



BUSINESS FROM
A RESPONSIBLE
MANAGEMENT
PERSPECTIVE

THE JACK H. BROWN COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION PRME STATUS-IN-PROGRESS-REPORT 2018

RESPECTIVE
MANAGEMENT
A RESPONSIBLE
PERSPECTIVE

“The Mission of the College of Business and Public Administration at California State University, San Bernardino is to create a student-centered learning community that prepares students to become productive members in business, government, and global society. We provide quality undergraduate and graduate programs that positively affect students’ development as responsible management professionals.”

PRME-Centered Minds that Move the World for Good!

Jack H. Brown College of Business & Public Administration

PRME SIP REPORT created, designed, & edited by PROFESSOR BREENA E. COATES, JHBCBPA



A Message from the Dean:



Dean Lawrence C. Rose, Ph.D.
College of Business & Public Administration

This is year six in our partnership with PRME. It has been a very productive and challenging partnership. We have launched new scholastic ventures during 2016-2018 which affirm PRME values. I will briefly comment on a few of these—the rest are explained in subsequent pages of this document.

The first of these projects was the launch of a radio talk show on our Coyote Radio platform, called The “Sustainability Show” a monthly program that explores the pressing environmental challenges of our time—such as “e-Waste,” “*Humanity’s Global Footprint*” and other topics which link global, regional, and local issues. It also links and integrates the strategic values of our CSUSB campus, the Jack H. Brown College, AACSB, and PRME values. This venture was initiated in November 2017.

Another significant event was held from October 17-19, 2017 in Riverside, California in the form of the 52nd Annual CLADEA (*Consejo Latinoamericano de Escuelas de Administración*) conference. The central theme of this year’s Annual Assembly was “*Breaking the Mold: Anticipating the Challenges of Global Education*”. Globalization, technology, and new perspectives in public finance management are challenging the old models of higher education.

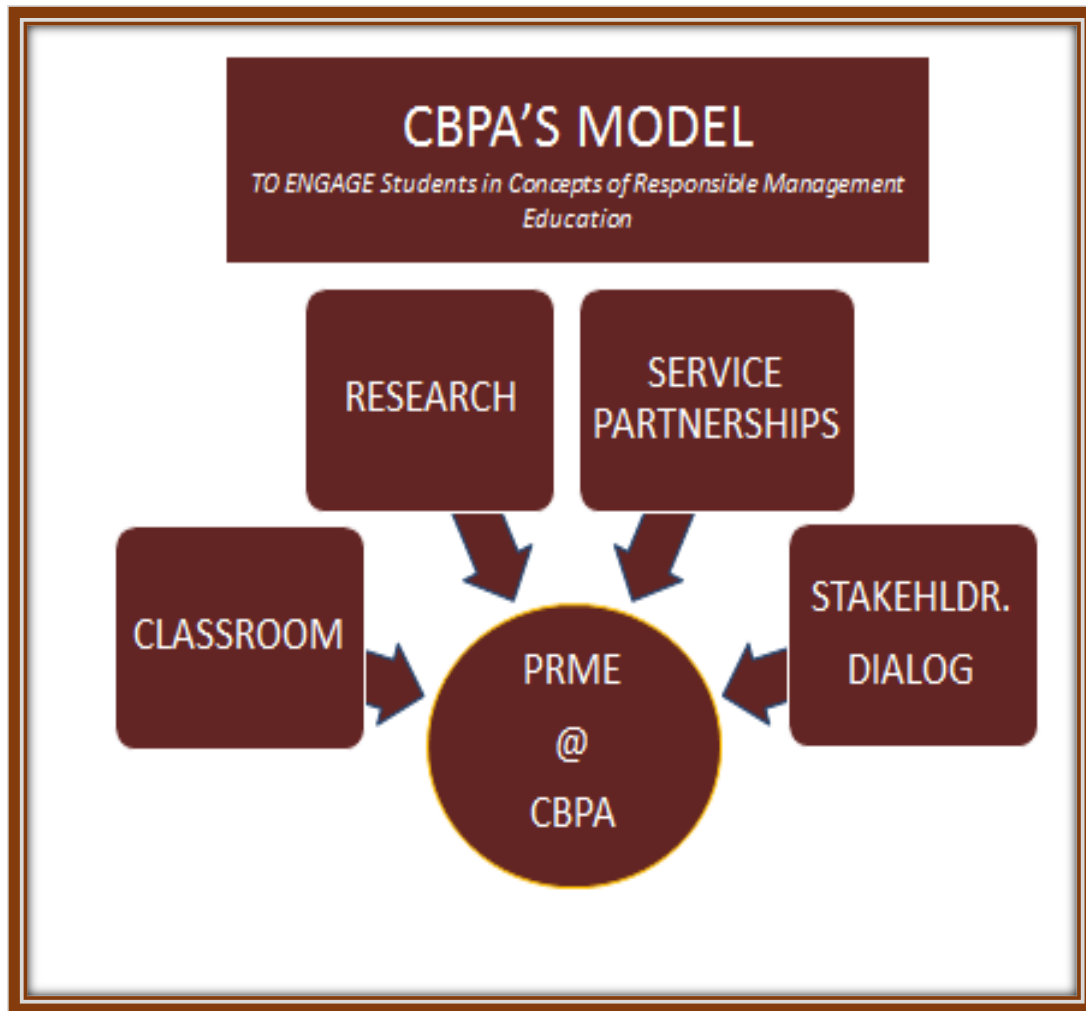
To address and alleviate ethnic and other issues, and to promote diversity in the College, I have created an Office of Diversity and Engagement with the assistance of Associate Dean Beer.

We received another large donation to our college from our friend and benefactor, Mr. Jack H. Brown (after whom our building was named several years ago). He has embodied the PRME values of responsible management in his long career. Sadly, Mr. Brown passed away this year, but his legacy remains in the programs and projects we are initiating, in concordance with PRME values.

A handwritten signature in black ink that reads "Lawrence C. Rose". The signature is written in a cursive, flowing style.

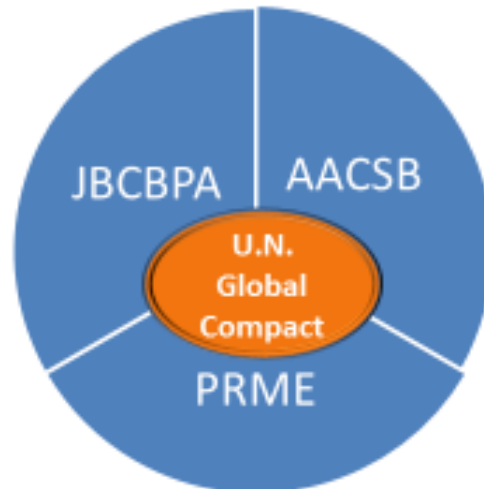
Lawrence C. Rose, Ph.D.
Dean College of Business and Public Administration

STRATEGIC INTEGRATION: JHBCBPA & PRME MODEL



Sustainability in Responsible Management Education

A System of Interrelated Parts



Changes by major accreditation bodies demonstrate growing support for sustainability and ethics in business school curricula. In 2013, PRME Steering Committee member AACSB International, the Association to Advance Collegiate Schools of Business, issued new accreditation standards that place greater emphasis on *corporate responsibility and sustainability*.



TABLE OF CONTENTS

JBCBPA SPECIAL PRME-RELATED PROJECTS	pg. 6
PRME Principle 1—Purpose.....	pg. 11
JHBCBPA Mission, Vision and Values	
Learning Competencies	
Accreditations, Rankings and Recognitions	
PRME Principle 2—Values.....	pg. 18
CBPA’s Centers & Institutes, Values	
CBPA Student Clubs, Values	
CBPA Student Services Dept., Values	
CBPA Student Services Core Values Commitment	
PDA Teaching Assistant Ethical Values	
PRME Principle 3—Teaching Methodology.....	pg. 35
CBPA’S Teaching & Learning Methodologies	
CBPA’S Core Courses Syllabi Reviews, Graduate	
CBPA’S Core Courses Syllabi Reviews, Undergraduate	
Teaching Narratives from Practice	
PRME Principle 4—Research.....	pg. 48
Publications, Peer-Reviewed Journals	
Books and Book Chapters	
Book reviews	
Conferences & Proceedings	
PRME Principle 5—Partnerships.....	pg. 59
And	
PRME Principle 6—Dialog.....	pg. 59
Service—Student Clubs & Associations	
Special CBPA t Service to the Community	

1. LAUNCH OF A NEW JOINT VENTURE, "The Sustainability Show"

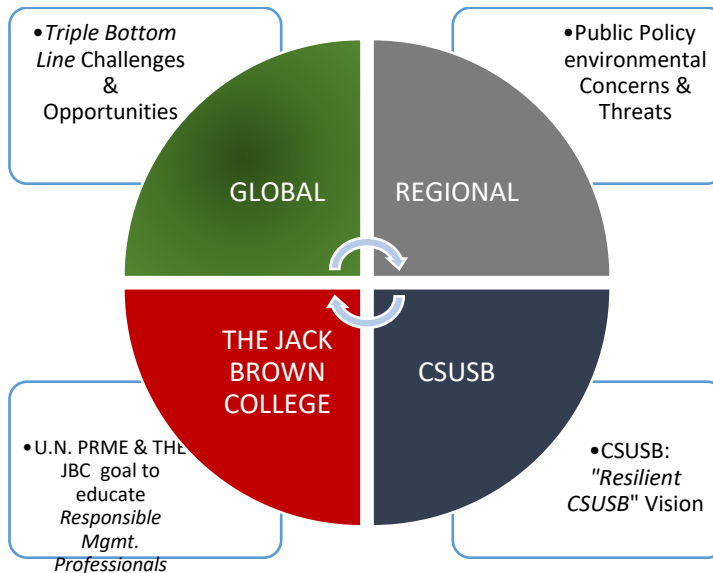


This is an informative radio talk show on Environmental Sustainability with an emphasis on conscious, responsible capitalism. This show brings together experts and other guests on associated topics. It has been created and hosted by **Professor Breena E. Coates**. Ideas link back to strategic global sustainability issues, as well as CSUSB strategies, such as "Resilient CSUSB" and the campus motto "We Define the Future." The monthly program includes The Jack Brown College's commitment to PRME values in educating business students to be responsible future corporate leaders. The audience reaches out to the CSUSB campus, regional, and national stakeholders.



responsible future corporate leaders. The audience reaches out to the CSUSB campus, regional, and national stakeholders.

Design of the "Sustainability Show"



2. CLADEA International Conference

Chaired by **Dr. Kimberly Collins**, (Professor Jack H Brown College), the **CLADEA 52nd Annual Assembly** was held from October 17-19, 2017 in Riverside, California. The central theme of this year's Annual Assembly was "*Breaking the Mold: Anticipating the Challenges of Global Education*". Globalization, technology, and new perspectives in public finance management are challenging the old models of higher education.



CLADEA's 2017 Annual Assembly was a chance for scholars and educational leaders from across the globe to come together to discuss the pertinent issues of our time. Latin America, in particular, will play a large role in the future direction of global trade and the development of the Americas. How it plays out will depend on our ability to collaborate better as societies.



Leaders and scholars in higher education have an important part in this collaboration as they provide the data and analysis decision makers need, educate the next generation of leaders, and work to

strengthen civil society. The future is unsure as institutions work to reframe their educational paradigms and business models. Questions of maintaining pedagogical standards and functioning more as a business will challenge the future of higher education institutions. CSUSB, particularly the Jack H. Brown College of Business and Public Administration, was honored to be able to host CLADEA 2017.



3. *“Workability IV: JHBC CONTRIBUTIONS”*



This initiative of CSUSB involved a panel discussion in September 2017, on ideas and guidelines for work opportunities that exist in **JHBC** fields for the disabled. This was a specialized program that provided Pre- and post-employment services for students with disabilities who are registered clients of the California Department of Rehabilitation. Program

services including: assistance in acquiring internships, volunteer opportunities or employment; mock interviews and coaching; resume and cover letter building; career and transferable skill assessments; one-on-one career counseling; assistance with job applications; targeted job development; connection to employers; specialized workshops; employment fairs; and assistance Success Initiative grant. The expanded services provides tailored activities that foster relationships between students, faculty, staff and professionals with disabilities through five interactive panel discussions that center on different majors of study: psychology and related fields, information systems and related fields, business and public administration, education and natural Sciences. CSUSB faculty, staff and professionals with disabilities in these major fields of study followed to obtain their positions. Panelists included:

- ***Breana E. Coates**, professor of Corporate Strategy, Jack H. Brown College of Business and Public Administration (who showed how disabled students could foster responsible management education in their future jobs, following the values of the **PRME Initiative**.*
- ***David L. Baker**, professor, Jack H. Brown College of Business and Public Administration;;*
- ***Deborah Grijalva**, MBA graduate coordinator, adjunct instructor of management, Jack H. Brown College of Business and Public Administration; and*
- ***Susie Pryor**, associate director and associate professor of the Inland Empire Center for Entrepreneurship (IECE), associate professor of entrepreneurship-management department, Jack H. Brown College of Business and Public Admn.*

3. JBC Teaching Advances: Professor Pelletier brings Responsible Leadership to Life ...

Professor Kathie Pelletier's expertise in responsible leadership and its opposite toxic leadership is covered in her course Mgmt. 655, in which she strongly emphasizes **PRME** values. In order to give her students exposure to the most toxic forms of leadership, **Dr. Pelletier** arranges activities, such as a field trip to the **Museum of Tolerance** in Los Angeles, where her students take a breathtaking journey through dramatic events in 20th century history. Via the unforgettable exhibits they learn what leads people to hate, and how ordinary people have



changed the world one ethical and extraordinary action at a time. Students met Ms. Elar Gellar, a Holocaust Survivor, who spoke on the subject of xenophobia and Racism



Recipient of the Global Peace and Tolerance Award from the Friends of the United Nations, the Museum of Tolerance is a human rights laboratory and educational center dedicated to challenging visitors to understand the Holocaust in both historic and contemporary contexts and confront all forms of prejudice and discrimination in our world today.



It is through the extra efforts of dedicated faculty dedicated to responsible management education and ethics, like **Professor Kathie Pelletier**, that students at CSUSB have an opportunity to learn how to become conscious, caring, corporate leaders.

4. PROFESSOR TAI YIN CHI Embeds PRME module into INFORMATION & DECISION SCIENCES class, IST 101

JBCBPA has long been involved in educating our students on the *Triple Bottom Line*-- people, planet & profit. This exercise deals with the planet part of this concept, specifically in terms of e-waste. The growth of technology is the largest and fastest in the manufacturing industry. Rapid technology product development and built-in obsolescence is becoming an environmental hazard. Consumer electronics such as cellular phones, computers and the like contain a variety of heavy metals, carcinogenic properties and toxic elements that jeopardize planetary resources as well as human health. This segment of our IST 101 class requires students to think about leadership responsibility in the following areas: The hazards of e-waste; managing proper disposal, reconstruction, and recycling of e-waste; extended life cycle of technology products.



Professor Tai Yin Chi

Homework:

Exercise: As future leaders in a firm students will develop strategies and processes to minimize risk to humans and the environment in the area of e-waste. .

Research: Staple to the above assignment an article from a newspaper, information technology magazine, or general topic magazine (e.g., Time/Newsweek), a recent article on e-waste, preferably not older than 5 years.

Video: Watch “*Death by Design: The Dirty Secret of our Digital Addiction*” award –winning film by Bullfrog films, watch trailer, or watch first half of film. Or, check out JBC’s SUSTAINABILTY show on “e-Waste” on Coyote Radio: <https://soundcloud.com/user-919105367/sustainability-show-11-2017> on





Principle 1 | PRME 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.

- *Thus, at the Jack H. Brown College of Business & Public Administration (CBPA) we prepare students to be Leaders in Corporations that value Sustainability, Conscious Capitalism, and Corporate Integrity and Responsibility to all Stakeholders.*



I. JHBCBPA MISSION, VISION, & VALUES:

Mission Statement

The Mission of the Jack Brown College of Business and Public Administration at California State University San Bernardino is to create a student-centered learning community that prepares students to become productive members in business, government, and global society. We provide quality undergraduate and graduate programs that positively affect students' development as professionals. We place priority on excellence in teaching that is enhanced by the commitment of faculty to continuing professional development, intellectual contributions and service. The faculty's intellectual contributions will primarily be a mix of applied research or contributions to practice and learning or pedagogical research. We serve a culturally and globally diverse student body by preparing the student to deal with a changing and diverse environment *as responsible management professionals*.¹ Through community service, partnerships and initiatives, the College serves as an intermediary for the exchange of knowledge and expertise between the University, the regional community, and the larger world.

Vision Statement

We strive to be an exemplary regional educational institution that serves our students, community, and alumni. We will emphasize teaching, partnerships/service to our region, and research in business and public administration.

Shared Values

Our Mission and vision are supported by a set of shared values that form the foundation of all our activities. These are not presented in order of preference or importance – we view all as equally important:

- We value our students. Our actions are judged first on the effect on the education and career achievement of the students. We value the inputs and points of view presented by the diversity of our student body. We strive to provide excellence in classroom teaching and in the advising of students.
- We value our faculty and staff. The College respects the opinions and perspectives of each individual and strives for a collegial atmosphere for the interchange of ideas and diverse points of view. We provide professional development opportunities for both faculty and staff and are a productive and cooperative unit within the greater University. We recognize the value of the faculty's efforts in teaching, university and community service, and professional development.

¹ This phrase has been added to our Mission Statement to reflect our PRME values—it has to be ratified by the CBPA this year.

- We value our alumni. Our alumni are in leadership positions in business, the community, and public organizations. We work to keep them involved in the University and College, and we recognize them for their long-term accomplishments.
- We value our local community and region. As a state-supported regional university, our Mission is to serve the local region through our programs and community partnerships. We serve as a respected regional resource center for business and public administration data.
- We value select opportunities to infuse our curriculum and programs with knowledge and experience from the international environment.

II. JHBC EARNING COMPETENCIES:

We have embedded the following values (called Learning Competencies) into our curriculum, and these values are explicitly stated in the majority of CBPA's course syllabi for the B.A. P.A., and B.S. degrees. In addition we embed these same values in special programs such as our Executive MBA program, our MBA for Professionals, our MPA program, and our MSA program. These values are consistent with our AACSB guidelines. They are:

LEARNING COMPETENCIES:

- **Specific Knowledge and Skills:** Each student should obtain specialized knowledge and skills for the creation of value through integrated operations and distribution of goods, services, and information.
- **Communication, Written:** Each student can effectively communicate in writing.
- **Communication, Oral:** Each student can effectively present information orally.
- **Ethical Reasoning:** Each student can recognize/analyze problems and choose/defend resolutions for practical business situations.
- **Information Technology:** Each student can use information technology to support the structure and processes of the organization, and use information technology in decision-making.
- **Problem Solving:** Each student can apply knowledge in new and unfamiliar circumstances and devise innovative solutions to cope with unforeseen events.
- **Global Context:** Each student understands varied cultural perspectives and global environments and can develop innovative business solutions and practices that address complexity.

We maintain a dedicated space for PRME archives, records, and activities in Room 240 Jack Brown Hall. Important to PRME is the development of a data base for Syllabi from each of our five departments--Accounting & Finance, Information & Decision Sciences, Management, Marketing, and Public Administration. We are embedding these values into new courses that are proposed in the current planning for the move from Quarter to Semester targeted for 2020. .



III. JHBCBPA ACCREDITATIONS, RANKINGS, AND RECOGNITIONS OF VALUES:



Association to Advance Collegiate Schools of Business.

The Jack H. Brown College of Business & Public Administration has been accredited by the Association to Advance Collegiate Schools of Business since 1994. AACSB Accreditation represents the highest standard of achievement for business schools worldwide. Less than 5% of the world's 13,000 business programs have earned AACSB Accreditation. AACSB-accredited schools produce graduates that are highly skilled and more desirable to employers than other non-accredited schools. The AACSB Accreditation Standards challenge post-secondary educators to pursue excellence and continuous improvement throughout their business programs. AACSB Accreditation is known, worldwide, as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn.



Western Association of Schools & Colleges

Western Association of Schools and Colleges has accredited the California State University, San Bernardino (the holding organization of CBPA). California State University, San Bernardino is currently involved in the extensive self-evaluation process for reaccreditation through the Western Association of Schools and Colleges or WASC. The accreditation process is a thorough step-by-step look at all aspects of the university to demonstrate that Cal State San Bernardino graduates are achieving WASC core competencies in written and oral communication, critical thinking, information literacy, and quantitative reasoning. Following the completion of self-study essays and a virtual visit from the WASC review team in 2013, the process will culminate in fall 2014, when CSUSB hosts the WASC team for a campus visit. Cal State San Bernardino was most recently reaccredited by WASC in 2004, when the university received the maximum 10-year reaccreditation.



National Association of Schools of Public Affairs & Administration

NASPAA accreditation recognizes that a master's program in public affairs has undertaken a rigorous process of peer review conducted by Commission on Peer Review and Accreditation (COPRA). All NASPAA accredited programs have successfully met NASPAA Standards for Professional Master's Degree Programs in Public Affairs, Policy and Administration



The Princeton Review

The Princeton Review 2014 Edition ranks CSUSB THE Jack H. Brown College of Business as one of the top 295 "Best Business Schools" in 2013 worldwide. CSUSB ranks No. 1 among the 23 California State University campuses in first-to-second-year retention of African American students and ranked No. 3 in the retention of Latino students. Designated as a Hispanic-serving institution, the university ranks No. 1 in the nation in awarding bachelor's degrees in math to Hispanic students. CSUSB is ranked 12th in the nation in awarding bachelor's degrees to Hispanics and 20th in awarding masters, according to the May 4 issue of The Princeton Review. CSUSB is also listed as seventh overall in awarding bachelor's degrees in protective services to Hispanic students.

EUROPEAN CEO European CEO Magazine

In 2011, California State University, San Bernardino's The Jack H Brown College of Business and Public Administration was recognized by European CEO Magazine as one of the top 20 schools of business in the world and one of the world's 18 most innovative business schools.



S & PUBLIC ADMINISTRATION
Management Perspective...

In 2014, CEO Magazine ranked California State University, San Bernardino as Tier One in both our MBA and EMBA rankings and #20 in our Global Top 20 Table.



US News and World Report

The US News and World Report has ranked California State University, San Bernardino’s The Jack H. Brown College of Business and Public Administration’s graduate program as one of the best graduate schools for 2014.



Military Times

The Military Times has ranked the California State University and the JHBCBPA as a “best for Vets” College for 2014.





Principle 2 | PRME 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.

- *At JHBCBPA our faculty and administrators have incorporated into our academic activities the following values:*



I. JHBCBPA’s CENTERS & INSTITUTES DISPLAY “PURPOSE” THAT ALIGNS WITH PRME VALUES

Our Centers & Institutes at CBPA align disciplinary theory and practice with PRME values of sustainability, conscious capitalism, corporate social responsibility, and quality improvements for a broad range of stakeholders, besides market shareholders... We have the following organizations within our College that are working within the PRME values:



The Cyber Security Center brings faculty and students together with government and industry leaders for the purposes of research, curriculum development, training and awareness in the area of cyber security. The center offers academic concentrations for BS, MBA and MPA degrees, as well as a cyber security certificate in computer

science and criminal justice. Cal State San Bernardino was designated as a Center of Academic Excellence in Information Assurance education by the National Security Agency. The center also houses the Cybercorps: Scholarship for Service and Department of Defense IASP/NDU Partnership program for those seeking government employment. Recently, the center became a founding institution for CyberWatch West, a federally funded Advanced Technological Education center that provides cyber security opportunities for students and faculty across the western United States. Cyber Security associated faculty also focus on *ethical issues of privacy and security of information of individuals and firms through their teaching and research efforts in the program.* ...



Prof. Tony Coulson,
Director, CSC



**Prof. Mike Stull,
Director**

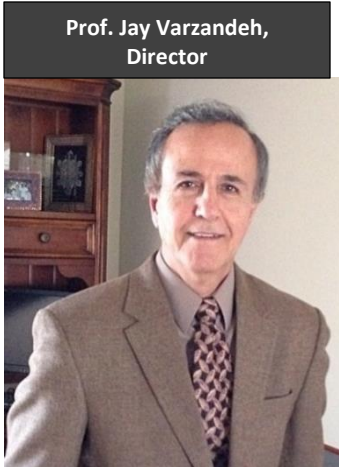
Inland Empire Center for Entrepreneurship (IECE) offers a comprehensive academic curriculum for undergraduate and graduate degrees, allowing students ample opportunities to test their entrepreneurial potential and connect with local business leaders. In 2010, the United States Association for Small Business and Entrepreneurship (USASBE) recognized the center as having an Outstanding Specialty Entrepreneurship program and our graduate entrepreneurship program has been ranked as high as fourth nationally – and first among public universities – by the Princeton Review and Entrepreneur Magazine. *The Institute encourages PRME values of integrity, and honesty, to be taught in its courses, workshops and events.*

The Institute of Applied Research and Policy Analysis



**Prof Barbara Sirotnik
Director**

is a full-service consulting and applied research organization. The purpose of the institute is to provide a variety of research and consulting services to public agencies, business organizations, and individuals within the university's service area and beyond. It provides customized research so that each client receives thorough, timely, practical and accurate information tailored for the decision-making needs of the particular organization. The institute advises in multiple disciplines, drawing knowledge through social and public policy research, surveys, feasibility studies, marketing studies and program evaluations. *The faculty associates of the Institute promote PRME values, of ethics, and honesty, in their teaching of research methodology—specifically in the area of gathering and analyzing of research.*



Prof. Jay Varzandeh,
Director

Inland Commerce & Security Institute: The mission of the ICSI is to promote the study, analysis and policies associated with the region’s commerce and allied security activities, and the global influences in an ethical and professional way. Further the ICSI will become a center of excellence serving the commerce and security needs and aspirations of our undergraduate and graduate students, faculty and community. *The ICSI fully supports the PRME values in analysis and policies associated with commerce and allied security activities.*



The Global Management Center

Facilitates the development of programs in International Business and Public Administration and to support regional internationalization efforts for the benefit of the faculty, students and local international communities. Through the Study Abroad Program, CBPA students are exposed to the many

fascinating aspects, both academically and culturally, of visiting overseas countries. *The Global Management Center promotes PRME values in teaching and research and study-abroad trips. They emphasize ethics and integrity in global corporate strategies, entities, and cover issues such as societal and environmental impacts of corporations.*



Frank Lin
Co-Director



Prof. Vipin Gupta,
CO-Director



The Leonard Transportation Center

works to discover and implement transportation solutions for the expanding of the region. The theme of the center is "Decision-Making and Management of Transportation Systems." The center focuses on research, education, policies and practices that impact effective movements of people and goods within and through the region. The center is particularly charged with attending to regional transportation needs, while serving as a focal point within the area to maximize the impact of local transportation initiatives.

"The Leonard Transportation Center is working to assist communities through research, community programs, and conferences on key themes related to transportation. The goals are to promote technologies and public policies that support sustainable transportation systems and improve quality of life."

Professor Kimberly Collins, Executive Director, Leonard Transportation Center



.....

II. JHBCBPA STUDENT CLUBS ALIGN WITH PRME VALUES:

The College sponsors numerous active student and professional clubs, which assist the school and organize various social functions. In addition, these organizations maintain contact with business and public agencies in the local community through speakers and field trips. These clubs provide CSUSB students valuable organizational experience, as well as professional and social contacts. They build professional cohesion with a strong emphasis on helping others. They also embrace the PRME values of Integrity and Responsible Management Practices in each of the disciplinary area clubs.



Accounting Association

Membership: Open to all Accounting students.

Advisors: Vishal Munsif

Email: vmunsif@csusb.edu,

Jack Brown Hall, Room 217
(909) 537-5724

To advance efficient and responsible management in the Accounting Profession.

American Marketing Association

Membership: Open to all Business Administration students.

Advisor: Dr. Haakon Brown
Email: hbrown@csusb.edu
Jack Brown Hall, Room 409
(909) 537-5716

To advance efficient and responsible
management in the Marketing Profession

American Production & Inventory Control Society (APICS)

The Association for Operations
Management

Membership: Open to all Business
Administration students.
Advisors: Dr. Jay Varzandeh and Dr. Kamy
Farahbod
Email: jvarzand@csusb.edu,
kfarah@csusb.edu
Jack Brown Hall, Room 555
(909) 537-5730

Mission

Our mission is to provide preeminent co-
curricular opportunities for professional
development and supplemental education in the
current global business environment to the
students of California State University, San
Bernardino by operating on a platform of
service, excellence, and ethics.

Beta Alpha Psi - National Scholastic Fraternity for Financial Information Professionals

Membership: Open to all accounting,
finance, and information management
students.

Advisors: Dr. Vishal Munsif
Email: vmunsif@csusb.edu, Room 217
(909) 537-5724

Beta Alpha Psi encourages and recognizes
scholastic and professional excellence in the
business information field, promotes the study
and practice of accounting, finance and
information systems, opportunities for self-
development, service and association among
members and practicing professionals. It "strives
to encourage a sense of ethical, social, and
public responsibility".^[1] The organization also
promotes the development of technical and
professional skills that are used to complement
the university education, philanthropic activities,
and interaction between students, faculty and
professionals.

Beta Gamma Sigma - Scholastic Honor Society Recognized by AACSB

Membership: Open to the top 5% of
undergraduate class, top 10% of graduate
class.

Advisor: Dr. Haakon Brown
Email: enewman@csusb.edu
Jack Brown Hall, Room 458
(909) 537-5749

International Honor Society Beta Gamma Sigma

Mission

The Mission of the International Honor Society Beta Gamma Sigma is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the Society, and to serve its lifelong members.

Objectives

The Mission is supported by the five Objectives of the Society. These include:

1. Encourage and honor high academic achievement by students of business and management through chapters in business programs accredited by AACSB International.
2. Foster in Beta Gamma Sigma members an enduring commitment to the founding principles and values of the Society: honor and integrity, pursuit of wisdom, and earnestness.
3. Support the advancement of business thought and practice to encourage lifelong learning.
4. Enhance the value of Beta Gamma Sigma for students and alumni members in their professional lives.
5. Advance the visibility and reputation of Beta Gamma Sigma.

Chinese Student Association

Membership: Open to all Business Administration students.

Advisor: Xiwen Zhang, Dr. Dong Man Kim, and Rong Chen

Email: xzhang@csusb.edu,
dkim@csusb.edu , rchen@csusb.edu

Jack Brown Hall, Room 545
(909) 537-5783

To engage the community and promote values

Financial Management Association

Membership: Open to all Business Administration students.

Advisor: Dr. Jim Estes

Email: jimestes@csusb.edu

Jack Brown Hall, Room 433
(909) 537-5773

Vision

The vision of the Financial Management Association International is to be the global leader in developing and disseminating knowledge about financial decision making.

Mission

The mission of FMA International is to serve the global finance community by:

- broadening the common interests between academics and practitioners
 - providing opportunities for professional interaction between and among academics, practitioners and students
 - promoting the development and understanding of basic and applied research and of sound financial practices
 - enhancing the quality of education in finance.
-

Indonesia Student Association

Membership: Open to all Business Administration students.
Advisor: Dr. Dong Man Kim
Email: dkim@csusb.edu
Jack Brown Hall, Room 545
(909) 537-5783

To engage the community and promote values

Information Management Association

Membership: Open to all CSUSB students.
Advisor: Dr. Tony Coulson
Email: coulson@csusb.edu
Jack Brown Hall, Room 516
(909) 537-5768

To advance knowledge and responsible professionalism in the Information Management Profession

Information Security Club

Membership: Open to all CSUSB students.
Advisors: Dr. Tony Coulson and Dr. Jake Zhu
Email: coulson@csusb.edu,
vnestler@csusb.edu
Jack Brown Hall, Room 516
(909) 537-5768

To advance knowledge and responsible professionalism in the Informational

Security Profession

Japanese Student Association

Membership: Open to all Business Administration students.
Advisor: Dr. Dong Man Kim and Dr. Yuichiro Kakihara
Email: dkim@csusb.edu,
ykakahar@csusb.edu
Jack Brown Hall, Room 545, 310
(909) 537-5783

To engage the community and promote values.

Korean Business Student Association

Membership: Open to all Business Administration students.
Advisor: Hosung So, Hyun-Kyoung Oh, Yu Jung Kim
Email: hosungso@csusb.edu,
hkoh@csusb.edu, yjkim@csusb.edu
HP-202, HP-212, CS-306
(909) 537-7234
(909) 537-7234
(909) 537-7234

To engage the community and promote values

Latino Business Student Association

Membership: Open to all Business Administration students.
Advisor: Dr. Ernesto Reza
Email: ereza@csusb.edu
Jack Brown Hall, Room 529
(909) 537-5745

To engage the community and promote values

Master in Accounting and Finance Association

Membership: Open to all MBA and MSA students.
Advisors: Dr. Dong Man Kim and Dr. John Jin
Email: dkim@csusb.edu, jjin@csusb.edu
Jack Brown Hall, Room 545,407
(909) 537-5783
(909) 537-5721

Public Administration Organization

Membership: Open to all CSUSB students.
Advisor: Dr. David Baker
Email: dbaker@csusb.edu
Jack Brown Hall, Room 549
(909) 537-7594

Society for Human Resource Management

Membership: Open to all CSUSB students.
Advisor: Dr. Craig Seal
Email: cseal@csusb.edu
Jack Brown Hall, Room 563
(909) 537-3751

To provide California State University San Bernardino students with the opportunity to gain knowledge and insight into the effective management of human capital in the field of Human Resource Management through affiliation with the Inland Empire of SHRM and the National SHRM organization

Students in International Business

Membership: Open to all CSUSB students.
Advisor: Dr. Vipin Gupta and Dr. Frank Lin
Email: vgupta@csusb.edu or flin@csusb.edu
Jack Brown Hall, Room 404 and 278
(909) 537-5718

The International Business Club will be a resource for students to gain a better understanding of International Business through various academia, social, and cultural events. In International Business Club students will have opportunities to network with like-minded students, faculty, entrepreneurs and other various professionals. Our club will involve itself in the local and international communities through our volunteer efforts. We also want to offer students the chance acquire internships in

international businesses to give them valuable experience.

Taiwanese Student Association

Membership: Open to all Business Administration students.
Advisor: Dr. Frank Lin and Dr. Dong Man Kim
Email: flin@csusb.edu, dkim@csusb.edu
Jack Brown Hall, Room 278
(909) 537-5783

To engage the community and promote values

Thai Student Association

Membership: Open to all Business Administration students.
Advisor: Dr. Dong Man Kim and Dr. Taewon Yang
Email: dkim@csusb.edu, taewon@csusb.edu

Jack Brown Hall, Room 545, 427
(909) 537-5783
(909) 537-5783





**Professor Jake Zhu,
Assoc. Dean and Director of Student Services Center**

IV. JHCBPA Student Services Center Models PRME Values to our Students in its Mission & Logo: “*WE VALUE OTHERS*”

The Jack H. Brown College of Business and Public Administration (CBPA) is part of a campus community of faculty, students, administrators, and staff who all play vital roles in the life and mission of our campus. The Student Services Center as part of CBPA values honesty, openness, creativity, integrity, productivity and personal excellence.

We value our students: In addition to students receiving excellent academic instruction in a learning environment that is disciplined, fair, unbiased, and stimulating, our Center offers CBPA students opportunities that will equip them for success and fulfillment in their lives and careers. In pursuit of these ends, we encourage students to:

- Participate in non-traditional learning opportunities (i.e., internships, student organizations, study abroad and professional trade associations) to apply what they’ve learned in the classroom; challenge themselves through these opportunities, and increase their skill sets in their chosen field of study.
- Develop tools and skills that will enhance their marketability to prospective employers (i.e., résumé writing; cover letter; researching a prospective host; developing good interview skills; networking)
- Develop a career plan for a smoother transition from academic life to a career upon graduating
We value our employer partners and new prospects:
- We support the efforts to create value to our “partners” by the opportunities the College brings to them (i.e., Business Alliance membership, class speaker, panel board member,

scholarship opportunities, internships, and student group opportunities)

- When our College educates and the Student Services Center helps to prepare a qualified and diversified talent pool of students that can meet the needs of today's employers, we have successfully created value to employers who partner with us. We value our alumni:
- Our alumni are in leadership positions in businesses, the community, and public organizations. We work to keep them involved with CSUSB, and we recognize them for their long-term accomplishments
- The Center will continue to offer services to recent alumni who request assistance with referrals, resources, and training as they work to make that career connection
- We invite our alumni to participate in future presentations to current students to share their challenges, successes, and advice to future graduates. We value our administrators, faculty, staff, and student assistants. We appreciate the support given by CBPA administrators, faculty, staff, and student assistants. They play a significant role by:
 - Supporting the goals of the Student Services Center
 - Providing guidance to students seeking internship and job opportunities
 - Providing support to students as they seek to achieve their educational and career goals, as well as becoming new contributing members to society. We value our Center's Student Assistants. They are:
 - Entitled to courtesy, support, fair evaluation, and due appreciation of their contributions
 - Committed to performing their duties with care, diligence, and a concern to make the college and university an open and welcoming place for all.

....

a. JHBCBPA STUDENT SERVICES CENTER (SLT DP# 16) STATEMENT OF COMMITMENT AND OUR CORE VALUES COMMITMENT

CBPA Student Services Center's commitment is to put our students and employer partners first by providing them with excellent programs and services. By focusing and being responsible to our students, employer partners, stakeholders, campus community, as well as the communities we serve and beyond, we will produce a solid return for our efforts that will result in increased enrollments as well as higher retention rates. By doing this we create meaningful work for ourselves and provide something of lasting value for our community, which includes a global perspective. As a result, the College of Business and Public Administration at California State

University, San Bernardino will be recognized as a great school to attend. In order to keep this commitment, we need to always honor our CORE VALUES, which are:

INTEGRITY

Integrity is at the heart of everything we do. We are honest, ethical and upfront because trust is at the foundation of our relationships with our students, business partners, our stakeholders, communities, and each other.

RESPECT

We know it is critical that we respect everyone at every level of our college and university. We champion diversity, embrace individuality and listen carefully when others speak.

PERFORMANCE EXCELLENCE

We hold ourselves to a very high standard of performance. We prize innovative ideas and the teamwork it takes to make them realities. We continually assess how we can make the educational and partnership experiences better, and every day we work towards making it better.

ACCOUNTABILITY

We take responsibility for our actions as individuals, as team members, as a college with California State University, San Bernardino. We work together, support one another and never let our “educational customers and partners” or our colleagues down. Great institutions are judged by what they do, not by what they say. To be the best, we’re going to keep pushing ourselves in new and exciting directions. These values will guide our every action.

ETHICAL STANDARDS

Our university, our college, and the Student Services Center must stand for integrity, trust and solid ethical standards. Therefore, it is imperative that we continue to uphold our commitment and core values that are the foundation of any lasting business success. We need to put our students and employer partners first, act with integrity, treat people with respect, be accountable and hold ourselves to high standards of performance. Finally, we’re committed to adhere to the highest of ethical standards in the conduct of our business.

.....



Professor Francisca Beer, Director, Graduate Office

V. JBCBPA’s Graduate Teaching Assistant Code of Ethics and Conduct, “*Committed to Ethical Public Service*”

PURPOSE

The Teaching Assistant (TA) Code of Ethics and Conduct (Code) informs TAs of critical information to guide ethical behaviors related to the performance of assigned duties.

PREAMBLE

A TA for the Department of Public Administration (DPA) assists the primary instructor in the academic enrichment of the course by relieving the instructor of assigned, supportive duties. The following provides departmental best practices’ guidelines for *professional and ethical* behaviors for TAs in accordance with the College of Business and Public Administration (CBPA) mission and values statements, California State University, San Bernardino (CSUSB) policies, CSUSB student code of conduct, and California and federal laws. The adoption of this Code by the DPA faculty on September 12, 2013 contemplates strict adherence to this Code and periodic Code revision and reaffirmation.

DEPARTMENTAL BEST PRACTICE GUIDELINES

The departmental best practice guidelines comply with CSUSB and California and federal regulations. The DPA best practice guidelines provide standards for the conduct of departmental TAs following the CSUSB Campus Community Values in promoting safety, professionalism, and good citizenship [*refer to Student Code of Conduct 41301 (A) Appendix 8; CSUSB Community Values Appendix 3*]. This list is not all-inclusive, but contains examples for best practices for the TA.

- Design and direction of the course are structured by the primary instructor. The TA follows the instructions and course design as prescribed by the primary instructor.
- Do not violate any official CSUSB and California and federal regulations [*refer to CSUSB Community Values Appendix 3; CSUSB Standard for Student Conduct 41301 Appendix 8*].
- A TA may not enter into a romantic or sexual relationship with a student in the course. Limit interactions with students to professional activities. Refrain from closing your office door when speaking with students [*refer to CSUSB Standard for Student Conduct 41301 Appendix 8; California Education Code Section 212.5 Appendix 6*].
- Treat everyone with respect. Do not demean students or others in private or public. Be a role model, you never know who may be watching [*refer to the CBPA Mission Statement and Values Statements Appendix 2; CSUSB Community Values Appendix 3; CSUSB Standard for Student Conduct 41301 Appendix 8*].
- Represent the department, college, and university, in a positive and professional way inside and outside of the classroom [*refer to CSUSB Community Values Appendix 3; CSUSB Standard for Student Conduct 41301 Appendix 8*].
- Arrive to class at the time agreed upon with the instructor and be prepared for the class [*refer to CBPA Mission Statement and Values Statements Appendix 2*].
- Maintain confidentiality of students' personal information. Students' grades and/or academic standing should not be discussed with anyone other than the primary instructor of the course or the individual student in question [*refer to the Family Education Rights and Privacy Act of 1974 (20 U.S.C. 1232g) Appendix 9*].
- Be impartial in the grading, maintain consistency, and avoid favoritism [*CBPA Mission Statement and Values Statement Appendix 2*].
- Do not discuss exams or quizzes without approval from the instructor [*refer to the Family Education Rights and Privacy Act of 1974 (20 U.S.C. 1232g) Appendix 9*].
- Provide clear expectations and grading criteria to students as approved by the primary instructor. [*CBPA Mission Statement and Values Statements Appendix 2*].
- Respect the opinions of others [*refer to CBPA Mission Statement and Values Statements Appendix 2; California Education Code Section 220 Appendix 4 and Section 234 Appendix 5*].
- Discrimination based on disability, gender, gender identity, gender expression, nationality, race, ethnicity, religion, and sexual orientation is prohibited [*refer to California Education Code Section 220 Appendix 4 and Section 234 Appendix 5; California Penal Code 422.55 Appendix 7*].
- Be honest with everyone and timely deliver on commitments. Show up at the appropriate time when you have office hours.
- Take responsibility for any mistakes that are made and report them to the instructor immediately.
- Refer any concerns with the class expressed by the students to the instructor or to the Department Chair, as appropriate.



Principle 3 | PRME Method in Teaching:

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

- We embed into all classes taught PRME principles of responsibility and integrity, as well as AACSB Principles of ethics, values, and standards.

1. JHBC Faculty Embed PRME Values Into Teaching



Professor Rangfeng (Stella) Qiu teaches Strategic Management and International Business. She ensures that her courses cover topics such as “*agency theory, ethical leadership, strategic ethical decisions, ethical issues in competitive intelligence practices, fair trade and various ethical issues in international business operations (the working environment, corruption, multinational corporation social responsibility, etc.)*.” Dr. Qiu observed that, “*Ethical decision making, & corporate social responsibility has been one of the important themes*” in her courses.” [PRME BULLETIN, Vol.4(2) July 2016]

Professor Anna Phillips of the Department of Management has 10 years of public sector experience at the County of Orange, California on hazardous waste management. This expertise was the springboard for The issues of environmental sustainable development are critical thinking assignments on how structural, political, and symbolic theories support the creation of an organization's ethical environment. Anna Phillips and her students are also important contributors to our College's PRME «Eye-Glass Project» which collects used eyeglasses to less-advantaged communities in the U.S., and other countries. [PRME BULLETIN, Vol.4(2) July 2016]





Dr. Anthony Silard In his courses on public service leadership (PA 664 – Management of Public Organizations and PA 590 – Administrative Leadership), Dr. Silard also integrates case studies into each class in which students put themselves into the shoes of public service leaders faced with challenging decisions that call their values into question. Students also study the ethical quandaries facing public service leaders throughout each of these courses. Professor Silard brings his background as a leadership trainer for some of the world’s largest profit and nonprofit companies into his discussions about PRME standards. [PRME BULLETIN, Vol.4(2) July 2016].

Professor David Baker organized a San Bernardino Justice Center (SBJC) student tour during the Winter Quarter, 2016. Thirty-three College of Business and Public Administration (CBPA) students, visited the new SBJC for a 90-minute tour and interacted with public service managers, court officials, and a Superior Court Judge. Associate Dean Jake Zhu, Associate Dean, CBPA, accompanied the tour and added, “This is an example of the many ways the CBPA connects students to learning experiences in the community.” [PRME BULLETIN, Vol.4(2) July 2016].



Dr. Yongseok Jang, in the department of Management, stresses the importance of ethical practice in entrepreneurship. His devotion to ethics is first and best reflected in his course design that always covers ethical discussions. He believes that using the “practicing” model is best way to teach ethics. He uses principles of morality as guiding themes in his classroom policy- It is because of Dr. Jang’s belief that the transformation of a human being is only possible by a voluntary decision to change their course of action. Dr. Jang continues to develop his research agenda to integrate ethical dilemmas in the context of entrepreneurship, his major area of research interest. [PRME BULLETIN, Vol.5(1) January 2017].

William M. Betley, J.D., brings to his students in the Department of Management over 30 years of experience in business, corporations and employment law representing employers and businesses of all sizes and in many diverse areas. He has come to appreciate that a company's obligations extend beyond mere legalities. He has learned that those businesses not only owe a fiduciary duty to their employees and shareholders but also to all of the stakeholders in their given community. In William Betley's classes, students are continually challenged to think "outside of the box" and to reexamine their own thoughts and beliefs concerning business operations, legal requirements and ethical obligations. [PRME BULLETIN, Vol.6(1) January 2017].



Dr. Ann Johnson, J.D., Ph.D., brings to the students in the Department of Management, her background in both academia and as a practicing lawyer in the areas of criminal law, general appeals and regulating mortgage banking on behalf of the U.S. government. She embeds Ethics and Corporate Social Responsibility into her teaching. Dr. Johnson's research feeds into her teaching on responsible management in national & international areas. In a published paper "The Effect of E.U. Anti-Corruption Measures on the Romanian Judiciary" *International Journal of Court Administration*, about anticorruption in the Romanian judiciary, the main question was how new laws and organizational models that were adopted to join the European Union, Social Responsibility in her teaching modules in both

MGMT 230 (Business Law) sections. [PRME BULLETIN, Vol.5(2) January 2017].

Professor Haakon T. Brown, in the Department of Marketing challenges his students to think "outside of the box" and to reexamine their own thoughts and beliefs concerning business operations, legal requirements and ethical obligations. It is believed that by examining all sides of an issue that students are better prepared to make reasoned, well thought out decisions and will be better equipped to take leadership roles in businesses and industries. This carries forward in Dr. Brown's research as his primary area of interest is consumer self-control with a focus on improving **consumer welfare** outcomes. One current project demonstrates how restricting future opportunities to perform beneficial consumer behaviors (e.g. going to the gym) can actually increase the likelihood that consumers perform the behavior in the present. [PRME BULLETIN, Vol.6(2) January 2018].

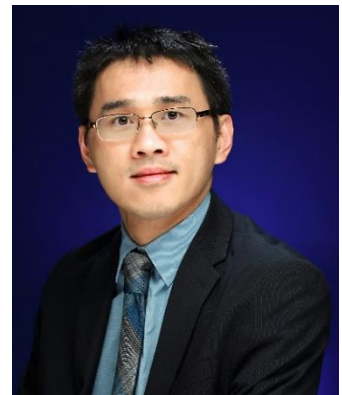




Professor Samantha Liu explains why ethics is important in accounting education. Accounting is a profession that adheres to rigorous code of ethical conducts. This is because when accountants deviate from the line of ethics, their trustworthiness and judgement will come into question. Many professional organizations in the field publish their own codes of ethics. All these codes of professional conduct share commonalities such as integrity, competence, independence and confidentiality She says, “At CSUSB, my strategy of teaching is to first introduce to students the cases which describe certain practices conducted by managers and accountants and then lead students to think what ethical violations have happened if any. The accounting cases are heavily technical which requires students to understand the accounting concepts before they can evaluate whether there is ethical violation.

[PRME BULLETIN, Vol.62(1) January 2018].

Dr. Kevin Guo is a Chartered Financial Analyst and he has more than five-years of industry experience as a bank manager and senior financial consultant before he joined CSUSB as a finance faculty member in 2013. Dr. Guo embeds **PRME** values throughout his teaching curriculum. He develops his course design along with real world projects and case study analysis as well as extracurricular activities in an effort to help students develop their own morality and conscience to be business professionals who define ethical corporate cultures. He invites guest speaker and alumni into his classroom and encourages the students to consult with them on ethical challenges they face in the workplace. . [PRME BULLETIN, Vol.62(1) January 2018].



.....

III1 TEACHING & LEARNING METHODOLOGIES EMPLOYED AT JHBC:

Paradigms of Inquiry

Quantitative Inquiry:

Statistical Methods
Mathematical Methods

Qualitative Inquiry:

Case Study Analyses
Content Analyses
Participant Observation Methods

**Table 4.1: SPECIFIC PARADIGMS EMPLOYED:
UNDERGRADUATE & GRADUATE CORES**

Course #	Course Name	Paradigm
SCM 210	Business Statistics	Quantitative and Qualitative
FIN 313	Business Finance	Quantitative and Qualitative
FIN 314	Corporate Finance	Quantitative and Qualitative
SCM 304	Principles of Supply Chain Mgmt.	Quantitative and Qualitative
MKTG 416	Marketing Research	Quantitative and Qualitative
ADM 501	Quantitative Methods for Managers	Quantitative and Qualitative
ADM 998	Comprehensive Project	Quantitative and Qualitative
ACCT 606	Accntg. for Managerial Decision-Making	Quantitative and Qualitative
FIN 602	Financial Theory & Corp. Finance	Quantitative and Qualitative
IST 609	Info. Systems & Tech. Systems	Quantitative and Qualitative
MGMT 601	Organizational Behavior	Qualitative and Quantitative
MGMT 685	Corporate Strategy In A Global Economy	Qualitative and Quantitative
MGMT 605	Marketing Management	Qualitative and Quantitative
SCM 607	Managing the Supply Chain	Quantitative and Qualitative

II.2. SYLLABI REVIEWS, CORE COURSES

- *JBCBPA has embedded PRME values into syllabi of our courses*

Table 4.2. Undergrad. Course Analysis for PRME Values

CORE COURSE #	Oral Comm	Writtn Comm	Ethical Reasn	Info Tech	Prblm Solvg	Global Context	Specific Knowl.	TOTAL Average
MGMT 302	78%	100%	100%	0%	100%	22%	89%	70%
MGMT 330	33%	33%	0%	0%	100%	0%	17%	26%
FIN 313	0%	17%	0%	0%	42%	0%	88%	21%
FIN 314	28%	11%	78%	0%	56%	22%	72%	38%
PA 315	33%	67%	67%	33%	67%	50%	100%	60%
IST 309	43%	37%	40%	93%	53%	10%	93%	53%
SCM 304	25%	17%	17%	4%	67%	54%	63%	35%
MKTG 305	33%	100%	100%	0%	100%	100%	100%	76%

II.3. COURSES TAUGHT 2016-2017

- *JBCBPA has embedded PRME values into syllabi of our courses for a total of 1119 courses offered:*

Table 4.3

SUBJECTS	SUMMER 2016	FALL 2016	WINTER 2017	SPRING 2017	SUMMER 2017	FALL 2017	Total
ACCT	11	43	44	47	9	46	200
ADMN	3	11	7	8	3	9	41
ENTR	0	8	8	8	2	9	35
FIN	19	29	34	30	21	32	165
HRM	0	8	8	5	1	7	29
IST	8	28	24	34	12	32	138
MGMT	20	49	52	58	18	55	252
MKTG	8	20	19	21	8	21	97
PA	6	26	25	23	7	27	114
SCM	3	11	9	12	3	10	48
TOTAL	78	233	230	246	84	248	1119

II.4. STUDY ABROAD AND SPECIAL LECTURES

A. STUDY ABROAD TEACHING

Drs. Frank Lin and Vipin Gupta led a Study Abroad group of students and faculty to India in December 2017. Students Among other topics in international business, students observed the effects of industrial pollution on the environment. They were required to write a class paper on water pollution, the causes and effects of it, and government solutions.



B. INVITED LECTURES HIGHLIGHTS:

(a) **Professor Kathie Pelletier** Students at Claremont Graduate University heard **Professor Kathie Pelletier** speak on, “Leader Toxicity: Manifestations, Consequences, and Recommendations,” in the transdisciplinary Extremist in Society course at Claremont Graduate University.

(b) **Professor Kathie Pelletier** was invited by the President of the student CSUSB SHRM Chapter to speak about leadership, moral perspectives of leaders and managers, and how those perspectives influence treatment of employees and human resources perspectives.

(c) Students from **Nagasaki University** spent classroom time learning at CBPA about PRME, Corporate Social Responsibility Conscious Capitalism, & The Triple Bottom Line of Responsible Management in the context of Japanese ethics philosophy on business known as “*Sampo Yoshi*” which means “good



for the seller, good for the buyer,” with Dr. **Breena Coates**, March 2017

VI. TEACHING & RESEARCH METHODOLOGIES EMPLOYED--STUDENT PROJECTS, SPECIAL MENTION:

A Study On Toxic Leadership



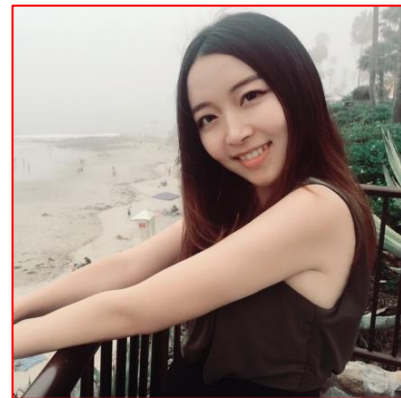
CBPA student, **Ms. Adriana Dearing** demonstrated PRME values in her paper for Mgmt 452—*Leading Effectively and Ethically* course. In this assignment, students select a leader in an organization that is in need of an executive coach to help him/her improve. Adriana Dearing, who works at Walmart, wrote a very poignant and compelling paper highlighting the toxic environment and leadership at her local Walmart store. Adriana analyzed the leader and the environment through numerous leadership theories and concepts, and then concluded her paper with what she would do, if she stepped in as the new Leader.

Professor Kathie Pelletier who offers the Mgmt 452 course, noted: “What was so impressive about her work was her ability to integrate multiple relevant leadership and ethics concepts and theories, such as bottom-line mentality and consequences of this mentality on employee well-being, Herzberg's Two Factor Theory, motivation theories, behavioral theories such as consideration behaviors and participative leadership, and strategies for improving morale and job satisfaction. She supported every recommendation with scholarly research and empirical studies.” We value the work of future corporate leaders like Adriana Dearing who embody the spirit of PRME. {PRME BULLETIN, Vol. 4(2), January 2016.]

A Chinese Tea Company Adopts CSR



Student **Yue Shi** explained how PRME values has become an integral part of her business thinking...“I studied strategic CSR in Management 685 at CBPA in 2016, and a whole new area of strategic management opened up for me. I realized that it is important for business leaders to incorporate ethics, and responsible management practices in their businesses.” The Ten Ren Tea company provided her with an example of the practice of CSR and responsible management. Ten Ren is a



famous tea company in Taiwan which was founded in 1953. It now owns more than 100 retail stores all over the world. I have done a lot of research and found that Ten Ren started to write the annual CSR report in recent years and the company put effort to many CSR activities that were ignored for many years such as offering job opportunities for the women who want to come back to work and disabled people. Ten Ren also provides CSR training for its employees. Ten Ren considers CSR as an important part of business strategy. Ten Ren uses an accommodative ethics strategy and I recommended that it move one step higher to become a proactive company in terms of CSR, and provided recommendations for Ten Ren to strengthen its existing CSR policies, and be proactive in exceeding product safety standards.” [PRME BULLETIN, Vol. 5(2) January 2017]

Responsible Management Practices in the Public Sector

CBPA alumnus **Roger Chin** (Class of 2013 Public Administration) won the Network of Schools of Public Policy Affairs (NASPAA) award in 2016. Roger J. Chin, the Public Administration Department’s 2013 Outstanding Graduate Student in the Jack H. Brown College of Business and Public Administration, received NASPAA’s Pi Alpha Best Doctoral Student Manuscript Award. Chin is currently a doctoral student in Political Science and Information Systems at Claremont Graduate University.



Mr. Chin’s focus on responsible management in the public sector focused upon gender dynamics in policing practices. His paper was titled “The Unexplored Gender Dynamics of the Stop-and-Frisk Policy from a Quantitative and Spatial Perspective.” The selection of Roger Chin’s paper was based on the originality of the research, presentation quality, relevance of the subject, proper use of methodology, and academic rigor. [PRME BULLETIN, Vol. 5(2) January 2017]

MBA Student Yeecong Yang Makes Microfinance Loans

MBA student, **Yeecong Yang**, was inspired by Nobel Laureate (2001), Dr. Mohammad Yunus, who in the 1980s created and popularized a whole new financing system for folks at the **Bottom of the Pyramid (BOP)** in Bangladesh. Dr. Yunus’ impact on the BOP sector of society, was particularly on women, who were traditionally outside the loop for conventional loans from financial institutions, or were caught in a usurious money-lending schemes by individual money lenders, for raw material loans needed to produce hand-made goods. By persuading banks to lend to women in Bangladesh making bamboo furniture Dr. Yunus discovered that tiny loans, could make a disproportionate difference to a poor person, and given the chance, they would pay them back



creating a viable business model. He would go on to found the **Grameen Bank** in 1983, specifically set up to reach BOP women in Bangladesh. The Grameen model was subsequently copied around the world, and by the World Bank.

Deeply inspired by Dr. Yunus, JBCBPA student **Yeecong Yang** saw an opportunity with **Kiva**--a non-profit organization which was founded in 2005 with a mission to connect people through lending to alleviate poverty. By leveraging the internet and crowdfunding, Kiva allows anyone, for as little as \$25, to help a borrower start or grow a business, go to school, access clean energy or realize their potential. Over the past ten years Kiva has enabled more than 1.5 million people to fund over 2 million borrowers in over 80 countries. The result has been nearly \$1 billion dollars lent to borrowers and repaid at a rate greater than 97%.

In 2012, **Yeecong Yang** took \$100.00 from his checking account to use for Kiva loans. Since then his capital has gone a long way. That same \$100.00 has turned over many times through loans and repayments in Kiva. See the next page that shows **Yeecong's** borrowers, and the small fraction of loan defaults. His work is an exemplar in showing how small investment capital can roll-over indefinitely, thus not only helping entrepreneurs create small businesses and lift themselves out of poverty, but also extend the value of money. [PRME BULLETIN, Vol. 56(1) July 2017]

The Foreign Corrupt Practices Act, 1977: Its Impacts on Leadership

MBA student, **Indrika Abhayaratne** sent in the following observation on the role of institutions on corporate competitive advantage, with specific focus on the **Foreign Corrupt Practices Act**, which she studied in Spring 2017. This law is known primarily for two of its main provisions, one that addresses accounting transparency requirements under the **Securities Exchange Act**, 1934, and another concerning bribery of foreign officials. The act was amended in 1988 and in 1998. As of 2012 there were continued congressional concerns.



Indrika commented: “one of my papers for MGMT 685 dealt with a federal public policy – the FCPA 1977 (Foreign Corrupt Practices Act). In my research and ultimately in my concluding remarks, what I surmised was, corruption in foreign governments cannot be resolved overnight, but must be given time, along with opportunities for participation in anti-corruptions initiatives such as the OECD (Organization for Economic and Cooperation Development). The FCPA 1977 is only 40 years old and this law of ours in USA has not been perfected, therefore it is unreasonable to expect foreign governments and officials to accept our laws unanimously without first informing and educating them of the adverse consequences behind acts of corruption and bribery.”

“The exposure I received through MGMT 685 and its case studies helped me to realize that in our current socio-economic and political setting, it is ever so important to have a coherent understanding of ethics; what are modern day ethics, how do ethics influence our perspective of managing, and how should we incorporate ethics in global business settings. An ongoing debate asks about the law's effects. Scholars have found that the FCPA discourages US firms from investing in foreign markets. Companies engaging in mergers and acquisitions in emerging markets face a uniquely increased level of regulatory and corruption risk.” [PRME BULLETIN, Vol. 6(1)July 2017]

Twin studies of The EPA in a Developed Economy (the U.S.A.) and in a Developing Economy (Ghana)

How do formal institutions—laws and agencies affect corporate strategy?



MBA student **Kate Ammissah** studied the above question using the EPA in the U.S. and the Ghanaian EPA, in spring 2017, in Mgmt. 685, with a focus on the automotive industries in both countries. **Kate Ammissah** observes, “My research on the US EPA and Ghana EPA was to identify the extent to which institutions affect business strategy in location considerations,

The federal **US Environmental Protection Agency** manages the EPA statute of 1972. Its regulations cut across most industries including

cosmetics, dry cleaning, clothing and textile, retail, automotive, among others. Since its establishment in 1970, the EPA has changed, and continues to change the way businesses operate in the US. Also, since its inception, the EPA has had several controversies, which have perhaps been heightened with the current political climate. One major controversy surrounding the EPA is its impacts on local business competitiveness and jobs particularly in the energy and automotive industry. Ghana, an emerging economy in Africa, has an EPA which by definition and mission is very similar to that of the US. EPA

(Ghana) is an agency of **Ministry of Environment, Science Technology and Innovation**, established by Ghana’s EPA Act 490 (1994) The agency is dedicated to improving, and striving for environmentally sustainable development, with sound efficient resource management, taking into account social and equity issues. The agency began during a time of growing concern about the dangers to the environment from careless human activity

Kate Ammissah has noted,” From my research I find that, the EPA plays a major role in business strategy in the auto industry more so in the US than in Ghana. Thus, the extent of EPA’s effect on business strategy is affected by location (i.e., an advanced versus emerging economy.) Emerging



economies may have some “advantage” over advanced economies due to flexibility in regulations which may make businesses in advanced countries move operations to emerging economies to take advantage of fewer and/or less stringent regulations. Perhaps, global environmental protection policies can even the playing field across the globe for all automotive companies. [PRME BULLETIN, Vol. 6(1)July 2017]





Principle 4 | PRME Research:

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

- *At CBPA we recognize that it is important to adhere to ethical principles in research. We know that the academic research must be built on a structure of trust, truth, accountability, and avoidance of error. Those who study our research need to know that the results reported are truthful and without bias. We not only hold these principles to ourselves as faculty members, but inculcate them in our students as they go about making intellectual inquiry. We also know that adhering to strong ethical norms in research build support for our research. We know also that deliberate misleading statements in our research can have far-reaching consequences on individuals, organizations and societies.*

I. RESEARCH:

Journal Publications:

- **A**

Anderson, J. (2014). An Open Letter to “Dirty Hands” Theorists from a Public Manager: (or the pitfalls of divorcing theory from practice), *Public Integrity*.

Anderson, J. (2013). The Gospel According to Merit: From Virtue to Rationality to Production, *International Journal of Organizational Theory and Behavior*, 16:4.

- **B**

Baker, D., Ni, A., and Van Wart, M. “AACSB Assurance of Learning: Lessons Learned in Ethics Module Development.” *Business Education Innovation Journal* 4(1, June, 2012): pp. 19-27.

- Beer, F. Estes, J.P., and H. J. Munte (2012) “The Performance of Faith and Ethical Investment Products: An Empirical Investigation of the Last Decade”
- Beer, F. and J. Thompson (2017). “Undergraduate and Graduate Research and Creative Activities: Faculty’s evaluation, time commitment and perceived barriers.” *A Practice Report Student Success*, Vol. 8, No. 1, 2017, pg. 73-78. doi: 10.5204/ssj.v8i1.329.
- Beer, F, Estes, J.P., and C. Deshayes (2014) “The Performance of Faith and Ethical Investment Products: Prior to and following the 2008 Meltdown”, *Financial Services Review Journal of Individual Financial Management*, Vol. 23, No. 2.
- Beer, F. and M. Zouaoui (2013) “Measuring Investor Sentiment in the Stock Market,” *Journal of Applied Business Research*, Vol. 29, No. 1, January/February 2013
- Beer, F., Herve, F., and M. Zouaoui “Is Big Brother Watching US: Google, Investor Sentiment and the Stock Market” (with F. Hervé and M. Zouaoui), Forthcoming in *Economics Bulletin*. Available at SSRN: <http://ssrn.com/abstract=2185979> or <http://dx.doi.org/10.2139/ssrn.2185979> EB-13-00050
- Beer, F.,Wafra, M and M Zouaoui (2012) “Do investors Care about Noise Trader Risk?” *Capco Journal of Financial Transformation*, Vol. 35, September 2012, pp. 49-56 .
- Beer, F., Wafta, M., and M Zouaoui, (2012) “Is Sentiment Risk Priced by Stock Market? *Journal of Applied Business Research*, Vol. 28, No.4, pp1-18.

- **C**

- Coates, B.E., (2013) “Embedding Leadership-Driven Conscious Capitalism into Corporate DNA” in **Advances in Management**, Vol 6(4), 14-24.
- Coates, B.E., (2013) *Instructor’s Manual, 8/e*, for Pearson Longman Publishers, Introducing Public Administration by Shafritz, J.M, and E.W. Russell.
- Coates, B.E., (2012) “More Cheers for Conscious Capitalism: The Growth of Corporate Deontology,” *International Journal of Global Management Studies*, Vol;. 4:2.
- Coates, B.E., & D. Verzi, (2012) Strategic Power Balance between Eastern and Western Countries: The Competitive Extinction Model,” in *Journal of Interdisciplinary Mathematics*, Vol.15: 6.
- Coates, B.E. and M. Paludi, (2011): *Women as Transformational Leaders: From Grassroots to Global Interests*, 2-Volume Book set, Praeger Publishers.

- **E**

- Estes, J.P. and **J. Dorocak** (2012) “State and Local Government Funding of Health and Retirement Benefits for Employees: Current Problems and Possible Solutions With California Health Benefits as an Example”.
- Estes, J.P. (2013). “Pensions vs. Health Care: It’s Not All About Pensions”. *Review of Business Research*.
- Estes, J.P., F Beer and H. J. Munte (2012) “The Performance of Faith and Ethical Investment Products: An Empirical Investigation of the Last Decade”

Estes, J.P. and J. Dorocak (2012) “State and Local Government Funding of Health and Retirement Benefits for Employees: Current Problems and Possible Solutions With California Health Benefits as an Example”.

• **G**

Guo, L. (2013) “Determinants of Credit Spreads: The role of Ambiguity and Information Uncertainty”, *The North American Journal of Economics and Finance*, Vol. 24, Pages 279-297.

Guo, L. (2012) “Types of Liquidity and Limits to Arbitrage: The Case of Credit Default Swaps”, *Journal of Future Markets*, Vol. 32, Issue 4, pp. 301-329.

Guo, L. (2011) “Negative Credit Spreads: Liquidity and Limits to Arbitrage”, *Journal of Fixed Income*, Vol. 21, No. 1: pp. 32-41.

Gupta, V., Levenburg, N & Mahadevan, S. (2013). Technological Exchange Perspective to Understand the MNCs. *International Journal of Business Insights and Transformation*. 6(1): 4-15.

Gupta, V. and Kirwan, P. (2013) Role of In-group Collectivism in the Longevity of Family Firms. *Global Business Perspectives*, 1(4): 433-451.

Gupta, V., Shapiro, M., Maxfield, S. & Hass, S. (2013). Risk-seeking Career strategies and women’s career success. *Journal of Contemporary Issues in Business Research*, 2(6): 189-204.

Gupta, V. & Saran, A. (2013). “Making of the Trendsetter Generation of Women Leaders in India: Dimensionalizing the Impact of Economic Liberalization” *IUP Journal of Business Strategy*, 10(2): 1-15.

Gupta, V. & Khilji, S.E. (2013), "Revisiting Fortune at the Base of the Pyramid (BoP)", *South Asian Journal of Global Business Research*, 2(1): 8-26.

Gupta, V. & Qiu, Renfeng (2013). The Rise of the Indian Multinational Corporations and the Development of Firm-Specific Capabilities. *Journal of Business Theory and Practice*. 1(1): 45-65.

Gupta, V. (2012). Comparatistics India Overseas: FEMNCs and MNCs. *SCMS Journal of Management*, 9(4), 22-34.

Gupta, V. (2012). Varieties of Capitalism and the case of the Lebanese Overseas Family Businesses. *International Journal of Management Prudence*, 4(2): 79-88.

Gupta, V. & Saran, A. (2012). “Seeding of women leadership in India: A life course event analysis of the trailblazers” *International Journal of Arts & Sciences*, 5(7): 131-145.

Gupta, V., & Iakovleva, T., (2012). Personal Influence and Entrepreneurial Capability: A Study of Women as Contrarian Group in Russia. *Arash – A journal of ISMDR*. 2(1): 10-19.

Gupta, V. & Levenburg, N (2012). Cultures, Ideologies, and Family Businesses. *Journal of Family Business Management*, 2(1): 57-75.

Gupta, V. & Mahadevan, S. (2012). Making, Unmaking and Remaking of the Pennar Group: Engineering excellence through leadership. *Vidwat: The Indian Journal of Management*, 5(1): 23-33.

- **H**

Feng, C., **Huang, X.**, Zhang, L., “A Multilevel Study of Transformational Leadership, Dual Organizational Change and Innovative Behavior in Groups,” *Journal of Organizational Change Management*, Vol. 28 (6) pp. 855-877.

- **M**

Munsif, V., et.al. (2011). “Audit Fees after Remediation of Internal Control Weaknesses,” *American Accounting Association*, Vol. 23: 1, pp. 87-105

- **N**

Baker, D., **Ni, A.**, and Van Wart, M. “AACSB Assurance of Learning: Lessons Learned in Ethics Module Development.” *Business Education Innovation Journal* 4(1, June, 2012): pp. 19-27.

- **P**

Pelletier, K.L., Kottke, J.L. & Reza, E.M. (2015). During furloughs, who is more attached to a public university? Staff? Faculty?...Managers. *Public Personnel Management*, 44(1), 120-142.

Kottke, J.L., **Pelletier, K. L.**, & Agars, M. D. (2013). Measuring confidence in top leadership direction. *Leadership and Organization Development Journal*, 34(4), 292-307.

Kottke, J. L., & **Pelletier, K. L.** (2013). Advancing Women into Leadership: A Global Perspective on Overcoming Barriers. In M. Paludi (Ed.). *Women and Management Worldwide: Global Issues and Promising Solutions*, Santa Barbara, CA: Praeger.

Kottke, J. L., & **Pelletier, K. L.** (2013). Measuring and Differentiating Perceptions of Supervisor and Top Leader Ethics. *Journal of Business Ethics*, 113(3), 415-428.

Pelletier, K. L. (2012). Perceptions of and reactions to leader toxicity: Do leader-follower relationships and identification with victim matter? *The Leadership Quarterly*, 23(3), 412-424.

Yin, Bingqing and **Pryor, Susie** and (2012), “Beauty in the Age of Marketing,” *Review of Business and Finance Case Studies*, 3: 11, 119-132.

Yin, Bingqing and **Pryor, Susie** and (2012), “Beauty in the Age of Marketing,” *Proceedings of the Global Conference on Business and Finance*, vol. 9, no. 1, 391-396. Outstanding Research Award.

Grossbart, Sanford and **Pryor, Susie** (2011), "Resources, Tragedy, and Comedy in Marketplace Marketing Systems," *Proceedings of the Macromarketing Conference*, Proceedings of the Macromarketing Conference, 41-53.

- **R**

Roman, A. V. (2013). Framing the questions of e-government ethics: An organizational perspective. *American Review of Public Administration*. XX(X), 1–21. DOI: 10.1177/0275074013485809.

Roman, A. V., & Miller, H. (2013). New questions for e-government: Efficiency but not (yet?) democracy. *International Journal of Electronic Government Research*, 9(1), 65-81. DOI: 10.4018/jegr.2013010104.

Roman, A. V. (2012). The myths within anticorruption policies. *Administrative Theory & Praxis*, 34(2), 238-255. DOI: 10.2753/ATP1084-1806340204.

Diggs, S., & **Roman, A. V.** (2012). Understanding and tracing accountability within the public procurement process: Interpretations, performance measurements and the possibility of developing public-private partnerships. *Public Performance and Management Review*, 36(2), 289-314. DOI: 10.2753/PMR1530-9576360207.

Roman, A.V. (2012). Challenges in maximizing transformative impacts: Public policy and financial management through e-procurement. *Proceedings of the 5th International Public Procurement Conference*, 349-369.

Roman, A. V. (2013). Linking values and administrative decision-making: A structural equation model of the Broker-Purist lens. A paper presented at the *71st Annual Midwest Political Science Conference*, April 11-14, 2013, Chicago, IL.

Roman, A. V. (2013). "Dirty hands" and "collective action" – The multi-shade paradox of public corruption in Eastern Europe. *Crime, Law and Social Change*.

Roman, A. V. (2012). Rebirth of rationality: Is e-government bringing Taylorism back? A paper presented at the *ASPA conference*, March 2-6, 2012, Las Vegas, Nevada.

- **S**

Seal, C. R., Royce-Davis, J., Miguel, K., Shipp, D., Juarez, K., Andrews-Brown, A. & Doan, D. (2012). Responsible Leadership: A Model and Method of Student Development. Poster presentation at the *21st Annual Kravis-de Roulet Leadership Conference*, Claremont McKenna College Claremont, CA.

Seal, C., Shipp, D., Royce-Davis, J., & Jacobson, S. (2011). Responsible Leadership: A Model and Method of Student Development. General Interest Presentation at the *NASPA Annual Conference* in Philadelphia, PA.

Mihai, O., **Seitz, V.**, Rizkallah, E., Khamas, E. (2013). *Attitudes Toward Green Computing in Transition Economies: A Romanian Perspective*. Monterey.

- Ryan, J., Silvanto-Ryan, S., **Seitz, V.** (2013). The Promotion of UNESCO Biosphere Reserves as Tourist Destinations: A Preliminary Examination of Trends and Implications. *International Journal of Business and Globalisation*, 10(3), 309-324.
- Seitz, V., Karant, Y., Yanti, F., Mihai, O., Rizkallah, E. (2013). *Attitudes Regarding Green Computing: A Step Towards E-Waste Reduction*. Long Beach, CA: WDSI 2013 Proceedings.

- **V**

- Wang, XiaoHu, Van Wart, Montgomery, and Lebrede, Nick. "Sustainability Leadership in a Local Government Context: The Administrator's Role in the Process," *Public Performance and Management Review*, 37 (March 2014), 3: 362-386. (In queue)
- Van Wart, M., Baker, D., and Ni, A. Using a Faculty Survey to Kick-Start an Ethics Curriculum Upgrade), accepted at *Journal of Business Ethics* (6/8/2013 in Online First currently).
- Baker, D., Ni, A., and **Van Wart, M.** "AACSB Assurance of Learning: Lessons Learned in Ethics Module Development." *Business Education Innovation Journal* 4, (1, June, 2012): pp. 19-27.

Books and Book Chapters

- **C**

- Coates, B.E., (2012) "Gender Mainstreaming: Leveling the Playing Field in the Global Academic Environment, Chapter for book edited by Michele Paludi, *Women and Management Worldwide: Global Issues and Promising Solutions*, Praeger Publishers.
- Coates, B.E., (2011) "Gender Mainstreaming," in *New Paradigms: Study of Best Practices in Lead Organizations*, edited by Kaul, A., and M. Singh, Prentice Hall of India.

- **G**

- Gupta, V. (2013). Business System in India, In Harukiyo Hasegawa and Carlos Noronha (eds). *Asian Business & Management – theory, practice and perspectives*, II edition, HK: Palgrave. In Press.
- Gupta, V. (2013). Strategic Leadership, In Rumsey, M.G., (ed.) *The Oxford Handbook of Leadership*, pp. 203-241, New York: Oxford University Press.
- Gupta, V. (2013). "To socially responsible leadership: Navigating the pluralistic complexities in a global world." Pp. 93-110, In Groschl, S. (ed.). *Uncertainty, Diversity and the Common Good: Changing Norms and New Leadership Paradigms*. Surrey, UK: Gower Publishing.

- Gupta, V. (2013). Are family Firms reluctant internationalizers?: Insights from the Historical Analysis of Indian Businesses. Pp. 21-37, In Christina Lubinski, Paloma Fernández Pérez, and Jeff Fear (eds.) *Family Multinationals. Entrepreneurship, Governance and Pathways to Internationalization*, NJ: Routledge.
- Gupta, V. (2013). Cultural Forces in Large Family Firm Persistence: A Model based on the CASE Project. Pp. 133-157, In Paloma Fernández Pérez and Andrea Colli (eds.) *A Global Revolution. The endurance of family businesses: A global overview*, UK: Cambridge University Press.
- Gupta, V. & Levenburg, N (2012). Women in Family Business: Three Generations of Research. In Kosmas Smyrniotis, Panikkos Poutziouris, Sanjay Goel (eds.), *Handbook of Family Business Research*, IFERA-ELGAR.
- Gupta, V. (2012). Scenarios of Gender Inclusivity in Corporate India. In Kaul, Asha & Singh, Manjari (eds.). *New Paradigm: Study of Best Practices in Lead Organisations*. Prentice Hall of India.

- **J**

Jang, Youngseok., and M. Morris, “The Ethics of Guerilla Behavior in early Stage Firms,” *Advances in the Study of Entrepreneurship, Innovation and Economic Growth*, vol. 25, 2015.

- **R**

Roman, A.V. (2013). Globalization and its environmental impacts: From understanding to governance. In *The Encyclopedia of Environmental Management* (pp. 1218-1225), edited by Sven Erik Jorgensen, CRC Press. DOI: 10.1081/E-EEM-120048169 ISBN-10: 1439829276, ISBN-13: 978-1439829271.

Roman, A.V. (2013). Globalization and its environmental impacts: From understanding to governance. In *The Encyclopedia of Environmental Management* (pp. 1218-1225), edited by Sven Erik Jorgensen, CRC Press. DOI: 10.1081/E-EEM-120048169 ISBN-10: 1439829276, ISBN-13: 978-1439829271

Book Reviews

- **R**

Roman, A. V. (2012). Global corruption report: Climate change. [Review of the book *Global Corruption Report: Climate Change*, by Transparency International]. *Environment and Planning C: Government and Policy*, 30(4), 751-752. DOI: 10.1068/c3004rev

Roman, A. V. (2011). Global governance organizations: Effectiveness or accountability? [Review of the book *World Rule: Accountability, Legitimacy, and the Design of Global Governance*, by Jonathan GS Koppell]. *Public Administration Review*, 71(6), 965-968. DOI:10.1111/j.1540-6210.2011.02451.x

- **S**

Seal, C. R. (2012). Scholarship of Teaching and Learning [Review of the book *Scholarship of Teaching and Learning in Higher Education: Contributions of Research Universities*]. *Mountain Rise*, 7(3).

Conferences and Proceedings

- **A**

Anderson, J. (2013). The Evolution of Citizen Engagement. Paper delivered to the annual conference of the American Society for Public Administration, New Orleans.

Anderson, J. (2012). San Bernardino League of Women Voters – “Citizens United and Campaign Financing”

- **C**

Coates, B.E. (2014). Sustainable Organizations: The New Benefit Corporation in the United States, “ The Institute of Management Technology Nagpur, 3rd International Conference on Sustainability and Management Strategy (ICSMS-2014) on March 21-22, 2014, Nagpur, India.

Coates, B.E., (2013) Learning Organization, Somiya University, Mumbai, India, Keynote Speaker--via virtual electronic form from CSUSB, “Case Study: The Socratic Methodology,” Conference on Case-Study Methodology, Dhruva University, Hyderabad, India.

Coates, B.E., (2013) United States Army War College—the Premier Learning Organization, “ Conference on the Learning Organization, Somiya University, Mumbai, India.

Coates, B.E., (2013), Invited Speaker, UC Berkeley, California, Association of Global Management Studies, Invited, Speaker. Topic: “More Cheers for Corporate Capitalism: The Growth of Corporate Deontology” Clark Kerr Center, UC, Berkeley.

Coates, B.E., (2012), Attendee, at the Ahimsa Center for Non-Violence in Thought and Action, “Ahimsa & Sustainable Happiness,” California State Polytechnic University, Pomona, CA.

Coates, B.E., (2011), Academic and Business Research Institute, Invited Speaker: “The Greening of Corporate Leadership & The Triple Bottom Line: Is this CSR or ‘Greenwashing’”.

- **E**

Estes, J.P. (2013). "Capital Appreciation Bonds: A ruinous decision for an unborn generation"
Paper Presented at the Winter meeting of the Academy of Business Research.

Estes, J.P. (2013). Capital Appreciation Bonds: A Toxic Waste Dump in our Schools. Paper
Presented at the Academy of Business Research.

- **J**

Jang, Youngseok, "Moral Organizations and Immoral Entrepreneurs," United States Association
for Small Business and Entrepreneurship (USASBE) Annual Conference, Los Angeles,
Ca. January 10-14, 2018.

Jang, Youngseok , "Passion Pay? Exploitation of Talent by Entrepreneurial Ventures on the case
of WeMakePrice, *Proceedings United States Association of Small Business
Entrepreneurship*, Annual Conference, January 19-22, 2016, Philadelphia, PA

Jang, Youngseok., "Passion Pay? Exploitation of Talent by Entrepreneurial Ventures on the case
of WeMakePrice, *Proceedings United States Association of Small Business
Entrepreneurship*, January 10-12, 2016, San Diego, CA.

- **K**

Kirwan, P. "A shot in the dark? Exploring network development in the context of social
entrepreneurship." Paper presented at the 8th Annual NYU Stern Conference on Social
Entrepreneurship, November 2-4, 2011.

- **P**

Malla, K., Lee, J-J., Kottke, J. L., & **Pelletier, K. L.** (2017, April 28). *Toxic Followership:
Development of the Follower Categories Assessment (FCA)*. Paper presented at the
Society for Industrial and Organizational Psychology Annual Conference, Orlando, FL.

Pelletier, K. L., Kottke, J. L., Alvarado, C., Malla, K., & Sirotnik, B. (2017, March 25)
. *Dismantling the Toxic Triangle: The Initiative Required to Restore Organizational
Health*. Chaired symposium at the Western Academy of Management Annual
Conference, Palm Springs, CA.

Malla, K., & Kottke, J. L., & **Pelletier, K. L.** (2017, March 25). *Toxic Followership: Sharpening
the Typologies Within the Toxic Triangle Framework*. Paper presented at the Western
Academy of Management Annual Conference, Palm Springs, CA.

Pelletier, K. L., & Kottke, J. L. (2017, March 25). *The Initiative to Challenge Toxic Leaders:
Courageous Effective and Ineffective Followers*. Paper presented at the Western
Academy of Management Annual Conference, Palm Springs, CA.

Sirotnik, B., & **Pelletier, K. L.** (2017, March 25). *Initiatives for Dismantling the Toxic Triangle*.
Paper presented at the Western Academy of Management Conference, Palm Springs,
CA.

Kottke, J.L., DiPonio, G., Alvarado, C., **Pelletier, K.L.**, Nguyen, B., Hutabarat, D., &

- Beckles, V. (2014, May). *Updating the Glass Cliff: Female Characteristics Perceived Essential for Leading Thriving Companies*. Paper to be presented at the Association for Psychological Sciences Annual Conference, San Francisco, CA.
- Kottke, J. L., **Pelletier, K. L.**, Beckles, V., Hutabarat, D.J, Diponio, G.L., Nguyen, B.N., & Gonzalez, A. (2013, August 1). *Re-visiting Leadership Characteristics of the Glass Cliff Phenomenon: Gender Typed?* Paper presented at the American Psychological Association Annual Conference, Honolulu, HI.
- Vega-Cartwright, L., & **Pelletier, K. L.** (2013). *The Relationship Between Attitudes Toward Women Managers and Gender-Typing of Toxic Behaviors*. Paper presented at the American Psychological Association Annual Conference, Honolulu, HI.
- Pelletier, K. L. (2012). Economic Challenges in Academia: Reactions of Employees to Furloughs. Symposium chair and panel member. Symposium addressed employees' reactions to mandatory furloughs. Paper presented at the 2012 Society of Industrial Organizational Psychology Annual Conference, San Diego, CA.
- Kottke, J. L., Pelletier, K. L., & Reza, E. M. (2012). *Justice through the Lens of Furloughs: Process Matters*. Paper presented at the 2012 Society of Industrial Organizational Psychology Annual Conference, San Diego, CA.
- Baird, M., **Pelletier, K. L.**, & Kottke, J. L. (2012). *Psychological and Occupational Effects of Mandatory Furloughs on Faculty*. Paper presented at the 2012 Society of Industrial Organizational Psychology Annual Conference, San Diego, CA.
- Pelletier, K. L., Kottke, J. L., & Reza, E. M. (2012). *The Ties That Bind: Organizational Membership During a Financial Crisis*. Paper presented at the 2012 Society of Industrial Organizational Psychology Annual Conference, San Diego, CA.
- Pelletier, K. L. (2012). *Keeping Students on Their Toes and on Their Game*. Paper presented at the 24th Annual Lilly Conference on College & University Teaching, Pomona, CA.
- Pelletier, K.L. (2013) – Invited speaker on the topic of *How to Avoid the Toxic Cliff* at Rogers, Anderson, Malody and Scott, LLC's Annual Retreat.
- Pelletier, K.L. (2013) – Invited speaker on the topic of motivating the Millennial workforce at the Business Alliance Annual Meeting, San Bernardino, CA.
- Pelletier, K.L., (2013) - Invited speaker on the topic of leadership and motivation at the Wells Fargo Leadership Workshop, San Bernardino, CA.
- Pelletier, K.L., (2012) – Invited speaker on the topic of toxic leadership and motivation at the Wells Fargo Accelerated Management Program Conference, Des Moines, IA.
- Pelletier, K.L., (2012) - Invited speaker on the topic of motivation in organizations at the College of Extended Learning's Managerial and Staff Retreat.
- Pelletier, K.L. (2012) - Invited speaker on the topic of toxic leadership at the LIFE Society-UCR extension.
- Pelletier, K.L., (2012) – Invited speaker on the topic of women and leadership at the American Business Women's Association, Redlands Chapter.

- **S**

Gill, K., Hackett, R. & **Seal, C. R.** (2013). Associations between teacher-student relationship quality and academic achievement by ethnicity, gender, and socio-economic status.

Seitz, V. (2012), Public/Community, Goodwill Work Source, Guest Speaker, Seminar leader, Pro Bono, Local.

Seitz, V., Conducted a seminar at the Los Angeles location titled, "I Don't Wear a Suit: Dressing for Today's No Suit Workplace."



Principle 5 | PRME Partnership:

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

- *CBPA has partnered with managers of business corporations in the form of seminars, workshops, and special lectures to businesses in the local, national and international areas. The College also partners with local, regional and international profit and non-profit organizations to promote PRME values that are delivered from the College through students and faculty. To see examples of these efforts, see PRME Biannual Reports, published December 31, and July 1, of each year since inception, that provide information about these partnerships. All reports are sent to the PRME Secretariat when they are published.*

Note: We have integrated Principles 5 and 6—see below)



Principle 6 | PRME Dialogue:

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

- *We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.*

CBPA’S PRME Biannual Reports, published December 31, and July 1, of each year since inception, provide communication tools and dialog with our stakeholders about what the College is doing in terms of promoting PRME values.

CBPA’S Business Alliance meets on a regular basis. The Business Alliance consists of CEOs and business professionals from the region. It provides the necessary dialog and link with CBPA and the Inland Empire business Community. The purpose of the Business Alliance is to provide public and private enterprises and entrepreneurs with direct access to the vast resources of CBPA for their growth and development. It provides CBPA access to the needs of the business community. Together CBPA and the Business Alliance works on creating a more vibrant regional economy.

I. SERVICE:

A. STUDENT CLUBS & ASSOCIATIONS

CBPA Student Associations & Service Clubs Exemplify PRME Values

NAME	Ethics	Honor Integrity	Responsibly	Service	Other Values
ASSOCIATIONS & SOCIETIES					
ACCOUNTING ASSOCIATION	X	X	X		
ALPHA KAPPA PSI (Acctng)			X		
AMERICAN MARKETING ASSN.	X	X	X		
AMER. PRODUCN. & CONTROL SOC.	X			X	EXCELLENCE
BETA ALPHA PSI (Fin)					PHILANTHROPY
BETA GAMMA SIGMA (Honor Soc.)	X	X	X	X	PRINCIPLES & VALUES
FINANCIAL MGMT. ASSOCIATION	X	X	X		SOUND FIN. PRACTICES
INFORMATION MGMT. ASSN.			X		
INFORMATION SECURITY CLUB	X		X		
MASTER IN ACCTNG. & FIN. ASSOC.	X		X		
PUBLIC ADMIN ASSOCIATION	X		X	X	
SOC. FOR HR MGMT ASSOC. (SHRM)	X		X	X	EFFECTIVE MGMT.
STUDENTS IN INTERNAT. BUS.	X	X	X	X	VOLUNTEERISM
STUDENT NATIONALITY CLUBS					
	Ethics	Honor Integrity	Responsblty	Service	Other Values
CHINESE STUDENT CLUB				X	COMMUNITY SERVICE
INDONESIAN STUDENT CLUB				X	COMMUNITY SERVICE
JAPANESE STUDENT CLUB				X	COMMUNITY SERVICE
KOREAN STUDENT CLUB				X	COMMUNITY SERVICE
LATINO STUDENT CLUB				X	COMMUNITY SERVICE
TAIWANESE STUDENT CLUB				X	COMMUNITY SERVICE
THAI STUDENT CLUB				X	COMMUNITY SERVICE



B. SPECIAL CBPA SERVICE-RELATED ACTIVITIES

(1) The CBPA “Eye-Glass Project”:

The Students in MGMT 335, *Business, Ethics & Society*, at CBPA, California State University, San Bernardino, expressed their commitment to social responsibility, and Principles of Responsible Management Education via an initiative entitled: “*The Eyeglass Project*”. To assist in this effort, the students collected used prescription glasses for donation to communities, under the direction of **Professors Anna Phillips and Breena Coates**. The learning experience was to make students aware of the importance recycling and reduction of waste, and to inculcate the spirit of “giving” and volunteerism. Three partnerships ensued, one local, one regional, and one international, as follows:

The **local partnership** was with the Latino Collaborative, a Non-Profit Organization in San Bernardino, which began in 2012. This non-profit agency holds an annual Health Fair in the underdeveloped, underserved, area of Muscoy (a region in CSUSB campus’ backyard). The Health Fair, entitled “*Healthy Muscoy*,” includes free eye examinations by optometry students from regional universities. The primary goal for this event is to increase health awareness and motivate individuals and families to engage in a positive movement towards health. Students in MGMT 3355, Business, Ethics, & Society, and Mgmt. 100, Introduction to Business Administration collected used prescription eyeglasses for donation to this project. Students from regional Optometry schools provided free eye exams at the fair, and distributed the appropriate eyeglasses donated by CBPA students. The campaign was to develop in students a leadership focus that takes into account community needs. (PRME BULLETINS Vol.2(2) 2013; and Vol. 3(1) 2014.

The **regional partnership** began in 2015. CBPA Student donated eyeglasses were taken by local Optometrist Dr. Irene Lou to the Pacific Grove Health Fair, in Monterey, California on September 20, 2015. Optometrists from San Bernardino and all over Southern California donated their time to measure patients’ eyes, who were then fitted with our used eyeglasses.

The **international partnership** was a 2-year project with Jaipur Rugs (2012-2013) in India. Women weavers from rural Rajasthan had their eyes examined and were fitted with CBPA donated eye glasses.

(2) Society for Human Resources Donates to Nepalese Earthquake Victims:

In April 2015 the nation of Nepal was hit by an earthquake of 7.8M that killed over 9,000 people and injured over 23,000. The earthquake triggered an avalanche on Mount Everest killing even more people. Then an avalanche ensued in the Langtang valley where 250 people went missing. Hundreds of people became homeless as a result of this disaster. On hearing of this catastrophe, the CBPA SHRM Chapter launched a bake sale to help the victims of Nepal. Money collected was sent to non-profit agencies involved in humanitarian efforts in the region.

(3) CBPA'S "Hair-Raising" Initiative:

In its on-going effort to find ways to inculcate a sense of responsibility and spirit of "giving" in our students, in affordable ways that they can afford, CBPA in November 2015, partnered with **Locks of Love**, a non-profit organization in Florida. The mission of this organization is to return a sense of self, confidence and normalcy to children suffering from hair loss due to cancer, burns, ectodermal dysplasia, or other disease, by utilizing donated ponytails to provide the highest quality hair prosthetics (wigs) to financially-disadvantaged children. CBPA Students, who cut their long hair and can donate at least 10" of hair length to this cause, will be helping children in need. CBPA students have been notified through undergraduate and graduate communications.

(4) CBPA Supports "EAT AND BE WELL" 2015 Annual Thanksgiving Event:

Students and faculty from CBPA once again supported the *Eat & Be Well* 2015 Thanksgiving meal and social services (such as health and wellness resources) to the underserved community of San Bernardino County. This non-profit organization is led by a socially conscious steering committee that consists of individuals from several Inland Southern California's business and non-profit groups. Among those donating time to dish up food on a yearly basis is Dean **Larry Rose** and his wife **Ellen Rose**. Since returning from living in New Zealand for over a decade, Dean Rose said he and his wife, Ellen, believe it is important to become involved in the local community. **Lisa Gordon** of the Department of Marketing at CBPA has coordinated CBPA's efforts over the years.

