainability Mindsets: Throwing off the Yoke of Neo-Classical Economics

Gerard Farias, Christine Farias**, Isabella Krysa*, Joel Harmon*, *Fairleigh Dickinson University; **Borough of Manhattan Community College, CUNY*

While sustainability has attracted the attention of managers and academicians for over two decades, the macro level indicators of sustainability are not moving in the right direction. Climate change continues to be an existential threat for humanity and other indicators of sustainability do not fare much better. The logics of the business case and the associated framing of tension between financial outcomes and sustainability has generated a limited and inadequate response to the existential challenges before humanity today. We analyze the evolution of sustainability in the business context and call for a recognition that social and environmental outcomes must supersede economic ones in corporate sustainability thinking. We call for a widening of the spatial, temporal and moral lenses in the formulation and execution of business strategy to ensure that it is in alignment with the needs of planetary and human conditions and needs.

Integrated Sustainability in MBA and MBS programs: A comparison of Concordia's (Montreal) new MBA and Rutgers' PSM

Thomas A. Bryant, Rutgers University & Concordia

A reflective paper and presentation, based on the author's experiences teaching at two leading business education programs in the USA and Canada. In both cases, Sustainability was integrated into the program and key-course curricula. Sustainability is central to the completely overhauled Concordia MBA, and about 40% of its new foundations course, paired with Roles of Managers, and Business Ethics. At Rutgers' PSM program, Sustainability is one of several technical concentrations, and an important strategic, ethical, and managerial issue within the Capstone integrative course. This session will present basic facts on the two programs, and the author's reflections on their design and effectiveness in educating managers towards SDGs.

PRME and SDG 3: Teaching, Learning & Researching Business and Good Health and Well-Being: A Workshop

Rikki Abzug, Ramapo College of NJ

In this interactive session, the facilitator will first present an overview of how (business) schools may begin to specifically address the United Nation's 2030 Sustainable Development Goal 3: Good Health and Well-being through teaching/learning and research that ties business (management) to this SDG. The facilitator will provide examples of framing, extant and potential research projects, and pedagogical innovations at the intersection of health and well-being and the Principles for Responsible Management Education before calling on session participants to collectively brainstorm new and exciting partnerships and directions at the juncture of SDG 3: "Ensure healthy lives and promote well-being for all at all ages" and responsible management education.

How to Solve Climate By 2030: The Role for Educators

Eban Goodstein, Bard College

The Bard Center for Environmental Policy is helping organize nationwide Power Dialogs. The focus: ambitious but feasible policy at the local, state, and utility level that could get us on track to "solve climate" by 2030. This session will explore how educators across the curriculum can use the opportunity to engage students in conversations about climate change from their own disciplinary perspectives.

A strategy for creating sustainable institutes of higher education: establishing less toxic/stressful work environments for non-tenured faculty

Blue Wooldridge & Layla Alanazi, Virginia Commonwealth University

It has been suggested that the system of higher education in the United States has changed. Neoliberalism has transformed universities and colleges into more toxic stressful environments with their persistent focus on intensifying competitiveness by employing cost-cutting measures and market model principles of privatization, managerialism, and consumerism (Smyth, 2017). Instead of focusing on social and cultural characteristics of sustainability, higher education institutions are focusing more on wealth-generating mechanisms and the monetary value of knowledge by increasing the number of temporary, non-tenure track (NTT) positions compared to the low number of tenure-track appointments. This session will address four of the Sustainable Development Goals (SDGs): reducing income inequalities, promoting well-being, enhancing justice, and providing decent work and economic growth of NTT faculty.

Incorporating Sustainability in Nigerian Universities and the Challenges for Sustainable Future

James Odia, University of Benin in Nigeria

Universities are regarded as agents of social change, engines of economic growth and development, as well as a reflection of the socio-technical system in any country. It is believed that universities can help in the achievement of the United Nations sustainable development goals (SDGs) by 2030. There are calls on universities to incorporate sustainability into their mission statements and educational practices. Although Nigeria has signed into the 2030 SDG agenda, there is little evidence regarding the universities' imbibing, adhering and commitment to the principles of sustainability. This session will examine the rate at which sustainability issues are being incorporated into courses, curricula and activities in Nigerian universities.

Teaching sustainability at the United States Coast Guard Academy: An overview of a newly created elective focusing on environmental and social justice

*John K. Lewis & Yang Xu,
United States Coast Guard Academy*

In this session attendees will be provided with knowledge and appreciation of the interconnections among economic, environmental, and social aspects of sustainability. Attendees will also acquire several high-impact pedagogies and experiential learning exercises that can be embedded in their courses.

How to cultivate the sustainability mindset across campus? A cross disciplinary panel discussion

*Susana Santos, Jordan P. Howell, Jennifer Maden, Dilip Mirchandani,
Ted Howell, & Yannick Kluch, Rowan University*

How can educators develop a sustainability mindset and motivate students towards sustainability action? This interactive panel discussion departs from the concept of the sustainability mindset and its elements (Hermes and Rimanoczy, 2018) and advocates for a holistic approach to learn and teach for a sustainability capacity, including a balance between social benefits (people), environmental benefits (planet), economic benefits (prosperity), and political benefits (policies) (Tavanti & Davis, 2018). This panel session will also contribute to the discussion on how to move beyond educating about sustainability and education for sustainability, to educating for a sustainability capacity among students that can then be built into their career trajectories (Molthan-Hill, 2014).

UN SDGs & Sustainable Innovation: Exploring ways forward for practice & academia

Moderator & Panelist: Arash Azadegan, Rutgers University

Panelists: Keith Adams, NJ VOAD; Kathy Fulton, American Logistics Aid Network; Erica Gralla, George Washington University; & Iana Shaheen, University of South Florida

The UN Zero Hunger Challenge (UN-ZHC) goals are part of the UN Sustainable Development Goals (SDGs). In line with UN-ZHC goals, foodbanks play a critical role in addressing lack of food and inadequate nutrition. In this panel discussion we start with recent findings related to a study of innovation by food banks. We will also explore how findings from innovation in foodbanks can be broadened to other humanitarian organizations. We will conclude this session with participant involvement on a path forward for applying the findings in education towards sustainable innovation, in line with the SDGs.

Gender Equity – Calling All Women, Girls including Transgender

Gale Britton, GBDI LLC

This session is designed to explore the journey of women including lesbian and transgender women's fight for equity and inclusion. Gender and equity must be viewed holistically, include ALL women and girls, including trans women, as we are stronger together. Participants in this session will review the data on gender parity and equity and consider what happens when you add in trans women.

Managing Growing Ventures: A Service Learning Experience of Sustainable Transformation

*Arturo Osorio-Fernandez, Rutgers Business School & Maria G. Corradini,
University of Guelph*

Managing Growing Ventures (MGV) focuses on growth-related issues of an established venture. Growth is framed as a sustainable transformation that allows the organization to maintain a competitive position in the marketplace. Goals of MGV's immerse case study include to develop a holistic view of business operations, ethical judgment, effective communication, and a global perspective all framed by critical thinking. In an immerse case study, students are "immersed/injected" into a real organization so they can solve, from inside, a concrete, real-life problem using tools discussed in class. In this session participants will understand the concept of Service Learning (through an immerse case study) where students learn while performing as external consultants to a local business.

Existential Intelligence and Business of Inclusive Wellbeing – An “Inner Engineering” Approach

Tracy Chang, Rutgers University

The purpose of this session is to (1) present the importance of developing existential intelligence in management education toward business of inclusive wellbeing, (2) introduce an "Inner Engineering" approach for enhancing existential intelligence, and (3) generate a dialogue on the integration of "Inner Engineering" tools in management education.

Careers in sustainability: Insights from Professionals

Moderator: Carmen Bonilla, Rutgers Business School

Panelists: Michael Bzdak, Johnson & Johnson; Laks Natarajan, Marsh & McLennan; & Eban Goodstein, Bard College

This session will focus on presenting a panel of sustainability practitioners sharing: their own career stories about how they entered the field of sustainability and what career paths they have seen others follow, what they are looking for in junior (undergraduate) and mid-career professionals (MBAs) aspiring to enter the field of sustainability, how much demand they see for job candidates in sustainability, advice for students interested in sustainability career paths and job search strategies and education options in this field.

Integrating Sustainability into a Strategy course – Life Cycle Assessment of the Beauty and Personal Care Industry

Dr. Enrique Nuñez, Ramapo College

The UN Sustainable Development Goals are a set of ambitious objectives to mobilize efforts to end poverty, ensure peace and prosperity, and safeguard the planet and humanity. As an interwoven framework, these objectives have a bearing on every aspect of the \$700 billion world-wide beauty and personal care industry. Companies struggle to adapt their practices to be more sustainable while remaining competitive, but progress has been uneven and largely focused on a small number of facets of sustainability. This session will examine a semester long project framework that acts as a focal point for assignments and conversation, as topics of strategic analysis, formulation, and implementation are reviewed in the classroom.

Be a Part of the Solution: Student Greenhouse Gas Solutions at Rutgers

Rachael Schwom & Mollie Passacantando, Rutgers University

This session will highlight interdisciplinary research conducted on Rutgers New Brunswick greenhouse gas emissions and ways to reduce them. The three areas presented are food, transportation, and building emissions. Presenters will provide detail regarding the identification, analysis, and ranking of potential solutions in these areas and their efforts to integrate them in larger discussions at Rutgers. Speakers will also present their framework for understanding decision-making processes at Rutgers including what decisions need to be changed to implement their greenhouse gas reduction solutions, who makes those decisions, what factors are important in those decisions, and what are the levers that can be used for changing those decisions.

Scaffolding & Chaining SDG Integration in the Freeman College of Management at Bucknell University

Neil Boyd & Eric Martin, Bucknell University

The Freeman College of Management at Bucknell University has been on a path for more than a decade to integrate responsible management, sustainable thinking, and experiential education throughout its curriculum. This session will highlight concepts of scaffolding, chaining, and a continuum of experiential engagement that serve as construct foundations for curricular and program design.

Do Brazilian Business Schools prepare future financial executives to account for Sustainable Development Goals?

*Alexandre Garcia, David Ciasca, & Flavia Kao,
FECAP University, Brazil*

This session will focus on how Integrated Report education is being conducted in business schools in Brazil to meet the SDG target number of 12.6. SDG target number 12.6 encourages companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle. The session will also review the results of this research.

Responsible Management Education in the heart of the Amazon forest: an active-learning methodology proposal

Lara B. Liboni , Luciana O. Cezarino, Solange G. dos Reis, Sao Paulo, Brazil, & Flavio P. Martins, Ivey School, Canada

The transition from the Millennium Development Goals (MDGs) to the Sustainable Development Goals (SDGs) indicates that although social advances are indispensable, it is essential that environmental concerns have greater prominence in the civilizational agenda (Sachs, 2012). Business schools play an important role in the business as usual paradigm shift. Students must learn how their economic oriented decisions as future leaders impact the world in a social and environmental way (Rasche & Escudero, 2009). In emerging economies like Brazil, this challenge gains complexity, since the country is rich in natural resources yet lacking social advances in many dimensions. The Amazon forest is a stage of this conciliation global challenge (Mello, 2015). This session aims to present a model for business teaching rooted in the SDGs framework and inspired by an experiential learning case with the Amazon forest themed value creation approach - the Case of Assabi (Garcia & Thomson, 2018).

**Transform Our Thinking & Co-creating Sustainable
Systems for Future Generations Through Organization
Development (OD)**

*Karen Davis & Elena Feliz,
OD Collaborative for a Flourishing World*

Organization Development (OD) is a field that will support the Sustainable Development Goals (SDGs) moving forward. In this session, the presenters will share their work and familiarize attendees with the potential of OD practitioners, including academics and students, to partner in delivering sustainable approaches to transform business education and practice. An Open Space approach will be used to identify and explore four circles of work. Then attendees will interactively engage in dialogue around topics of importance to each individual. They will have the option to move among groups as part of the Open Space process.

SDG. Health and Wellness: Preserving Employment in an Aging Society

Jeannette Galvanek, CareWise Solutions

We are facing the most significant shifts in the way we work, live, learn and deliver home and local care in a century. The shifting motivation of our emerging generation overlays the challenges to what people want: to be happy, have satisfying jobs, be respected and retain whatever wealth they create. This session will discuss how building capabilities, whether innovating for superior local communities, smart homes, national infrastructure or building your own habitat is inevitable. This session will also walk you through the challenges we will face when making these shifts.

**Bringing Policy to Life! Successful Outreach
Approaches for Energy Efficiency in Public Facilities**

*Anthony O'Donnell & Michael Mandzik,
TRC companies - NJ Clean Energy Program*

Without the proper incentives and information on the importance of energy efficiency, many managers of public facilities do not choose to install the most energy efficient equipment due to budgetary constraints. As a result, there is significant untapped potential to advance sustainability goals as New Jersey reaches to meet its goal of a 100% clean energy economy by 2050. This session will explore the policy implementation model of the New Jersey Clean Energy Program with special focus on how the outreach team leverages the incentive structures available to engage New Jersey schools and municipalities to make energy efficiency upgrades to public facilities.

How do Firms use Sustainability Signaling to Harvest a Profitable Position?

Piyushi Sharman, Kent State University

Firms use signals to convey information on sustainability. The strategy of a firm dictates its choice of the signal type in order to fill the information gaps between the firm and its stakeholders. Signaling mechanisms complement these signal types in conveying the information to consumers. This session builds a comprehensive framework to show how firms use different mechanisms to convey specific signal types based on firm strategy in the context of sustainability.

Environmental, Social and Governance Awareness in the Retirement and Mutual Funds Space

*Santhoshi Inuganty & Parul Jain,
Rutgers Business School*

There is heightened interest in Environmental, Social and Governance (ESG) criteria in investing, and investments managed under ESG criteria are experiencing a new wave of adoption. The recent growth in the number of products and amount of assets managed with ESG warrants further inspection. ESG criteria are used as a guideline for both corporate management and investing. Investors need an individualized and objective view to effectively evaluate the merits of ESG related shareholders proposals, or when considering an ESG investment strategy. Corporate retirement plans are still in a formative period of ESG adoption. This session evaluates the performance of ESG vs. Non-ESG funds classified as per Morningstar, eVestment, and Bloomberg platforms that have existed for more than 10-years.

Dean Lei

Professor and Dean of Rutgers Business School



Lei Lei received her Ph.D. in Industrial Engineering from the University of Wisconsin (Madison) with a minor in Computer Sciences. Her research expertise includes supply chain network design and optimization, operations planning, scheduling, process recovery after disruptions, demand-supply planning, and resource allocation optimization. Lei has over 50 refereed publications in journals such as Management Science, INFORMS Journal on Computing, Interfaces, IIE Transactions, European Journal of Operations Research, Journal of Operational Research Society, and Naval Research Logistics.

She is a recipient of five best teacher awards at Rutgers Business School (RBS) and was nominated for the U.S. Professor of the Year (2010). In 2015, Lei was selected as one of the Top 50 Women in Business by NJBIZ. Lei became the founding chair of the Department of Supply Chain Management and Marketing Sciences (SCMMS) in 2008.

During her tenure, the RBS Supply Chain Management program grew to one of the top-ranked programs in the nation. Lei became the Dean of Rutgers Business School in January 2015.

Gary Cohen

**Executive Vice President, Global Health and
President of the BD Foundation at BD (Becton,
Dickinson and Co)**



Gary Cohen is Executive Vice President, Global Health and President of the BD Foundation at BD (Becton, Dickinson and Co), a global medical technology company. He is also a board director of UNICEF USA and the Global Partnership to End Violence Against Children, board co-chair of GBCHealth, and board chair and founder of Together for Girls, a global partnership of national governments, UN agencies and private sector organizations dedicated to stopping violence against children, particularly sexual violence against girls.

He previously served on the UN Commission on Life Saving Commodities for Women and Children and as board director and chair of the CDC Foundation, and presently serves as chair of the CDC/Corporate Roundtable on Global Health Threats.

Gary holds B.A. and M.B.A. degrees from Rutgers University. In 2016, he was named a Rutgers 250 Fellow. In 2018, he founded the Rutgers Institute for Corporate Social Innovation at Rutgers Business School.

Jeana Wirtenberg

**Associate Professor of Professional Practice in the
Management & Global Business Department, Rutgers
Business School**



Jeana Wirtenberg is Associate Professor of Professional Practice in the Management & Global Business Department, Rutgers Business School. She leads the Principles for Responsible Management Education (PRME) initiative for the Business School and is Associate Director of the Rutgers Institute for Corporate Social Innovation (RICSI). Jeana is lead editor and author for *The Sustainable Enterprise Fieldbook: Building New Bridges*, first and second editions (Greenleaf, 2008; Routledge, 2019), and author, *Building a Culture for Sustainability: People, Planet and Profits in a New Green Economy* (Praeger, 2014).

Previously, Jeana was HR Director for Development, Quality and Organization Effectiveness at Public Service Enterprise Group (PSEG), and held leadership positions in AT&T Human Resources. Jeana started her career at the U.S. Commission on Civil Rights, and led the Women's Research/Social Processes team at the National Institute of Education. She received her Master's degree and Ph.D. with honors in Psychology from U.C.L.A.



Dana Smith

Campaign Director for Meatless Monday

Dana Smith joined the Monday Campaigns in 2013 and is the Campaign Director for Meatless Monday, the global movement which encourages people to cut meat from their diets one day a week—for personal health and the health of the planet. Dana oversees the strategic vision for the global Meatless Monday movement, in an effort to gain awareness and adoption of the campaign.

She manages high level relationships and partnerships with a focus on foodservice, communities, schools, restaurants, chefs, and influencers. Dana is a senior campaign and marketing executive with expertise in program development and implementation, integrated marketing, public relations, and digital and social media. Prior to joining the Monday Campaigns, Dana helped launch and market the wildly successful online food store FreshDirect.com and spent time in several top tier food marketing and innovation companies. She has a passion for all things culinary and a focus on food sustainability.



Stuart Hart

**Professor and Steven Grossman Distinguished Fellow in Sustainable Business at the University of Vermont's Grossman School of Business
Key Note Speaker**

Stuart L. Hart is one of the world's top authorities on the implications of environment and poverty for business strategy. According to Bloomberg Businessweek, he is “one of the founding fathers of the ‘base of the pyramid’ economic theory.”

Hart is Professor and Steven Grossman Distinguished Fellow in Sustainable Business at the University of Vermont's Grossman School of Business and Co-Founder of the School's Sustainable Innovation MBA Program as well as S.C. Johnson Chair Emeritus in Sustainable Global Enterprise and Professor Emeritus of Management at Cornell University's Johnson Graduate School of Management, where he founded the Center for Sustainable Global Enterprise. Hart is also Founder and President of Enterprise for a Sustainable World, Founder of the BoP Global Network, and a member of the Net Impact Board. He has published more than 100 papers and authored or edited nine books with over 40,000 Google Scholar citations. His article “Beyond Greening: Strategies for a Sustainable World” won the McKinsey Award for Best Article in the Harvard Business Review for 1997 and helped launch the movement for corporate sustainability. With C.K. Prahalad, Hart also wrote the path-breaking 2002 article “The Fortune at the Bottom of the Pyramid,” which provided the first articulation of how business could profitably serve the needs of the four billion poor in the developing world. His best-selling book, *Capitalism at the Crossroads*, published in 2005 was selected by Cambridge University as one of the top 50 books on sustainability of all-time; the third edition of the book was published in 2010.

Mette Morsing



Head, Principles for Responsible Management Education, UN Global Impact

Mette Morsing (Ph.D. 1994), Head of PRME Principles for Responsible Management Education, UN Global Compact (New York). Before May 2020, Mette Morsing was the Mistra Chair of Sustainable Markets and Executive Director of Misum: Mistra Center for Sustainable Markets at Stockholm School of Economics, (Sweden) (since 2017). She was also Professor of Corporate Social Responsibility at Copenhagen Business School (CBS, Denmark) (since 2007).

She was the Founding Director of CBS Center for Corporate Social Responsibility in 2002, and she was the Academic Director of CBS Sustainability Platform 2011-2016 with the ambition to integrate sustainability across fifteen academic departments. In 2003, she was the co-founder of Academy of Business in Society (ABIS, Bruxelles), where she served as a Member of the Board of Directors for 10 years. Morsing was in 2010 appointed as a member of the executive board of directors at LEGO Foundation and Melting Pot, and in 2016 she was elected by her colleagues to serve on CBS Board. Morsing has held a large number of advisory and honorary positions in corporate and policy committees on issues related to sustainability.

Mette Morsing has been a part of PRME's journey, participating in the launch of PRME in 2007 in New York, and she was behind CBS' decision in 2009 to become an early signatory to PRME in her then capacity as Director of the CBS Centre of Corporate Social Responsibility. In 2013, CBS spearheaded the establishment of a PRME Nordic Chapter, and in 2018 Morsing was the Nordic Chapter Chair. In 2019, she was invited to produce the 2019 PRME Strategic Review in her capacity as Senior Strategy Advisor for UN Global Compact for PRME. Morsing's research interests concern how organizations are governed in the context of corporate social responsibility and sustainability. With a PhD in Organization Theory, she is particularly interested in identity, communication and cross-sector partnerships in this regard. Morsing has published extensively in international books and academic journals such as Journal of Management Studies, Human Relations, Business Ethics Quarterly, and Organization Studies, Organization, Journal of Business Research and other outlets. She has won several prizes for her research. She is also the co-editor of a textbook on Corporate Social Responsibility published by Cambridge University Press (Rasche, Morsing and Moon, 2017).

Nancy Cantor

Chancellor of Rutgers University–Newark



Nancy Cantor is Chancellor of Rutgers University–Newark, a diverse, urban, public research university. A distinguished leader in higher education, Cantor is recognized nationally and internationally as an advocate for leveraging diversity in all its dimensions, re-emphasizing the public mission of colleges and universities as engines of discovery, innovation, and social mobility, and achieving the fulsome potential of universities as anchor institutions that collaborate with partners from sectors to help their communities thrive.

Prior to her current position, Cantor was Chancellor and President of Syracuse University, where the breadth, depth, and success of her efforts to foster mutually beneficial collective impact initiatives between the university and community earned her one of higher education’s highest honors, the Carnegie Corporation Academic Leadership Award, in 2008. Previously, Cantor had served as chancellor of the University of Illinois at Urbana-Champaign; provost and executive vice president for academic affairs at the University of Michigan, after having served as dean of Michigan’s Horace H. Rackham School of Graduate Studies and vice provost for academic affairs; professor of psychology and senior research scientist at the Institute for Social Research at Michigan; and chair of the department of psychology at Princeton University.

Andrew Hoffman

**Professor of Management & Organizations
Professor of Environment and Sustainability**

Holcim (US), Inc. Professor of Sustainable Enterprise



Andrew (Andy) Hoffman is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; a position that holds joint appointments in the Stephen M. Ross School of Business and the School for Environment & Sustainability. Professor Hoffman's research uses organizational behavior models and theories to understand the cultural and institutional aspects of environmental issues for organizations. He has published over 100 articles/book chapters, as well as 16 books, which have been translated into 6 languages.

In this work, he focuses on the processes by which environmental issues both emerge and evolve as social, political and managerial issues, including: the evolving nature of field level pressures related to environmental issues; the corporate responses that have emerged as a result of those pressures, particularly around the issue of climate change; the interconnected networks among non-governmental organizations and corporations & how those networks influence change processes within cultural and institutional systems; the social and psychological barriers to these change processes; and the underlying cultural values that are engaged when these barriers are overcome. He also writes about the role of academic scholars in public and political discourse. Among his list of honors, he has been awarded the Responsible Research in Management Award (2019), Distinguished Faculty Award for the Organizations & Natural Environment Division of the Academy of Management (2018), Aspen Institute Ideas Worth Teaching Award (2018), Aspen Institute Faculty Pioneer Award (2016), American Chemical Society National Award (2016), Strategic Organization Best Essay Award (2016), Organization & Environment Best Paper Award (2014), Maggie Award (2013), JMI Breaking the Frame Award (2012), Connecticut Book Award (2011), Aldo Leopold Fellowship (2011), Aspen Environmental Fellowship (2011 and 2009), Manos Page Prize (2009), Aspen Institute Rising Star Award (2003), Rachel Carson Book Prize (2001) & Klegerman Award (1995). His work has been covered in numerous media outlets, including the New York Times, Scientific American, Time, the Wall Street Journal, National Geographic, Atlantic and National Public Radio. He has served on numerous research committees for the National Academies of Science, the Johnson Foundation, the Climate Group, the China Council for International Cooperation on Environment & Development and the Environmental Defense Fund. Prior to academics, Andy worked for the US Environmental Protection Agency (Region 1), Metcalf & Eddy Environmental Consultants, T&T Construction & Design and the Amoco Corporation. Andy serves on advisory boards for ecoAmerica, the Michigan League of Conservation Voters, the Wildlife Habitat Council, the Center for Environmental Innovation & the Stanford Social Innovation Review.

Terence Blackwell

**Chimes Family of Services
President and Chief Executive Officer**



Mr. Blackwell joined the Chimes Family of Services as President and Chief Executive Officer in August 2016. He brings more than two decades of diverse leadership experience serving the needs of people with disabilities to his new role with Chimes. Most recently, he served as Chief Operating Officer of Manhattan-based Services for the Underserved (SUS), providing services to people with intellectual disabilities, behavioral health, mental health, and substance abuse issues as well as veterans' services in a variety of coordinated and integrated care models.

In addition to earning his M.S. in Psychological Services from the University of Pennsylvania, including attendance at the Wharton School, Terence is a Licensed School Principal, Board Certified Behavior Analyst, and Certified Addictions Specialist. He earned his B.S. in Psychology from Saint Peter's University. Mr. Blackwell's career history has ranged from serving as a Direct Care Counselor for a large community-based residence to leading the development and operation of preschool programs for children with disabilities under the authority of the New York State Education Department. He also launched his own consulting practice for not for profits and government-funded agencies and led program expansion and business development efforts for a large non-profit that provides job opportunities for people with barriers to independent employment.

Kenneth M. Gustavsen

Chief of Staff and Strategy Officer for Social Business Innovation at Merck



Ken Gustavsen is Chief of Staff and Strategy Officer for Social Business Innovation at Merck (Merck operates as MSD outside of the United States and Canada). His work covers a range of global health and stakeholder engagement activities, including management of a venture capital impact investing portfolio. He has been at Merck since 2000 in a variety of roles focused on expanding access to health care in the developing world and emerging markets. Before joining Merck, Ken led a post-war relief and development program in Kosovo for the non-profit organization World Relief that included microfinance banking and housing reconstruction.

Prior to World Relief, Ken served for 6 years in the United States Navy in a variety of overseas assignments. Ken received a BS in oceanography from the United States Naval Academy and an MBA in finance and global business from Rutgers University.

Renuka Gadde

Vice President of Global Health at BD



Renuka Gadde is Vice President, Global Health at BD. She provides leadership for BD's Global Health initiatives primarily focusing on emerging and developing countries. Her responsibilities include extensive external engagement with ministries of health, international agencies and non-government organizations, and significant internal engagement across BD's units, geographies and functions in support of strategies, products and programs that advance equitable access to health for all people.

Ms. Gadde leads key Public Private Partnerships to improve access and strengthen health systems, improve lab quality and standards, and upgrade clinical practices focusing on areas of HIV, TB, AMR and healthcare worker and patient safety. She partners with organizations such as PEPFAR, CDC, USAID, London School of Hygiene and Tropical Medicine, FIND and country governments on these partnerships.

Ms. Gadde began her career with BD (Becton Dickinson and Company) in 1997. She holds a master's degree in Business Administration and completed an exec program on Global Health Leadership from the London School of Hygiene and Tropical Medicine. Her previous positions within the company include Regional Immunization Director for Asia Pacific region, Director Strategic Planning for the Medical segment, Platform Leader for Emerging Markets, Injection Safety, and Senior Director, Global Health at the Pre-Analytical Business segment.

Ms. Gadde currently serves on the board of ASLM (African Society for Laboratory Medicine), Project HOPE and the International Safety Center. She is an advisory board member for Rice University, NEST program. Ms Gadde also serves on the Ethics and Governance Committee of the Global Fund and is a DX Ambassador for FIND, Geneva.

Kate Lawrence

Director of Jersey City's Office of Sustainability



Kate Lawrence is the Director of Jersey City's new Office of Sustainability. In this role, Ms. Lawrence coordinates sustainability and environmental efforts both within municipal operations and within the larger community. The 2020 focus of the Office of Sustainability is Climate Action, which will include the creation of the City's first-ever Climate Action Plan. Before starting the Office of Sustainability, Ms. Lawrence was the Senior Environmental Planner within the Jersey City Division of Planning.

Previous to her time in Jersey City, Ms. Lawrence worked as the Sustainability Coordinator for the City of Albany, NY, where she was instrumental to the creation of the City's Energy Plan and its participation in the New York Climate Smart Communities program.



Elizabeth Collier

Chair of the North America Chapter UN PRME
Professor at Dominican University

Elizabeth W. Collier, PhD, is Chair of the North America Chapter, UN PRME. She is Professor and Christopher Chair of Business Ethics at the Brennan School of Business, Dominican University, River Forest, IL. She is also an editor at the Journal of Religion and Business Ethics.



James Corwell

Chairman and Founder BlueDot Int'l
Co-Founder Farm2Plate USA

Certified Master Chef James Corwell brings comprehensive experience to the public with over 35 years of culinary excellence and extensive work in the plant-based field. Before joining F2P USA, Chef James founded Ocean Hugger Foods. In an effort to stem overfishing, he created plant-based alternatives to traditional and exotic seafoods.

Manufactured and produced on three continents Ocean Hugger defined the alternative seafood space. In his new venture, Chef James is proud to be a part of F2P and their commitment to food and to plant-based innovations. Together with F2P, Chef James looks forward to launching new, affordable and healthful products that positively impact the world and generations to come.

Jordan Thomas



Jordan is a 2018 graduate of Princeton University, where a successful academic career culminated in such distinctions as Summa Cum Laude, Phi Beta Kappa, the Myron T. Herrick Thesis Prize, and a 2018 Spirit of Princeton Award. At Princeton, he concentrated in Public and International Affairs; he received dual certificates in Portuguese Language and Culture and in African American Studies; and he focused his academic coursework on poverty, inequality, and social mobility. Jordan is particularly interested in the role that law, public policy, and high-quality education play in expanding access and opportunity for disadvantaged populations.

In addition, he has a strong interest in impact investment, urban economic development, and the ways in which the power of capital can be harnessed for social good. As one of 32 American students selected from a pool of over 2,500 applicants to receive a 2018 Rhodes Scholarship -- the first Rhodes Scholar in the history of the Newark Public Schools system -- Jordan recently completed a year of postgraduate study at the University of Oxford. He spent this year pursuing a Master's degree in Evidence-Based Social Intervention and Policy Evaluation.

Jordan will spend the next two years gaining professional experience before enrolling at both Yale Law School and Harvard Business School for a unique JD/MBA dual degree between the two institutions. Ultimately, he intends to engage in work that most directly promotes equal opportunity, social mobility, and justice for all.

JoAnna Contarino



JoAnna Contarino is a college senior working towards a BA in Environmental and Sustainability Studies at Rowan University. She's active in fighting for a more sustainable planet in her hometown, campus, and state-wide. She's currently co-leading the NJ Student Sustainability Coalition; a group that connects HS and College students interested in sustainability. JoAnna hopes to use her experiences to work in the organizing space and working on the many intersecting social issues that contribute to our environmental crises.

Anneliese Dyer



Anneliese Dyer is an accounting major with a sustainability management minor at Fairleigh Dickinson University. She will be completing her bachelors program in December 2020 and plans on pursuing her masters degree. She had the opportunity to do research in the renewable natural gas/pipeline quality fuel space with an emphasis on greenhouse gas reduction at the PSEG Institute for Sustainability Studies. Sustainability has always been her passion and would like to make a difference for the betterment of the planet and all who live on it.

Kathleen Parrish



Kathleen (Katie) Parrish is currently working as Communications Advisor for the National Council for Science and the Environment (NCSE). She graduated from Rutgers this past May with a degree in microbiology and a passion for making a difference through sustainability, collaboration, and science communication. During her four years of undergraduate research, Katie led studies on the impacts of microplastic pollution in the Raritan River, worked with a local non-profit to promote citizen science, published her work, and presented it internationally.

As founder and president of the Rutgers Sustainability Coalition, she brought together nearly 20 student organizations that addressed social, economic, and environmental sustainability. After graduating, she took her passion for sustainability beyond Rutgers, and joined the Dream Project team for a cross country charity bike trip to Portland, Oregon to raise over \$30,000 to fight food insecurity.

Jamila Ritter



Jamila is a senior at Rutgers Business School (RBS) double majoring in Supply Chain Management and Management Information Systems and is also pursuing an Accelerated Master of Supply Chain Analytics. She is an S-Stem Scholar, through The Garden State LSAMP (Louis Stokes Alliance for Minority Participation) alliance and serves as the Corporate Relations Director for Women BUILD. Jamila has experience working in the financial services industry holding progressive roles on management teams for large firms such as Goldman Sachs, New York Life, and John Hancock. She has held roles such as Webmaster, Facilities Coordinator, Operations Specialist, and Project Manager.

These roles enabled her to perfect navigating a fast-paced environment with patience and the ability to multitask effortlessly. Her core competencies include relationship management, project management, problem-solving, social perceptiveness, and service orientation. Jamila has spent her academic career taking advantage of every opportunity put before her. Most recently she led a team (representing Rutgers Business School) that competed in the National Diversity Case competition placing fifth. She has a passion for social responsibility, has been exposed to the UN Global goals and continues to work on projects that Engage Youth in Manufacturing careers. In her spare time, she enjoys motherhood, traveling, learning new things and helping others. She lives in East Orange, NJ with her 6-year-old son and 2-year-old daughter.

Daniel Dart

Activist, artist, photographer, and social entrepreneur
Founder & CEO of DEC Projects

Keynote Speaker



Activist, artist, photographer, and social entrepreneur, Daniel Dart's journey from being incarcerated and homeless to where he is today shows how powerful second chances can be. He is the Founder & CEO of DEC Projects, a strategy and communications agency aimed at changing the way people engage with the world. A leader and advocate for underserved and underprivileged communities, he has worked on-the-ground helping build equity and social movements on a global scale.

Daniel is an internationally recognized advocate for freedom in Western Sahara, as well as a leader of numerous impact-based projects in Gaza, Lebanon, and Saudi Arabia and is currently working to increase investment in fragile economies all over the world. In 2019, Daniel delivered a passionate speech on decolonization at the United Nations 74th General Assembly advocating for those that do not have a seat at the table. Through his work, Daniel strives to frame specific issues around the story of the human condition, which he often tells through the lens of photojournalism and media. He is currently completing a full-length feature documentary, *The Fight: Tunisia's Battle for Democracy*, sharing the story of Tunisia's journey following the Arab Spring. He is also in the process of directing an upcoming documentary on the Los Angeles homeless crisis as a follow-up to the RICH CITY | POOR MAN campaign. Daniel's journey to where he is today is anything but typical. He was born in the Bay Area but spent most of his youth in Southern California. He experienced homelessness on the streets of San Diego and Los Angeles between 1999-2001, a chapter of time that shapes everything he does to this day. Daniel was the brainchild of a prominent punk-rock band Time Again, where he wrote and sang about social issues, poverty, and getting through life one day at a time. In 2011 he was sentenced to 6 years in prison, where he filed and won an appeal to reduce his sentence by two years. It was upon release, with a new perspective of owning his own flaws while being true to himself, that he made amends and launched the second chapter of his life – one that focuses on the altruistic value of helping those who cannot help themselves. Whether it is through writing, photography, films, or campaigns, there is always a strong authenticity to his work, accompanied by a perspective on how the people and subject in question can inspire us all to see the world through a different lens. Even when depicting a story of chaos, the message is always one of reflection. What can we learn from this, what can be better, where can this take us, and how can we help?

Michael Pirson

**Professor Fordham University
Co-Founder, International Humanistic
Management Association**



Michael Pirson joined the Gabelli School of Business as an associate professor of management systems in 2008. A scholar of humanistic management, which holds that business and commerce ought to advance human dignity and society, Dr. Pirson helped to establish an undergraduate sustainable-business concentration at Fordham. He teaches courses such as Social Entrepreneurship, Fundamentals of Management and Principles of Management, and his work spans the undergraduate and graduate levels.

A native of Germany, Professor Pirson has worked and lived in Switzerland, France, China, Costa Rica and the United States. Before beginning his academic career, he worked for an international consulting group for several years and then started his own private consultancy. He has worked for and with businesses, nonprofits, embassies, political campaigns, and local and national governments.

Dr. Pirson is the social entrepreneurship track chair for the Oikos-Ashoka Global Case Writing Competition in Social Entrepreneurship. He is also a founding partner of the Humanistic Management Network, an organization that brings together scholars, practitioners and policymakers around the common goal of creating a 'life-conducive' economic system. In that capacity, he is the co-editor of the Humanism in Business book series, published by Palgrave-McMillan. Dr. Pirson is a research fellow at Harvard University and serves on the board of three social enterprises in the United States.

Jonathan Holloway

President of Rutgers



Jonathan Holloway, a U.S. historian, took office as the 21st president of Rutgers, The State University of New Jersey, on July 1, 2020. He also serves as a University Professor and Distinguished Professor. Prior to accepting the presidency of Rutgers, Dr. Holloway was provost of Northwestern University from 2017 to 2020 and a member of the faculty of Yale University from 1999 to 2017. At Yale, he served as Dean of Yale College and the Edmund S. Morgan Professor of African American Studies, History, and American Studies. President Holloway's scholarly work specializes in post-emancipation U.S. history with a focus on social and intellectual history.

He is the author of *Confronting the Veil: Abram Harris Jr., E. Franklin Frazier, and Ralph Bunche, 1919–1941* (2002) and *Jim Crow Wisdom: Memory and Identity in Black America Since 1940* (2013), both published by the University of North Carolina Press. He edited Ralph Bunche's *A Brief and Tentative Analysis of Negro Leadership* (New York University Press, 2005) and coedited *Black Scholars on the Line: Race, Social Science, and American Thought in the Twentieth Century* (Notre Dame University Press, 2007). He wrote the introduction for the 2015 edition of W.E.B. Du Bois's *Souls of Black Folk* (Yale University Press), has completed the forthcoming book, *The Cause of Freedom: A Concise History of African Americans*, for Oxford University Press (February 2021), and is working on a new book, *A History of Absence: Race and the Making of the Modern World*.

NOTES

NOTES

Special Thanks To

Program Committee:

Jeana Wirtenberg - Associate Professor, Rutgers Business School (RBS) Management & Global Business Department; Chair, PRME Committee and Program Planning Committee; Associate Director, Rutgers Institute for Corporate Social Innovation

Valerie Bendish - Founder, CEO | VBPR | Where Cause Meets Inspiration

Magda Comeau - RBS Public Private Community Partnerships

Gerard Farias - Fairleigh Dickinson University

Deborah Flamengo - RBS, RICSI

Noa Gafni - RBS, Executive Director, Rutgers Institute for Corporate Social Innovation (RICSI)

Luke Greeley - RBS Dean's Office

Joel Harmon - Fairleigh Dickinson University

Sharon Hellman - RBS Management and Global Business Dept.

Shevon Jackson - RBS Information Technology

Parul Jain - RBS Finance & Economics Dept

Hildegard Link - Sustainability Committee/SEBS liaison and NB students' participation

Heba Megahed - Independent Consultant

Dilip Mirchandani - Rowan University

Rowland Privett - RBS Information Technology

Ashwani Vasishth - President, NJHEPS & Director, Center for Sustainability at Ramapo College

Program Design:

Gabriella Moreira/Rowan University

Program Development:

Heba Megahed/Independent Consultant

Conference Series:

- 1st NJ PRME Conference: 2009, Rowan University, Rohrer College of Business
- 2nd NJ PRME Conference: 2010, Rowan University, Rohrer College of Business
- 3rd NJ PRME Conference: 2011, Rowan University, Rohrer College of Business
- 4th NJ PRME Conference: 2018, Rowan University, Rohrer College of Business
- 5th UN PRME Conference NE: 2020, Rutgers University, Rutgers Business School

RUTGERS

Institute for Corporate
Social Innovation



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COLLEGE OF BUSINESS**