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**CBPA, AACSB, & PRME**

In Spring 2012, CBPA became a signatory to PRME—Principles for Responsible Management Education. These Principles for Responsible Management Education were launched in in 2007 as an initiative of six academic institutions (including AACSB International) and the United Nations Global Compact. PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop in our students a new generation of business leaders who view corporate strategy within a broader perspective of all stakeholders over traditional shareholder value. Guided by the PRME philosophy, CBPA’s mission is to inspire and champion ethical and responsible management education, research, and thinking for global leadership. At CBPA, we endorse conscious capitalism. We are continuously embedding PRME values into our Educational Value Chain. We highlight some of these endeavors in reports like this.

**Faculty Focus:**

**Professor Kathie Pelletier** was awarded the Golden Apple award by President Tomas Morales for excellence in Teaching for 2017-2018. This



Kathie Pelletier  
2017-18 Golden Apple Award

award recognizes Kathie. Pelletier’s well-deserved reputation over the years for superb teaching in

her graduate and undergraduate classes in Organizational Behavior and Leadership. Professor Pelletier is also known for her journal articles on Toxic and Noble Leadership.

We salute **Professor Kathie Pelletier** as an excellent exemplar of PRME values in providing pathways to her students to meet responsible management practices. She has been showcased for her specific teaching contributions in earlier issues of this BULLETIN.



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Under the supervision of **Professor Anna Phillips** in Management 350, *Administrative Communications*, Spring 2018, students undertook the task of researching corporations that embrace the ‘Triple

Bottom Line”—people, planet and profit. Students used actual firms and analyzed them through Organizational Behavior Theories, and Theories of Ethics, such as Deontology and Utilitarianism. Two such student research efforts from **Ashley Snook** and **Abdurrahman Saleh**, are showcased in the Following section on “Student Focus.”

**Professor Jonathan Anderson** and Chair of the Department of Public Administration, was a guest on the **SUSTAINABILITY SHOW** on Coyote Talk Radio in May 2018. He spoke to the theme of Conscious Capitalism, with the case of the Grameen Bank in Bangladesh. This entity was an early model of micro-financing for disadvantaged populations, such as women in Bangladesh. Dr. Anderson drew from his experience as a Department of State professional who was posted in Bangladesh.



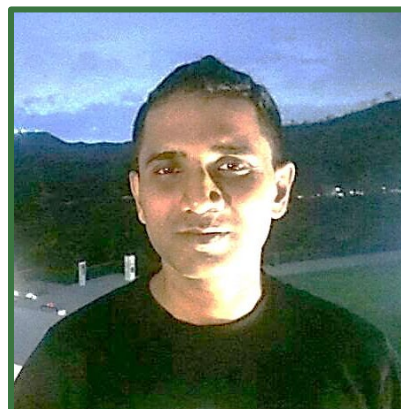
The Grameen Bank has served as a model for micro-finance services for the World Bank, and other international banking institutions.

**Professor Frank Lin**, Chair of the Department of Information and Decision Sciences, was a guest on the **SUSTAINABILITY SHOW**, on Coyote Radio in Winter 2018. Dr. Lin spoke on the industrial pollution that is destroying the waters of the Ganges River in India. Dr. Lin was one of the leaders of the Global Management Study Abroad trip to Northern India, when he supervised students writing on air and water pollution in the region. ....



## Student Focus:

**Ajay Kotian**, MBA Student in Spring 2018, introduced Mgmt. 685 students to the pitfalls of the toxic financial practice of **Predatory Loans**,



also known as “Pay Day Loans.”

Ajay explained that this form of a financial instrument is advertised as a fast, easy, no-

nonsense way to get money when you're in a financial bind. They lead you to believe that borrowing \$100 is as simple as showing a recent



pay stub, a copy of your driver's license, and a blank check. What they fail to explain is that this might be the gateway to a debt cycle of enormous

consequences. Paying off that \$100 debt may take months, even years, and the accumulating penalties and interest may end up costing the consumer thousands of dollars to actually pay off—a much larger sum than the original payday loan itself. The class was studying “Conscious capitalism”, whereby firms pay attention to the Triple Bottom Line. Ajay Kotian observed that a payday loans violate the principles of conscious capitalism. ....

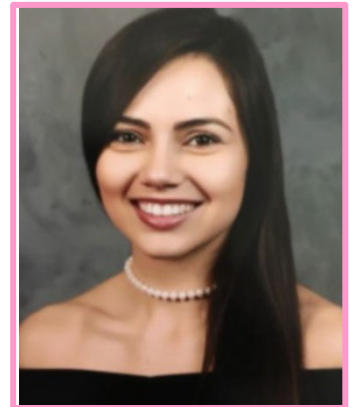


MBA student, **Archana Singh**, in the Spring quarter of 2018, analyzed the corporate social responsibility (CSR) behavior of Reliance Industries, Ltd, (RIL) an Indian conglomerate

holding company headquartered in Mumbai, India.. RIL owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications. The firm's CSR is embedded in the long term business strategy of the Company. For RIL, business priorities co-exist with social commitments to drive holistic development of people and

communities. The Company's CSR initiatives help elevate the quality of life of millions, especially the disadvantaged sections of the society. It seeks to touch and transform people's lives by promoting healthcare, education and employment opportunities. ....

Undergraduate student, **Ashley Snook**, wrote her final paper for Management 350, Administrative Communications, on the firm Lucky Iron Fish—a Canadian Benefit Corporation, whose mission is to end iron deficiency and anemia. The product is infuses meals with a



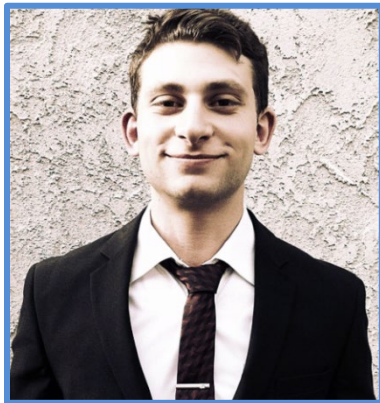
healthy amount of natural iron to help prevent iron deficiency and anemia. Iron is vital for your health. The human body needs iron to function, but people do not get enough. Nearly two billion people around the world currently don't, which is why iron deficiency and anemia are such big problems It is simple to use, and provides a natural source of iron that's perfect for everyone, especially those with an increased need for iron: athletes, vegetarians, vegans and women.

The product is in the form of fish-shaped cast iron ingots used to provide dietary supplementation of iron to individuals affected by iron-deficiency anemia. The ingots are placed in a pot of boiling water to leach elemental iron into the water and food. They were developed in 2008 by Canadian health workers in Cambodia, and in 2012 a company, The Lucky Iron Fish Project, was formed to develop the iron fish on a larger scale, promote them among rural areas, and distribute them to non-governmental organization partners.



When a Lucky Iron Fish is purchased, the firm will give one to a family in need in the developing world. ...

Undergraduate student, **Abdurrahman Saleh** wrote his final paper for Management 350, Administrative Communications, on the German firm called Little Sun. He notes that “Little Sun prides themselves in producing clean and affordable solar products for those living in off-grid areas without any electricity. Their goal is to unite the world with the knowledge and importance of reusable energy. Little Sun is trying to bring sustainable solar energy to the 1.2 billion people living without electricity to invest in the future of our planet.



## Study Abroad Report

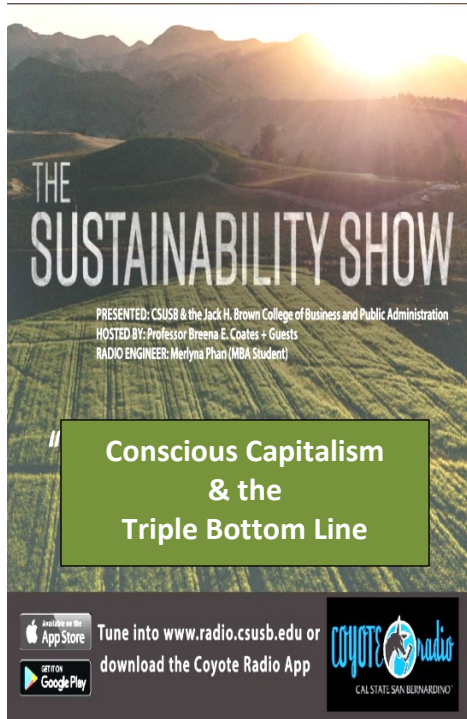
The **JHBC Global Management Center** arranges study abroad trips for our students to countries around the world.



Our JHBC students took a study abroad trip to India, in December 2017. Students studied air and water pollution in New Delhi and Varanasi. Students visited a pollution control laboratory where scientists are working to alleviate this problem. **Professors Vipin Gupta, Frank Lin, Jake Zhu and Anna Ni**, served as faculty mentors for the individual student projects.

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# The SUSTAINABILITY SHOW



This new JHBC venture called the **SUSTAINABILITY SHOW** was launched on



Coyote Talk Radio on November 17, 2017. The show educates, engages and entertains CSUSB students, faculty and staff, and regional stakeholders. With programs on sustainability

issues linked to global trends, and CSUSB operations and programmatic efforts.



The show emphasizes the CSUSB mission and values on

sustainability and ethics, the JHBC values of educating responsible management professionals, the United Nations PRME values and mission of the Global Compact for Sustainability.



Seven shows have been launched on topics such as “The Ecological Footprint, “E-Waste”, and “Conscious Capitalism.” The basic themes follow the Triple Bottom Line components of People, Planet and Profit. Participants included: Faculty, Executives, Staff, & Students.

## SOUND CLOUD ARCHIVE

<https://soundcloud.com/user-83979802/sustainability-show1-introduction>

“Sustainability”, 11/17/2017, Guests Kristine Walker, Director, Resilient CSUSB, Dave Janosky, Sodexo Dining, Professor Jennifer Alford, Dept. of Geography.

<https://soundcloud.com/user-83979802/sustainability-show2-e-waste>

“E-Waste, 12/15/2018, Guests: Dr. Sam Sudhakar, VP IT, Mr. Gerard Au, Assoc. VP IT and Dr. Diane Podolsky, Director, Community-University Partnerships

<https://soundcloud.com/user-83979802/ss3-humanitys-ecological-footprint>

“The Ecological Footprint,” 1/26/2018, Guests; Assoc. VP Jenny Sorenson, Professor Rajrani Kalra, Dept. of Geography, Professor Frank Lin, Chair, Dept. of IDS

<https://soundcloud.com/user-83979802/sustainability-show-4-plastic-pestilence>

“Plastic Pestilence,” 2/23/2018, Guests: Professor Bucky Talyn, Dept. of Chemistry, Mr. Miguel Martin, Director of Dept. of CSUSB Resilient Task Force.

<https://soundcloud.com/user-83979802/sustainability-show-5-conscious-capitalism>

“Conscious Capitalism i” 3/23/2018, Guests: CSUSB Comptroller Matias Farre, Professor David Senteny, Dept. of Acct. & Finance, Professor David Baker, Dept. of Public Administration.

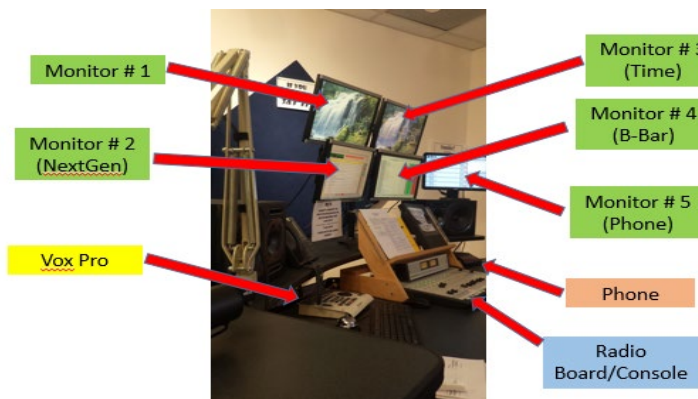
<https://soundcloud.com/user-83979802/ss6-conscious-capitalism-ii>

“Conscious Capitalism ii”, 4/27/2018, Guests: Professor Kathie Pelletier, Dept. of Management, Professor & Chairman Eric Nilsson, Dept. of Economics

<https://soundcloud.com/user-83979802/ss7-conscious-capitalism-iii>

“Conscious Capitalism iii”, 5/27/2018, Guests: Professor & Chair, Dept. of Mgmt, and Director of IECE, Michael Stull, Professor & Chair, Dept. of Public Administration.

The **SUSTAINABILITY SHOW** team is creating a Training Manual for use of future Radio Engineers, who will run the show’s radio board.



The **SUSTAINABILITY SHOW** is supported by veteran radio personality Lacey Kendall, and Coyote Radio Manager, Jacob Poore, and the Coyote Radio Staff.



The **SUSTAINABILITY SHOW** will not air during Summer Quarter 2018, but will resume again in the Fall Quarter





# FILMS

**SYMBIOTIC EARTH** explores the life and ideas of Lynn Margulis, a brilliant and radical scientist, whose unconventional theories challenged the male-dominated scientific community and is today fundamentally changing how we look at ourselves, evolution, and the environment.



As a young scientist in the 1960s, Margulis was ridiculed when she first proposed that symbiosis

was a key driver of evolution, but she persisted. Instead of the mechanistic view that life evolved through random genetic mutations and competition, she presented a symbiotic narrative in which bacteria joined together to create the complex cells that formed animals, plants and all other organisms - which together form a multi-dimensional living entity that covers the Earth.

**SYMBIOTIC EARTH** examines the worldview that has led to climate change and extreme capitalism and offers a new approach to understanding life that encourages a sustainable and symbiotic lifestyle.

147 Minutes



This film takes us deep into the belly of the Park Slope Food Coop, one of America's oldest

cooperative food supermarkets, with a healthy dose of insight and wit.

Nestled deep in New York City, which, for many, exemplifies both the glory and the horrors of the capitalist spirit, you can find this highly prosperous institution, just as American and certainly more efficient than Wall Street, but whose objective is entirely non-profit. Working against everything that defines "The American Way of Life," the basic principles of the Park Slope Food Coop are simple: each of its 16,000 members work 2.75 hours per month to earn the right to buy the best food in New York at incredibly low prices. This Brooklyn coop founded in 1973 is probably the best implemented socialist experience in the United States.

Through FOOD COOP, you will see this institution come to life and witness how the enthusiasm that animates the Park Slope Food Coop demonstrates a potential for change; how the coop's mode of participation viscerally teaches democracy to those who take part in its activities.

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97 minutes

## Sacred Cod

This film captures the collapse of the historic cod population in New England, delving into the effects of overfishing, climate change and government policies on fishermen and the fish.



For centuries, cod was like gold, driving men to extremes. Cod were so abundant in the waters off New England that fishermen used to say they could walk across the Atlantic on the backs of them, and generations of men from places like Gloucester and Cape Cod spent their entire lives chasing the coveted fish.

In recent decades, something began to change in the Gulf of Maine. As the region's cod catch plummeted, government surveys of the iconic species reported On Nov. 10, 2014, after years of ignoring warnings, NOAA officials banned

virtually all cod fishing throughout the region. Fishermen were infuriated. They challenged the findings and accused the government of trying to destroy their livelihood. Environmental activists feared the government's action had come too late to save the cod. Scientists and environmental activists raised alarms about overfishing and the warming ocean. They urged officials to act.

In 2016, officials estimated there were fewer than 200 cod fishermen left in the fleet, and they're now in the fight of their lives, struggling to hold fast to a tradition that has endured for centuries in New England.

Produced by an outstanding team of filmmakers, including the Boston Globe's Pulitzer Prize-winning environment reporter, David Abel, SACRED COD gives us an up close look at the challenges many will have to face in the age of climate change.

65 Minutes

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## UPCOMING AACSB Visit to Review JHBC ACCREDITATION



Faculty: Please send your accounts of Research, Teaching and Service Activities to **Professors Jake Zhu,** [jzhu@csusb.edu](mailto:jzhu@csusb.edu); and **Anna Ni,** [yani@csusb.edu](mailto:yani@csusb.edu).

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CALL for SUBMISSIONS to the PRME BULLETINS & ARCHIVES. Send to [bcoates@csusb.edu](mailto:bcoates@csusb.edu)