

PRME Principles for Responsible Management Education

SPECIAL ISSUE

WOMEN'S RIGHTS

BIANNUAL REPORT ON PRME INITIATIVES
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION

VOL. 9 ISSUE 2, January 2021

Editor: Breena E. Coates, Professor, PRME Editor, JHBC

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

THE JACK BROWN COLLEGE CELEBRATES DIVERSITY! VICE-PRESIDENT ELECT KAMALA HARRIS BREAKS HISTORIC BARRIERS

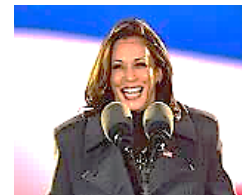


In her career of landmark **“firsts”** in high governmental office, **Kamala Devi Harris** became the first woman to be elected Vice

President of the United States, and at the same time the first woman to be elected to the second-highest position in the country. She also holds the distinction of being the first African-American and Indian-American Senator in Congress. In 2004, Kamala Harris was elected the first woman District Attorney in San Francisco's history, and the first African American woman and South Asian American woman in California to hold the office.

As a signatory of the United Nations **PRME** initiative, this landmark event is joyfully celebrated by the Jack H. Brown College, the Department of Public Administration, and Departments of Management, Accounting and Finance, Marketing, and Decision Sciences who join together to laud this rare achievement.

Our important pledge to create principled management professionals who promote diversity in organizations, this event in terms of race and gender, will be of particular import to women students in our College, as well as in higher education institutions across the globe.



JHBC CELEBRATES OTHER FEMALE “FIRSTS” IN ITS MANY DISCIPLINES:



INFORMATION & DECISION SCIENCES

The First Woman Computer Programmer:

Ada Byron Lovelace, The Countess of Lovelace, showed talent in mathematics and language from an early age. At her mother's



insistence, tutors taught her mathematics and science. Such challenging subjects were not normal studies females at the time, but her mother believed that engaging in her rigorous studies would keep her from developing her father’s moody personality. Lovelace was the daughter of famed temperamental British poet, Lord George Gordon Byron. Lovelace had a close working friendship with Charles Babbage—the “father of computers.” Babbage was the architect of the general purpose computer. This “Analytical Engine” as it was known as the time, inspired Ada. She came to

realize that it had powers beyond pure calculation. She published the first algorithm designed for that early computer, around the mid-1800s. She has come to be known as one of the first computer programmers. Her untimely death at age 36, robbed posterity of her talents as a computer scientist.

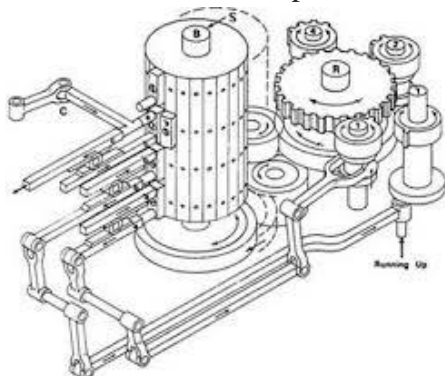
.....

FINANCE:

First Woman Financial Investor



Abigail Adams was the wife of John Adams, the second President, and mother of John Quincy Adams, the sixth President. of the United States. For Abigail, part of overseeing the family estate was overseeing managing the family finances. While her husband preferred her to purchase farmland with their extra money, Mrs. Adams was more interested in buying government and war bonds. She knew that the government promised to repay the securities she purchased and also provided periodic interest on the bonds. She did this presumably because the price of U.S. federal securities was falling less rapidly than paper money, as well as a hedge against



realize that it had powers beyond pure

inflation. She was very successful. Abigail ultimately saw a return of more than 400% from her investments. Abigail was also a shrewd retail businesswoman, buying merchandise from Europe and re-selling it in America. Beyond this Abigail Adams was a strong early advocate for women's rights, and an abolitionist.

.....

MARKETING:

An Early Advertising Doyen:

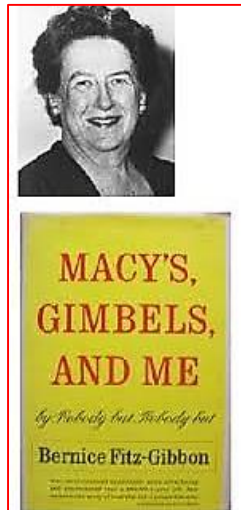
Bernice Fitz-Gibbon, was an American executive and pioneer in retail marketing. She is hailed as the mastermind behind Macy's and Gimbel's marketing in the 1920's. Fitz-



Gibbon created many historic campaigns for them. Her sharp

wit, and quick mind resulted in historic retail campaigns including Macy's *"It's Smart to Be Thrifty"* and Gimbel's *"Nobody, But, Nobody Undersells Gimbel's."*

Her short pithy statements were known in the industry as "Fitzkreigs," which were indicative of her highly creative wordsmithing, known as a "blitz of words springing from the rapier-sharp and highly imaginative brain of Ms. Fitz-Gibbon." She was inducted into



the Advertising Hall of Fame in 1982. In 1957,

she was lauded by the Retail Advertising Confederation and the Copywriters Club of New York "as one of the leading business women nationwide" by Wanamaker's *Everybody's Magazine*.

.....

JHBC FACULTY FOCUS

PROFESSOR SUNG HEE (WENDY) PAIK:



Professor Wendy Paik teaches Marketing Principles, Marketing Research, Research Methods. She provided this statement showing close adherence to **PRME** values. "As a marketing professor, I strongly

believe that the field of marketing not only improves firms' profits but also helps general consumers live better lives. In my Marketing Principles classes, I aim to emphasize to my students how marketing, as a scholarly field, can also contribute to society by suggesting consumer-oriented policies and encouraging sustainability. As an example, I have been sharing my research into the childhood obesity problem. The research is in regards to how exposure to junk food in early childhood later influences the palate development of children from low-income families, which could potentially lead to childhood obesity. The purpose of such work is to inform students that marketing is not merely about selling products to consumers. Rather, I want to show to what extent marketing scholars are involved in ethical thinking to establish consumer-oriented marketing policies."

Furthermore, as part of her lectures on corporate social responsibility, she and her

students talk about how firms engage in sustainable and green marketing to create environmentally friendly products and business practices. As climate change and global warming become increasingly salient, it is important to know that sustainable development is the way to build a virtuous cycle between economic progress and protecting the natural environment.

“In my Research Methods and Marketing Research class, I tend to focus on the methods of conducting ethical research. With marketing research, we are investigating consumers, the human subjects, who are the respondents to the marketing surveys. During the entire research process, consumers participating in research should be treated ethically. In addition, when the data is collected, it is critical to know how to store and handle it properly to protect the privacy of consumers. Throughout the term, we learn about ethics in research procedures and ethical dilemmas in marketing research. “

.....

PROFESSOR SEPHIDEH ALVI:

Professor Sepideh Alvi teaches supply chain management and logistics courses in the Department of Information and Decision Sciences. Her teaching and research follow PRME values. She has noted that: “I value ethics in supply chains and make students aware of the growing importance of ethics in managing supply chains. An ethical supply chain performs ethical and sustainable operations in three areas: economic, environment and social responsibility. Such practices include eliminating child and slave labor, safe and hygienic working



conditions, fair pay and working hours, ethical sourcing and procurement, and environmental awareness and sustainability. She states that she brings this up to students that trust and transparency play a significant role in maintaining ethics throughout a supply chain. Companies need to identify trustworthy suppliers and select suppliers who maintain sustainable working practices and share the same ethics-related values. Companies must be transparent about their sources of supply, working conditions, labor standards and environmental impacts. Improving supply chain visibility is one initiative towards transparency. This is done through Internet of things (IOT) and blockchain technologies which help track movement and condition of shipments throughout the supply chains.”

Dr. Alvi noted that it is also vital for organizations to secure their business partners’ interactions with them and minimize risk across working relationships. They must ensure that all business partners have secure access to the internal systems in their business areas, including logistics, warehouse management, inventory and enterprise systems.

.....



OUR JHBC PROFESSORS WRITE CASE STUDIES USED WIDELY IN TEACHING

Professor Helena Addae's keen interest in highlighting the work of businesswomen around the globe, is exemplified by her case study on Bertha Ansahs' challenging and successful business venture in Ghana in the transportation industry.



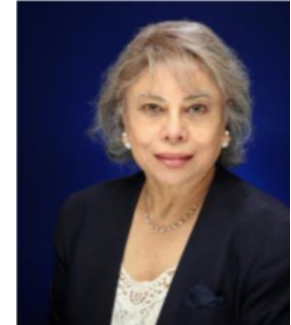
This study was published in the North American Case Research Association (NACRA) Case Research Journal, Volume 40, Issue 3, Summer 2020. In Dr. Addae's investigation we follow the pioneering and inspirational account of **Ansahs'** venture into the transportation industry in Ghana--a rare undertaking for a woman entrepreneur. The Bertha Ansahs' story highlights the indomitable will of a strong woman to succeed in what is generally considered to be a male dominated enterprise. This case study written in clear, analytical prose, will be inspirational to our MBA students here, in Ghana and around the world."



**Strong women
aren't simply born.
They are made by the
storms they walk
through.**

.....

Emeritus Professor Breena Coates' case study on "Volkswagen's Emissions Scandal" was chosen for publication in M.W. Peng, *Global Strategy*, 5/e, 2021 Cengage Publisher; which will be used in studies in the MBA course, Mgmt 6850, in 2021.

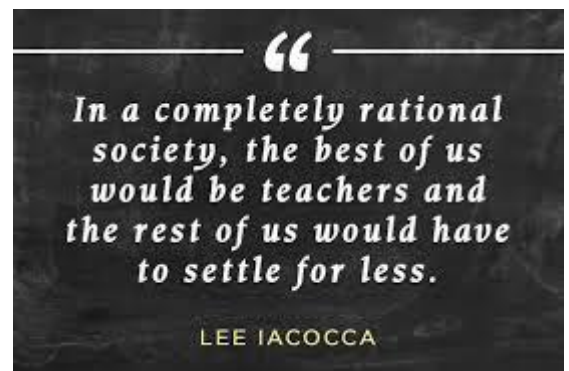
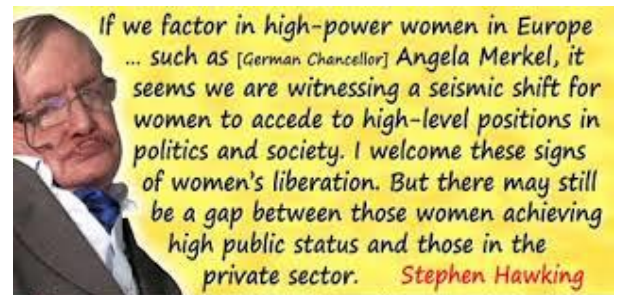
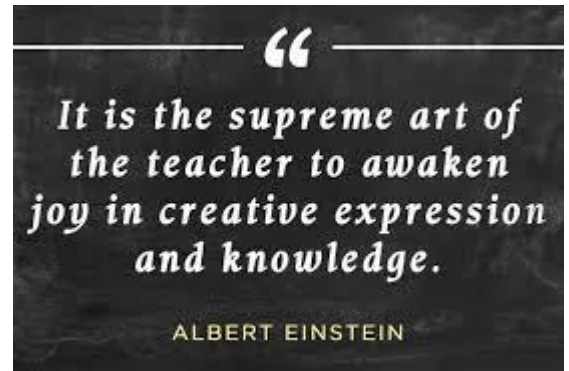
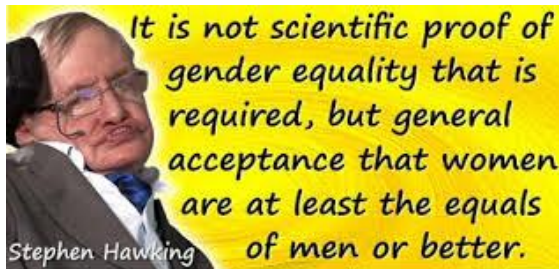
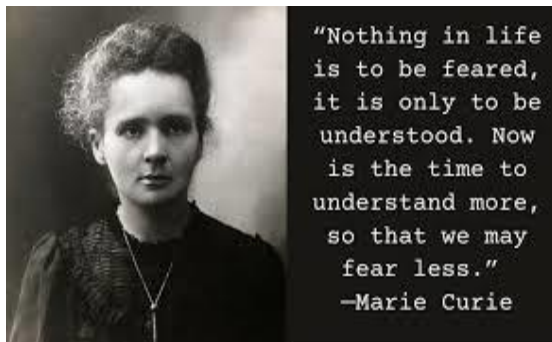


Under the assumption that diesel is better for the environment, governments over the last ten years had promoted the production of diesel cars, and the automobile industry had poured its money into their manufacture. The Volkswagen scandal has resulted in industry analysts to question this vision. On September 18, 2015, Volkswagen Group (VW) was served with a notice of violation of the US Clean Air Act by the US Environmental Protection Agency (EPA). It had been discovered that Volkswagen had deliberately programmed turbocharged direct injection (TDI) of its diesel engines to activate certain emissions controls *only* during laboratory emissions testing. This "defeat device," as it came to be known, allowed the cars' nitrogen oxide (NOx) output to meet US standards during regulatory testing, but emit up to 40 times more NOx in actual on-road circumstances—violating the standards of the Clean Air Act. When the cars were operating under controlled laboratory conditions, which typically involve putting them on a stationary test rig, the device appeared to have put the vehicle into a sort of safety mode in which the engine ran below normal power and performance. Once on the road, the engines switched out of this test mode and emitted NOx.

Throughout the world decision makers in political, regulatory, and environmental sectors were examining the validity of VW's emissions testing, and the investigations by the USEPA created concerns in countries such as Britain, France, Germany, Italy, and South Korea. In the European Union alone, VW has recalled 8.5 million cars in Europe. The scandal cost VW 33.6 billion dollars in fines and compensations.

Dr. Coates' other publication in 2020, was the public-private journal article analysis with Dr. Thomas McWeeney, entitled: "An Indicator of Synergy between Government and Corporate Goals? The Case of the Benefit Corporation," was published in *SSRG, International Journal of the Humanities and the Social Sciences*, Vol. 7(3) May-June 2020.

.....



THE JHBC PROMOTES DIVERSITY IN ITS PROGRAMS IN KEEPING WITH PRME VALUES AND AACSB PRINCIPLES. LECTURES ON DIVERSITY AND OTHER EVENTS ARE ORGANIZED AND PRESENTED THROUGH THE LEADERSHIP OF PROFESSOR VICTORIA SEITZ, CHAIRWOMAN OF THE DEPARTMENT OF MARKETING



PROFESSOR ANNA PHILLIPS' SPECIAL LECTURE ON WOMEN ON CORPORATE BOARDS



Board Member Opportunities for Women:

Review "White Paper: Women are Piercing the Boardroom Glass Ceiling in Southern California Companies"

Why Should Women be on Boards of Directors?

Only 15.5% California board seats held by women ... lower than the *Fortune* 1000 19.8%

Europeans mandated gender diversity on corporate boards

2003 Norway mandated a 40% women-held seats and in Germany 30% of the corporate board seats were mandated in 2015

Since 2004 European companies of the Fortune Global 200 companies have increase participation from 9.1% to 32.1% of women on boards ... largely due to national incentives



THE STATE OF THE **SHECONOMY** & ENTREPRENEURS! JHBC OFFICE OF ACADEMIC EQUITY

The JHBC promotes women's equity and growth in its programs and courses. It does this through the operations of the Office of Academic Equity. The office is built on three important pillars: Equity, Excellence, and Inclusion. As members of CSUSB, JHBC Office of Academic Equity works with the community to strive for its goal, ensuring that "Equity" is practiced without compromise, "excellence" is sustained, and "inclusion" is valued and respected in all forms. This mission follows the JHBC PRME Values and AACSB standards.



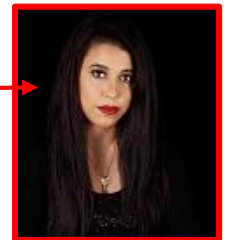
Professor Francisca Beer is the Associate Dean for the Office of Academic Equity in the College of Business and Public Administration. She organized and directed the 2nd Annual ShEconomy which took place on February 6th, 2020 at CalState, San Bernardino (CSUSB). The 2nd Annual ShEconomy was created by the JHBC Office of Academic Equity in collaboration with the Department of Marketing (JHBC), Inland Empire Center for Entrepreneurship (IECE) and the Inland Empire Women's Business Center (IEWBC).

Dr. Beer presented data and statistics about the women participating in the labor force, the wage gap and how to reduce the gap. She also talked about the difficulties experienced by women with disabilities and those who are widows. Also discussed in this presentation, is the issues faced by many women who are caregivers. Dr. Beer ended the presentation by presenting the benefits of education for all women. The panel included four (4) entrepreneurs: **Wendy Roland** who is the CEO of Specialized



Staffing; **Manal Iskandar** the executive producer of Musicology and the owner of PCtronics and The Greenshack Marketplace; **Mariatu Browne** the owner of Tu Organics Salon and Spa and **Kusum Kavia**, the Co-Founder and President of Combustion Associates, Inc(CAI). **Michelle Skiljan**, the Executive Director of the IEWBC joined us once again to serve as the event moderator. She skillfully highlighted

each entrepreneur's achievement and conducted the Q&A session. **Marina Kamel**, Department of Marketing, provided logistics support for this conference.



MBA STUDENT FOCUS:

Kirstyn Hansen, MBA student (and also our stellar professional in the JHBC MBA office)



looked at corporate social responsibility from the lens of COSTCO, Inc. Her work links with PRME and AACSB values.

Firstly, from her research we have learned that COSTCO'S strategy

to uphold diversity, shows up in its supply chain management. COSTCO makes strong attempts to use minority and women-owned supply chains. It also prefers to source from local communities.

COSTCO is good to its employees which accounts for its successes. For instance, the firm pays around 40% more, and provides more comprehensive health and retirement benefits than Walmart and Target, saving large amounts in employee turnover costs. The company resists layoffs, invests in training its employees, and grants them substantial autonomy to solve problems. U.S. Secretary of Labor Thomas Perez stated, "And the remarkable loyalty that [employees] have to [Costco cofounder Jim Sinegal] is a function of the fact that he categorically rejects the notion that, 'I either take care of my shareholders or my workers.' That is a false choice." This last statement is MGMT 6850's underlying emphasis in all strategy analyses—i.e., being conscious capitalists.

.....

MBA SERVICE TEAM:

The MBA Service Team at CSUSB which is led by **Kirstyn Hansen** joined hands with

Marina Kamel who works in the Jack H. Brown College of Business and Public Administration

in creating a Holiday Toy Drive! Due to the pandemic, safe measures were taken, and

everything was made virtual by creating a gift registry on Amazon.



The method was deemed successful as together they were able to collect 200 toys and books, 32 blankets, 90 pairs of socks and 4 tubes of wrapping paper! Clothes and toiletries were also among the items collected for this donation. The donations have been delivered to the More Hope Project, a mutual aid group who has been collecting items for the vulnerable and low-income families in our community throughout this pandemic.

The donated items were distributed through the "Mobile Mutual Aid Mall" event in San Bernardino on December 21st, 2020. All items are given out for free to our community members in need.



FILMS ON WOMEN'S RIGHTS:

100 years after the Women's Suffrage Movement in the United States, films about female empowerment and crucial moments in women's rights movements aren't the easiest to come by.

"Films about suffrage are dependent on very different cultural histories and social movements. A universal story about gaining the right to vote isn't possible," said [Dr. Kelli Fuery, Associate Professor in Film Studies, Chapman University.](#)

Women's suffrage was not something that was universally reached, but has varied over decades and centuries from country to country, and is still not a reality in some today. And to make the history even more complex, even when legally being granted the right to vote, it did not always happen in practice.

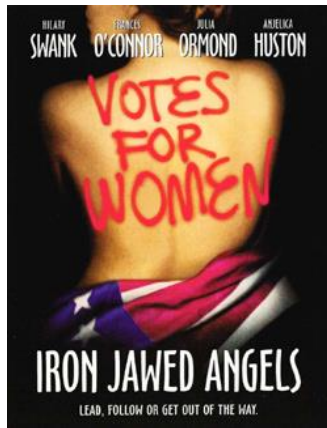
With such a complex history, there are simply so many stories to tell and so many voices to be heard. It would be impossible to get every single perspective represented in Hollywood.

Additionally, much of women's history and political activism is ignored in cinema, because it is often seen as not commercially viable.

However, topics such as female empowerment, the right to vote, and gender equality have been portrayed in cinema in underlying ways. These topics made it to the screen once they began to be written as stories of subversion and escape, which were viewed as more entertaining than classic Hollywood melodrama.

"Given the differing cultural and social histories regarding women's suffrage, cinema subversively responded to the growing call for equality in ways that are easily and often overlooked," said Fuery.

Despite the differences in the movements, these movies were able to portray a shared struggle between all suffrages faced in gaining the right to vote. Dr. Fuery shared her analysis on the importance of the following six key films, all of which highlight the shared struggles in the fight for gender equality:



- [Iron Jawed Angels](#) (2004) focuses on American suffragist leaders Alice Paul and Lucy Burns, as they revolutionized the American feminist movement in Washington, DC to grant women the right to vote. “There is poignancy here in the outline of what happened,” said Fuery about the film. “Although its melodramatic aesthetic lacks the subversion much earlier ‘women’s films’ possessed.”



- [Suffragette](#) (2015) follows the story of fictional character Maud Watts throughout the development of the UK Women’s suffrage movement. In the film, Watts joins a diverse group of women who fight for equality and the right to vote, risking their jobs, homes, family and lives for their cause. “It effectively conveys the indecision and fear of the situation and highlights the lack of agency women experienced at this time,” said Fuery. She also noted that the film was worth seeing as it helps to bring awareness to the types of strategies used in order to get their voices heard. “It fails, however, to comprehensively include the role all women played (minorities, women of color etc.),” said Fuery.



- [She's Beautiful When She's Angry](#) (2014) is an American documentary that highlights some of the women involved in the second wave feminism movement in the United States. The documentary includes an important testimony from Linda Burnham of Black Sisters United. This testimony provides a “much needed perspective on the critical importance of women of color voices in movements that have privileged white feminism,” said Fuery.



- [Erin Brockovich](#) (2000) portrays the true story of Erin Brockovich, who fought against the energy corporation Pacific Gas and Electric Company after they knowingly contaminated the town of Hinkley, California’s water supply. The story is one about standing up in the face of adversity, and emphasizes the importance of fighting for others. “Erin Brockovich is a strong film about a strong woman, it does not shy away from class or stigma (Brockovich was a single mother of three),” said Fuery. “Its message is strengthened by the support Erin receives from her male counterparts in the film.”



- [Made in Dagenham](#) (2010) is based on the true story of the 1968 Ford sewing machinists strike at the Ford Dagenham plant, which led to the Equal Pay Act of 1970. The film follows the fictional character Rita O’Grady, who serves as the leader of the strike where female workers walk out in protest against sexual discrimination and demand equal pay. The protests gained the attention of the public around the world, as it was at a time where it was uncommon for women to break out of their traditional family roles. “It is a fun film to watch, where audiences can learn the history of such an important milestone for women’s equality,” said Fuary.
-



- [Hidden Figures](#) (2016), follows the story of three African-American female mathematicians working at NASA, who were responsible for the historical launch of astronaut John Glenn into orbit. It is loosely based on the 2016 non-fiction book of the same name by Margot Lee Shetterly, about black female mathematicians who worked at NASA during the Space Race. “The style is accessible and while this may seem too Disney for some, its accessibility is what makes this such a feel-good film that everyone should watch,” said Fuary.

While [Suffragette](#) (2015) is the only film on this list that can be truly categorized as a right to vote film, “when you consider the difficult and variable global history of women’s hard-won voting rights, is it any wonder?” said Fuery.



What all of these films *can* do, however, is help to shape public opinion on gender equality and draw attention to female empowerment and women’s rights. There is value in all of these films that touch on these topics, as they can help bring awareness to the histories around the world, and the people who have paved the way for women’s fight for equality.

NEWS FROM THE PRME SECRETARIAT

Happy New Year from the PRME Secretariat!

We extend a special thank you to all of the dedicated and purpose-driven individuals in the PRME Community, with support from their institutions, who have made extraordinary efforts during a crisis to support responsible management education in a time where it is needed more than ever before.

Additionally, we extend a heartfelt thank you to our colleagues at the United Nations Global Compact for their continued support as we work together towards a common vision.

In hopes that you and yours are safe and healthy and have enjoyed a restful holiday season, we wish the entire PRME Community and beyond a prosperous and sustainable new year to come.



Please send items to PRME BULLETIN for publication to: Professor Brena E. Coates, bcoates@csusb.edu