

**CLARK
UNIVERSITY**



GRADUATE SCHOOL OF MANAGEMENT

July 2019



REPORT ON PROGRESS 2017 - 2019

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

PRME Principles for Responsible
Management Education

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ABOUT GSOM



History

The AACSB-Accredited Graduate School of Management (GSOM) at Clark University launched in 1982 in response to the demand for high quality scholarship in business and management. Over the last 37 years, Clark GSOM has experienced outstanding growth, and continues to embody its mission of developing a diverse community of learners, researchers, and business professionals that prepares future leaders to think critically, manage collaboratively and contribute to their organizations and society.

Mission and Vision

Our mission is to engage in consequential research and practice and to prepare students for career and life success through a combination of rigorous academic study and theoretically-sound experiential learning with a focus on ethics, social responsibility and sustainability.

The vision of GSOM is to be well known and highly regarded as a diverse community of scholars, practitioners, and students whose innovative ideas make significant contributions to organizations and society.

Our Programs

Currently, more than 300 students are enrolled in graduate degree programs at GSOM. These include full-time and part-time students from around the world. We offer a Master of Business Administration, Master of Science in Business Analytics, Master of Science in Accounting, Master of Science in Finance, and Master of Science in Management, as well as dual-degree programs and certificates. The undergraduate Management Major, Management Minor, as well as the Innovation and Entrepreneurship program also fall under the purview of the Graduate School of Management. Approximately 150 undergraduate students are pursuing the management major, management minor, and the I & E minor. Descriptions of all of our degree programs are provided [online](#).

FROM THE DEAN



July 2019

I am proud to present the Clark University Graduate School of Management's (GSOM) 2019 Update Report on the United Nations' Principles for Responsible Management Education (PRME).

Clark University and GSOM have a long tradition of civic engagement and social responsibility. Our commitment to PRME is evident within our business school and beyond, as our faculty, staff, students, and alumni continue to impact organizations and their communities around the world. We are particularly proud of our annual PRME Alumni Award, which formally recognizes the influence that the PRME principles, infused in the framework of the education we deliver, have on our alumni.

While GSOM offers a unique sustainability and social change concentration in the MBA program, this two-year report highlights specific examples of student, faculty, and University initiatives that demonstrate the extent of our dedication to PRME. We continue to integrate the legal, political, ethical, social, and environmental responsibilities of management into our programs and school culture.

GSOM is committed to continually improving our approach to responsible management education and help ensure that the next generation of leaders will continue to live Clark's motto of "Challenge Convention. Change our World." I am happy to share our progress with you here.

Priscilla Elsass, PhD
Dean, Graduate School of Management



PURPOSE



Principle 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

KEY ACCOMPLISHMENTS

- A new [Certificate in Business Analytics](#) was launched to help established professionals delve into the skills needed in the growing field of data analysis.
- The existing [MBA](#) concentrations in Social change and Sustainability were combined to streamline courses and make it easier for students to pursue learning in both areas.
- [AACSB Accreditation](#) and recognition by Princeton Review, two major indicators of excellence were maintained, signifying that GSOM remains among the best in business education.
- During the spring 2018 semester, [Shibbir Khan, MSBA'18](#), and three of his peers presented their research and work with SAS applications at the 2018 SAS Global Forum in Denver, Colorado.
- Clark's Net Impact Chapter organized a case competition in February 2018, which brought together teams of students who researched and presented on how businesses can participate in reverse supply chain design to reduce their products' carbon footprint. Net Impact also participated in the University's Repair Fair, during which electronics were collected for recycling.
- Maria Barluenga, Assistant Director of the [Stevenish Career Management Center](#), continued her weekly career training to international students, focused on introducing United States' cultural norms that students are likely to experience during future internship and job searches.
- Clark University rose 15 spots to number 66 on the list of National Universities in the 2019 edition of the [U.S. News and World Report](#) "Best Colleges" guide. Clark also is number 32 on the ranking of "Best Value Schools."

FUTURE OBJECTIVES

GSOM will continue its concerted efforts toward curriculum integration of the PRME principles and supporting student activities in collaboration with Clark's Net Impact organization.





VALUES

Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

KEY ACCOMPLISHMENTS



Brad McNamara (R) with Clark University President, David Angel

- The [2018 PRME Alumni Award](#) was presented to GSOM alumnus, Brad McNamara, MBA/M.S. ES&P '13, for the leadership and social responsibility shown in his work as the CEO of Freight Farms Inc. Freight Farms is a growing Boston based company that modifies shipping containers for creating agriculture all year -round.
- The [2019 PRME Alumni Award](#) was presented to GSOM alumnus, Maria Egan, MBA '09, for her leadership in applying the PRME principles of ethical behavior, corporate sustainability, and social responsibility in her personal and/or professional life.
- The [Beta Gamma Sigma](#) induction ceremonies in 2018 and 2019 honored GSOM's highest achieving students. BGS is the international honor society for AACSB-accredited business programs.

- GSOM's Investment Strategies course, most popular among the [MS in Finance](#) students, continues to include a very intentional ethics piece, covering CFA exam ethics content.
- Each semester, the Foundations of Effective Management course, the first in a series of required courses for the [MBA](#) and [MS in Management](#) degrees, addresses a complex global issue that has been identified by the United Nations' PRME initiative.
- The Financial Accounting and Reporting II course within the [MS in Accounting](#) program includes discussions on current events and accounting standards to emphasize the importance of ethics and integrity in the accounting profession. The class also discusses the responsibility accountants and auditors have to society (investors, creditors, employees, government, etc.) to conservatively and accurately present and give opinions on financial statements.



Associate Dean Andrea Aiello (L) with 2019 PRME Award winner, Maria Egan

FUTURE OBJECTIVES

The United Nations Sustainable Development Goals will be integrated into the GSOM curriculum, as appropriate, and serve as a focus area for students' sustainability and social responsibility projects. PRME awards will continue to be given annually.

METHOD

Principle 3: Method

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



KEY ACCOMPLISHMENTS

- The [Innovation and Entrepreneurship program](#) held a grand re-opening of Clark's Community Thrift Store, which continues to serve Worcester residents. The space now includes the Clark Collective – a place where Clark University student entrepreneurs can showcase their products and ventures.
- During the spring semester of 2019, Innovation & Entrepreneurship student, Geva Segal, competed in one of Microsoft's biggest competitions for college students, the Microsoft Imagine Cup. Geva and his brother built a machine that can sort trash automatically using computer vision and machine learning models.
- The Innovation and Entrepreneurship program held its annual U'Reka Contest to encourage student entrepreneurship and fund creative ideas and products. Students learned to identify opportunities, develop ideas, and turn those ideas into reality, while mastering socially responsible business practices.
- Led by GSOM's Assistant Director of International Career Services and Management Instructor Maria Barluenga, the [Global Business Seminar](#) course took students to London, where they visited numerous companies, met with executives, and discussed corporate finance, culture, and sustainability initiatives, among other topics.
- GSOM students in Associate Professor of Practice Tom Murphy's Sustainability Marketing course enjoyed a week of guest lectures by Dr. Setayesh Sattari, an Assistant Professor of Marketing from Linneaus University in Sweden. Dr. Setayesh collaborated with Professor Murphy's class on research related to consumer behavior around sustainability branding.
- GSOM students complete internships throughout the year. Among dozens of organizations, highlights from the last two years include internships at the following:



Student Winners of the 2019 U'Reka Contest



FUTURE OBJECTIVES

GSOM will work to expand its experiential learning and other educational frameworks so as to broaden the positive impact that GSOM and Clark University have on the environment, the local community and the world.



RESEARCH

Principle 4: 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.

KEY ACCOMPLISHMENTS

[GSOM faculty](#) members representing nearly every disciplinary group completed research related to the following topics:

- environmental sustainability
- diversity, gender, and nationality
- economic development

Specific research and publications related to PRME include:

- Professors Sitikantha Parida, Ph.D. and Zhihong "Rita" Wang, Ph.D. published an article titled, "Financial Crisis and Corporate Social Responsible Mutual Fund Flows," in the *International Journal of Financial Studies*.
- Longtime GSOM faculty member Dileep Dhavale, Ph.D. co-authored a paper (with Akan, Övül and Sarkis, Joseph), which was published in the *Journal of Cleaner Production's* special issue on low carbon economy and equitable society. Their paper was titled, "Greenhouse gas emissions in the construction industry: An analysis and evaluation of a concrete supply chain."
- John Dobson, GSOM associate professor of practice, had a paper accepted with *The Foundation For Female Entrepreneurs* titled, "A Case Study Of A Sustainable Urban Agriculture Project In Bogota, Colombia."

FUTURE OBJECTIVES

GSOM will continue to produce research that advances knowledge, educates its audiences and makes a difference in society by combining GSOM's focus on responsible leadership with the principles of the PRME initiative.



PARTNERSHIPS

Principle 5: Partnerships

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.



KEY ACCOMPLISHMENTS

- Each year, Clark University students partner with the [Network for Teaching Entrepreneurship](#) (NFTE) chapter at local Worcester Regional Vocational Technical High School (WTHS). Currently, eight Clark students mentor the high schoolers on developing business plans for presentations at NFTE competitions. It is thanks to GSOM alumnus Jeffrey Fischer (MBA '80/BA '78) that the original connection to NFTE via the Bronx Aerospace High in New York City began in 2014.
- GSOM created the Hausrath Leadership Award in spring 2019, to honor a master's level student who has demonstrated exemplary leadership qualities during his/her time at Clark. The award is named in honor of Bill '53 and Agnes Hausrath, and the 2019 winner was [Emily Cocuzzo, MBA '19](#).



Emilee Cocuzzo '18, MBA '19 (R), winner of the 2019 Hausrath Leadership Award.

- GSOM hosted the 2019 Volunteer Income Tax Assistance (VITA) Program kick-off event with United Way of Central Massachusetts. Worcester officials and Clark University staff spoke about the importance of the Worcester County-wide program and thanked the Clark graduate and undergraduate students for their continued involvement.
- Students in multiple sections of the Management 100 class worked with several local nonprofit organizations and established working partnerships with them as part of the course's final project. Throughout the semester, students enhanced their networking skills, learned how to manage a relationship with a "client," and completed a project that supported the nonprofit's mission. Organizations included the Worcester Public Schools, YMCA of Central Massachusetts, Main IDEA Youth & Arts, Worcester Animal Rescue League, and African Community Education (ACE).

FUTURE OBJECTIVES

GSOM will expand its partnerships, community-focused projects and build upon the activities of the larger Clark campus, to cultivate ethical management principles in undergraduate management majors, graduate students, and our community partners.



DIALOGUE

Principle 6: Dialogue

We will facilitate and support dialogue 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.

KEY ACCOMPLISHMENTS

- GSOM Associate Professor of Practice, [Will O'Brien, JD, MBA](#), was the moderator of a panel session at both the 2018 and 2019 Net Impact Summits held at Boston University. The 2019 panel included two alumni of Clark University's master's of environmental science and policy program, as well as GSOM Professor of Practice, [John Dobson](#).
2018 Panel Topic: "Social Responsibility: Giving Back to Communities"
2019 Panel Topic: "For-Profit Businesses: Leaders in Social and Environmental justice?"
- The 2017 PRME Report was utilized by [Professor Mary Ellen Boyle](#) in her course, Foundation of Effective Management. Professor Boyle had students review the report and identify a surprising or noteworthy aspect to share with the class.
- GSOM's social media outlets continue to regularly share news and information on PRME-related topics with alumni, staff, faculty, organizations, current students, and the community.



FUTURE OBJECTIVES

GSOM will remain a leader in the Clark community in sharing PRME-related information with its varied stakeholders, through community-based projects, direct and online communications.



The Graduate School of Management at Clark University remains committed to integrating the six principles of responsible management education into our programs and practices. Our active PRME Committee, with representation from staff, faculty, and students, has an interest in the topic and actively seeks input and feedback from their respective constituencies. We are proud of the many areas where we are embracing the ideals of responsible management education and look forward to the development of new ideas for applying the PRME principles across our shared community.

RESPECTFULLY SUBMITTED BY
THE GSOM PRME COMMITTEE

Will O'Brien, Chair, GSOM associate professor of practice

John Dobson, GSOM associate professor of practice

Meredith Galena, communications specialist & academic adviser

Aswira Pasha, MBA, MS - Environmental Science & Policy 2020, President, Clark Chapter Net Impact

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[CLARKU.EDU/socialmedia](https://clarku.edu/socialmedia)

Find videos, podcasts and blogs from the Clark community.

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