



2021-2022

# ANNUAL REPORT

Center for the Business of Sustainability

<https://www.smeal.psu.edu/sustainability>

[smealsustainability@psu.edu](mailto:smealsustainability@psu.edu)



# A Letter from Our Director



**“What kind of business education is needed for the future?”**

We took 5 years, 10 students and 30 faculty across every department to answer the question and this year made it available to the world.

Business schools arose out of the management and accounting needs of the industrial revolution and have persisted through world wars, globalization, social movements, the internet boom, the “knowledge economy” and the digital economy. Business education has evolved to respond to economic and technological shifts, but less so to the limits of ecosystems and injustice.

Our perspective on reimagining business education is rooted in some basic truths. First, everything comes from somewhere and was made by someone. Second, everything must go somewhere, and either be disposed of or recycled or reused by someone. Finally, we believe that the health of those people and places are critical to business and the cost of mistreatment is the responsibility of business. Business education for the future will embrace these truths and responsibilities.

On April 22 we launched Major Sustainability, the first platform in the world to provide a vision of what business education for the future must include. I encourage you to check it out and let us know what you think:

<http://www.majorsustainability.org>. Thank you all for your support. It takes a community and we couldn't do this work without you.

A handwritten signature in black ink, appearing to read 'Erik B. Foley'.

- **Erik B. Foley**  
Director

P.S. Big shout out this year to our Impact Career Team led by Jennifer Nicholas and Ashley Rippey. Launching this effort to create programs to better serve students was a major priority this year and their leadership made it happen. Stay tuned for more on this exciting new initiative!



# Center Team



**Erik Foley-DeFiore**  
Director, Instructor of  
Management and Organization



**Dan Cahoy**  
Research Director, Robert G.  
and Caroline Schwartz  
Professor of Business Law



**Ron Johnson**  
Education Director, Associate  
Teaching Professor of  
Management and Organization



**Jennifer Nicholas**  
Assistant Director Alumni  
Career Services, Development  
and Alumni Relations



**Ashley Rippey**  
Executive Director,  
Business Career Center



**Megan Nollman**  
Student Programs Coordinator



**Tracey Mariner**  
Administrative Support Coordinator

# 2021 - 2022 Student Interns

Pictured below are the student interns and the projects they worked on:



**Jack Vlazny**  
Major Sustainability



**Joyail Tokas**  
Major Sustainability



**Taylor Hutsell**  
Major Sustainability



**Kiara Mueller**  
Communications



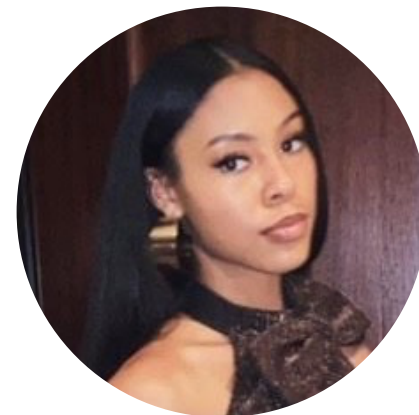
**Namjot Kang**  
Center Research



**Hayoon Park**  
Undergraduate Case  
Competition/Industry  
Relations



**Shannon Christ**  
BA 441 TA



**Amaya Martin**  
BA 441 TA



**Esther Lee**  
Impact Careers



**Chris Palacios**  
SDG Curriculum Mapping



**Shane Nolan**  
Research Impact  
Measurement



# New Sustainability Advisory Board Members

This year, we welcomed 9 new members to our Sustainability Advisory Board, for a total of 20 members.  
Meet the new members:



**Anywhere Sikochi**  
Berol Corporation Fellow,  
Assistant Professor, Harvard  
Business School



**Susan Jin Davis**  
Social Impact Officer, Al  
Roker Entertainment



**Steve French**  
Chief Operations Officer,  
Natural Marketing Institute



**Scott Golla**  
Americas Sustainability Lead,  
Phillips



**Sue Cori**  
Chief Operating Officer,  
B Lab



**Andrea Prado**  
Associate Professor, INCAE



**Uma Pattarkine**  
Global ESG Lead & Investment  
Strategy Senior Analyst,  
CenterSquare Investment  
Management



**Robert ter Kuile**  
World Wide Director of  
Environmental Affairs,  
Amazon



**Kelly Thalman**  
Vice President, Strategic  
Engagements, Conservation  
International

# Center Vision

Sustainability is integral to all business practice and education

## Center Mission

To accelerate the integration of sustainability in business through:

- Inspiring and educating future leaders
- Advancing and disseminating research and best practice
- Engaging and equipping businesses



# Center Values

1

**Sustainability is built on fundamentals**

We believe sustainable business strategies and practices are built on strong business fundamentals.

2

**Sustainability is achieved through diversity**

We are committed to approaches and solutions that are inclusive and leverage a diversity of perspectives.

3

**Sustainability must be in the ingredients, not just the icing**

We build sustainability in from the beginning not just as the “icing” applied at the end.

4

**Sustainability is engaged with companies and markets**

We partner with companies provides new insights to leaders and opportunities for students and faculty.

5

**Sustainability is a team sport**

We believe true solutions require cross-functional, cross-disciplinary and multi-stakeholder approaches.

6

**Sustainable solutions require an inclusive and nonpartisan environment**

We are an effective neutral convener of thought and advanced practice bringing together unique teams of talent and expertise.

# 2030 Goals

30

impact research  
projects advancing  
practice, policies  
and scholarship

300

company partners  
integrating  
sustainability into  
culture, operations,  
and products

300

student-industry  
sustainability  
projects completed  
and providing  
business and social  
impact

300,000

business students  
per year in the U.S.  
participating in  
business education  
for sustainability



# Director Serves on Presidential Committee That Recommends 100% Emissions Reduction by 2035

Center Director Erik Foley was appointed to Carbon Emissions Reduction Task Force, a team of more than 20 faculty members, staff members and students charged with developing a plan for dramatic carbon emissions reductions to position Penn State as a leader in addressing climate change.

**Read about it here:**

<https://www.psu.edu/news/story/task-force-unveils-recommendations-penn-state-eliminate-carbon-emissions/>



≡ MENU

## Task force unveils recommendations for Penn State to eliminate carbon emissions

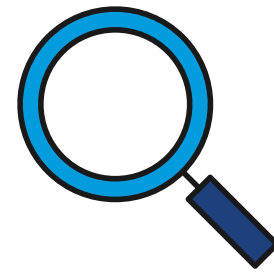


The Nittany 1 solar array, one of three solar farms that make up the 70-megawatt solar array in Franklin County that will provide Penn State

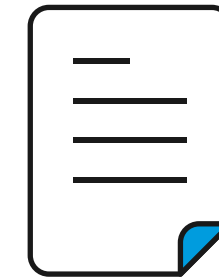
**EXPAND +**

APRIL 21, 2022

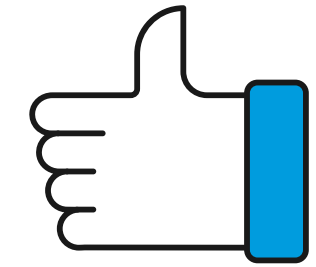
# Table of Contents



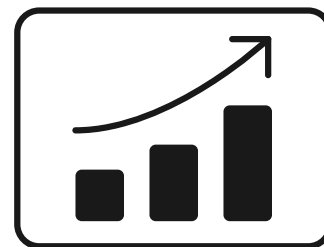
Impact  
Research



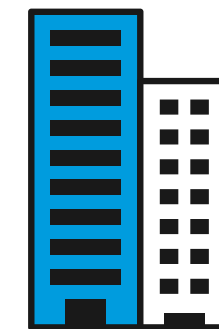
Educational  
Programs



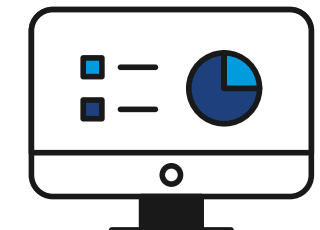
Student and Alumni  
Engagement



Industry  
Engagement



Business  
Building and  
Culture



Center  
Operations





# Impact Research

# A Letter from Our Research Director



As the university emerged from the pandemic in 2021-22, CBoS research took new strides, increased its visibility, and staked an even stronger claim as a critical piece of the Smeal research infrastructure. Our inclusive approach ensured that the Center was a relevant contributor to conversations on topics ranging from climate change, social justice, and the war in Ukraine.

The Center organized its first Research Roundtable in the fall of 2021, bringing together more than twenty-five industry experts and faculty for a conversation on the role of ESG in institutional investing. Our seminar series returned to in-person presentations and highlighted the work of nine faculty members and students on topics such as consumer reactions to company waste, the impact of protests on corporate diversity, and the role of the metaverse in sustainability. Our grant program yet again elicited strong interest and awarded three grants totaling \$25,100. The Center also engaged in substantial research outreach beyond the college, co-organizing an international symposium on “The Changing Faces of Business Law and Sustainability,” participating in the Material Research Institute’s Millennium Café and organizing a panel at the Institute for Energy and the Environment’s 2022 Energy Days.

**- Daniel R. Cahoy**

Robert G. and Caroline Schwartz Professor of Business Law  
Research Director, Center for the Business of Sustainability



# Research Working Group



**Dan Cahoy**  
Chair, Research Director, Robert  
G. and Caroline Schwartz  
Professor of Business Law



**Samuel Bonsall**  
Associate Professor, Reeves  
Family Early Career Professor in  
Accounting



**Charlene Zietsma**  
Associate Professor, John and  
Becky Surma Dean's Research  
Fellow - Management and  
Organization



**Karen Winterich**  
Professor, Frank and Mary  
Smeal Research Fellow -  
Marketing



**Jiro Yoshida**  
Associate Professor of Business  
- Risk Management



**Stephen Lenkey**  
Assistant Professor of Finance



**Suresh Muthulingam**  
Associate Professor of Supply  
Chain Management



# New Faculty Affiliates

The Center Faculty Affiliate program allows faculty in Smeal and across Penn State to formally associate with the Center, forming a community of scholars focused on how business and markets can work for social justice and environmental conservation. This year, we added 6 new faculty affiliates and now have a total of 20.



**Tessa Recendes**  
Assistant Professor  
of Management and  
Organization



**Eva Steiner**  
Associate Professor  
of Real Estate, King  
Family Early Career  
Professor



**Stefan Lewellen**  
Assistant Professor  
of Finance



**Johanna Amaya**  
Assistant Professor  
in Supply Chain &  
Information Systems



**Aydin Alptekinoğlu, Ph.D.**  
Professor of Supply Chain  
Management, Robert G. Schwartz  
University Endowed Fellow in Business  
Administration, Director of Research of  
Center for Supply Chain Research



**Justin Goldston, Ph.D.**  
Professor of Project  
and Supply Chain  
Management, Penn  
State Wilkes-Barre

# 2022 Research Projects

The Center awarded

# \$25,100

in support of 3 research  
proposals:



**Diseases of Despair and Social Media Consumption: An Empirical Investigation in Rural PA**

Shreya Kankanhalli, Assistant Professor of Marketing

**"Thank you for recycling!" The Effect of Sustainability Program Acknowledgment on Future Consumer Participation Intentions**

Sara Loughran Dommer, Assistant Professor of Marketing  
Karen Winterich, Professor, Gerald I. Susman Professor in Sustainability  
Yuly Hong, Ph.D. Candidate, Georgia Tech



**Opioid Abuse and the Fading American Dream: Evidence from Mortgage Markets**

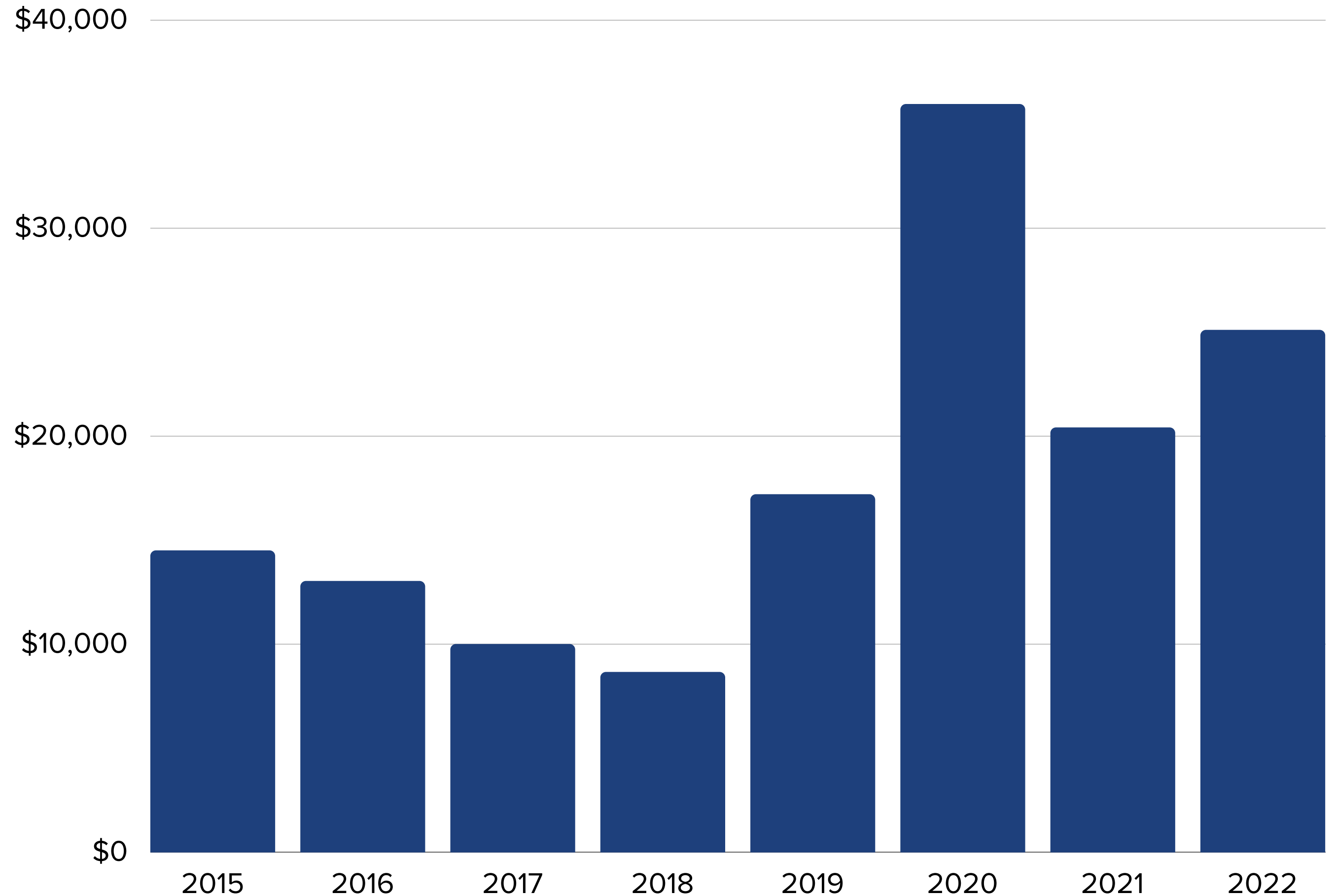
Eva Steiner, Associate Professor of Real Estate, King Family Early Career Professor  
Kimberely Cornaggia, Professor of Finance  
Giang Nguyen, Assistant Professor of Finance  
John Hund, Assistant Professor of Finance, University of Georgia

# Research Supported to Date

Since 2015, the  
Center has awarded

**\$144,854**

to support research  
projects across five  
departments





# Research Seminars

This year, the Center's Sustainability Research Seminars showcased eleven Smeal research faculty from the Marketing, Management and Organization, and Supply Chain departments with active research projects in the business of sustainability.

September 22, 2021



**Dr. Lisa Bolton and Felix Xu**

"Consumer Aversion to Company Waste"

February 11, 2022



**Dr. Justin Goldston**

"What Does Web3 Have to Do With It? Harnessing Technology for A Positive Global Change."

October 13, 2021



**Dr. Aydin Alptekinoglu**

"Is Adopting Mass Customization a Path to Environmentally Sustainable Fashion?"

March 30, 2022



**Dr. Forrest Briscoe, Dr. Mark Desjardine and Muhan Zhang**

"City Street Protests and Corporate Diversity: Evidence from the Women's Marches and Corporate Boards."

December 1, 2021



**Dr. Yue Zhang**

"Distributed 3D Printing of Spare Parts via IP Licensing."

April 20, 2022



**Dr. Tessa Recendes**

"Walking the Talk? CEO Political Ideology, CSR, and Firm Performance."

# Global Impact of Research

“Unlocking the Bipartisan Power of ESG” is a report based on a study by Smeal researchers Tessa Recendes and Brett Christenson in partnership with ROKK Solutions, a public policy firm based in Washington, D.C.

The report, based on a survey of 1,240 registered voters, shows that ESG issues are valued by both Democrats and Republicans. For example, voters of both parties view climate change and diversity, equity and inclusion efforts as priorities--just for different reasons.



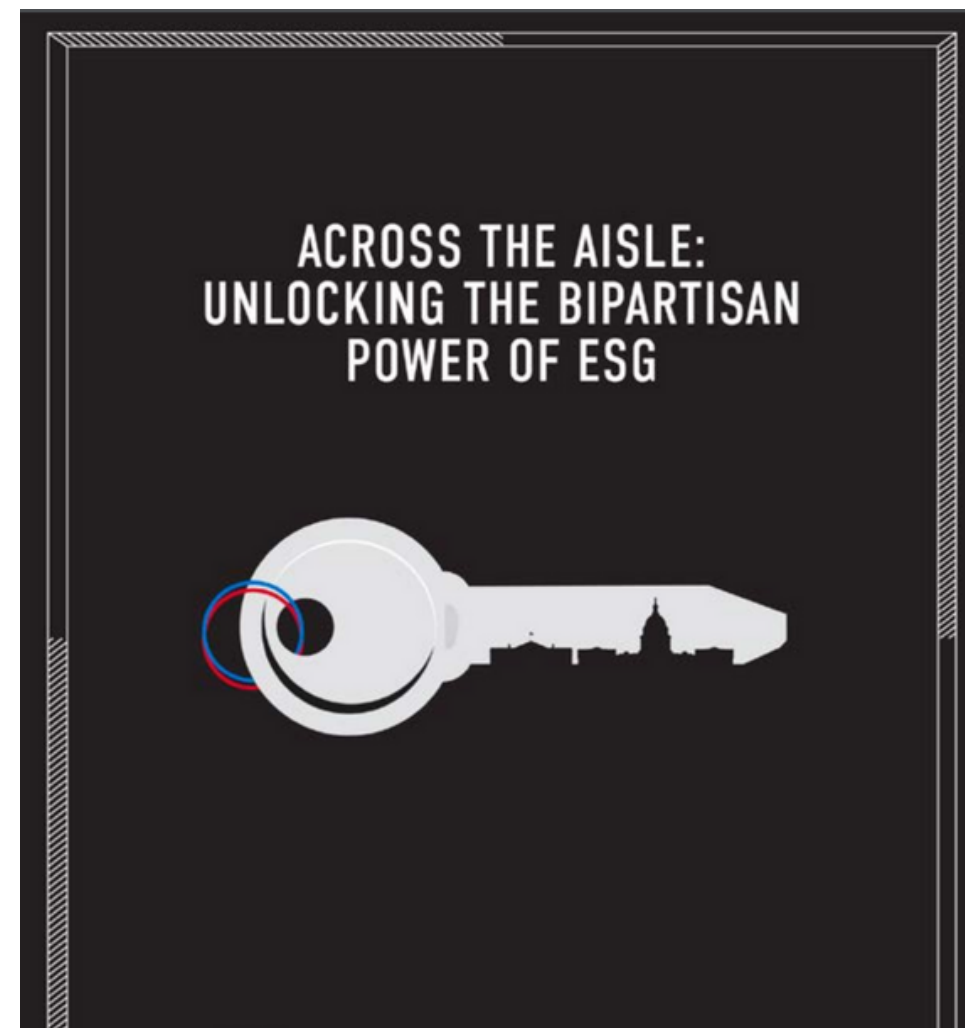
**Tessa Recendes**  
Assistant Professor  
of Management and  
Organization



**Brett Christenson**  
Assistant Clinical  
Professor of  
Marketing

Read the full study here:

<https://rokkolutions.com/wp-content/uploads/2021/11/ROKKSolutionsAcrossTheAisle.pdf>



## Responsible Business Education

AWARD WINNERS 2022

The Financial Times' "Responsible Business Education Awards" recognized three Smeal research faculty as runners up for the "Academic Research with Impact" award for their leading work in sustainable business research.

### Caste and Organization Studies: Our Silence Makes Us Complicit

Snehanjali Chrispal, Hari Bapuji, University of Melbourne; Charlene Zietsma, Penn State University



**Charlene Zietsma**  
Professor and the John & Becky Surma Dean's  
Research Fellow, Management and Organization

### Knowing What it Makes: How Product Transformation Salience Increases Recycling

Karen Page Winterich and Gabriel Gonzales, Smeal College of Business, Pennsylvania State University; Gergana Nenkov, Carroll School of Management, Boston College



**Karen Winterich**  
Professor, Gerald I.  
Susman Professor in  
Sustainability



**Gabriel Gonzales**  
Assistant Professor of  
Marketing, SUNY  
New Paltz

# Symposium on The Changing Faces of Business Law and Sustainability

February 25-26, 2022



This event was co-organized by Dan Cahoy, Center Research Director and Professor of Business Law

The Center co-sponsored this symposium to explore the role of law in business sustainability working with partners at the UConn Business and Human Rights Initiative, Oregon State University, and the American Business Law Journal, selected ten papers based on a competitive, peer-reviewed submission process, whose authors were featured at the symposium.

Presentations covered a range of topics such as incorporating climate risks into U.S. bank capital requirements and the use of space-based technology to confirm climate change commitments are fulfilled. Participating institutions included: The University of Pennsylvania's Wharton School, University of Michigan, Indiana University, the University of Georgia, Copenhagen Business School, Gakushuin University (Tokyo), and Nanyang Business School (Singapore).

More information can be found at the symposium website:

<https://www.smeal.psu.edu/lawandsustainability>

Co-Sponsors:





# Highlights from the Susman Professor in Sustainability

Dr. Karen Winterich, Professor of Marketing, was named the Gerald I. Susman Professor in Sustainability in 2020.



## Research Highlight

**"The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products"**

Lee, Saerom and Karen Page Winterich (2022)  
Journal of Marketing Research

<https://doi.org/10.1177/00222437221094301>

## Awards

Davidson Award, Best Paper published in the Journal of Retailing in 2021, 2022

Financial Times Responsible Business Education Award, Academic Research, Runner-up, 2022

AMA-EBSCO Responsible Research in Marketing Award, Distinguished Winner, 2022

For this study on recycling:

"Knowing What It Makes: How Product Transformation Salience Increases Recycling"

<https://doi.org/10.1177%2F0022242919842167>



# Educational Programs



# A Letter from Our Education Director



Smeal sustainability education in the 2021/2022 academic year continued to focus on foundational sustainability teaching across all educational levels, adding new initiatives to support that education, and building a new organizational structure to dive deeper into curriculum development.

We welcomed over 2000 students into Smeal sustainability classes. Our BA 342: Socially Responsible, Sustainable & Ethical Business Practices course taught 1,850 students the fundamentals of three major leadership competencies – Sustainability, Ethics, and Diversity. Our Sustainability two-piece courses added additional sections as the demand for this advanced training increased. In addition, we continue to welcome students in the Sustainability Strategy Graduate Certificate in multiple Professional Graduate Programs and our Penn State Executive Programs.

A major new initiative was the Major Sustainability web site where students and faculty advisors across all Smeal academic disciplines developed a support tool for business students detailing what each discipline should know about sustainability. This site went live in April 2022, was used immediately in our BA 342 class with 525 students, and since has seen over 10,000 unique visitors. The site is featured in AACSB Insights, was presented at the 2022 PRME North America conference, and nominated for a 2022 PRME Award in Excellence in SDG Integration.

Lastly, we have built a new Education Working Group structure to support additional sustainability training for educators, to develop new curriculum insights on ESG and SDGs, and to better connect with stakeholders both within PSU/Smeal and with other Universities and Global Businesses.

**- Ron G. Johnson**

Associate Teaching Professor of Management & Organization Smeal College of Business  
Education Director, Center for the Business of Sustainability



# Education Working Group



**Ronald Johnson**

Chair, Education Director, Associate  
Teaching Professor of Management and  
Organization



**Özge Pala**

Assistant Teaching Professor of  
Management and Organization



**Maurie Kelly**

Instructor of International Business, Director of  
Informatics, Penn State Institutes of Energy  
and the Environment



**Suzanne Wright**

Associate Teaching  
Professor of Accounting



**Kyle Kaplan**

Clinical Assistant Professor  
of Business Law



**Christine Novinskie Olbrich**

Administrative Support Coordinator,  
Undergraduate Education

# Undergraduate Enrollments in Sustainability-Focused Courses

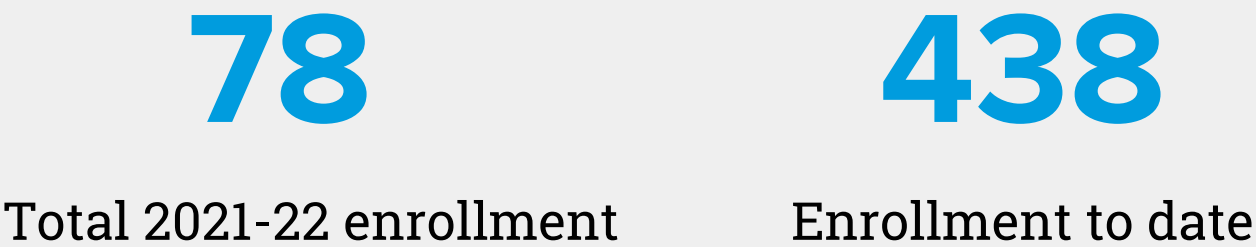
## Sustainability Two-Piece

40

number of Smeal students who graduated this year (Fall and Spring) with the Sustainability two-piece

BA 441, MKTG 442, and SCM 448 are elective courses for students in any major who want to go deeper into sustainability. Enrollment to date reflects total enrollment since BA 441 and MKTG 442 began in 2012, and SCM 448 began in 2018.

### BA 441: Strategies for Enterprise Sustainability

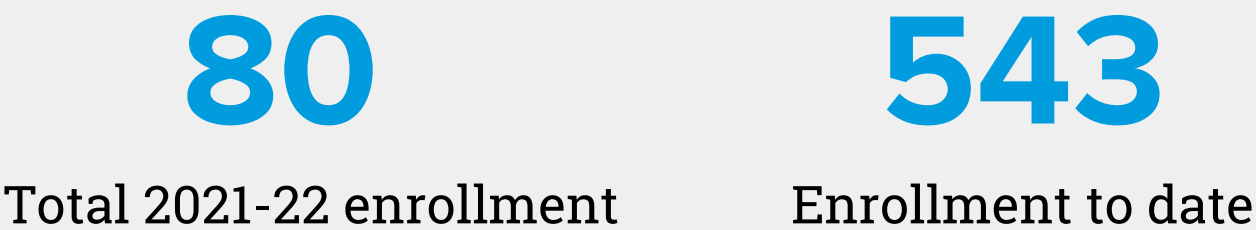


#### Instructors:



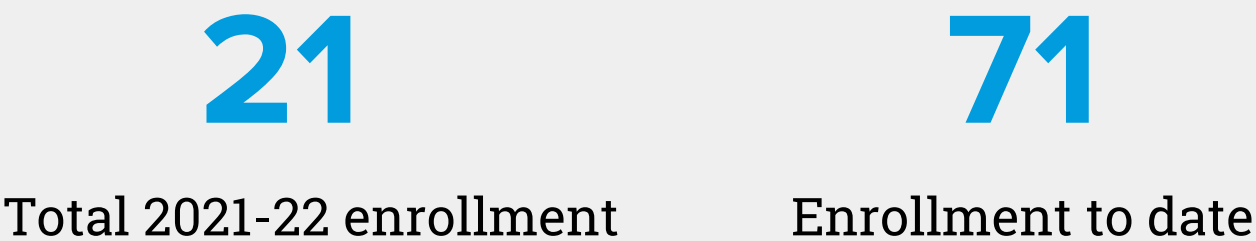
**Erik Foley**  
Instructor of Management,  
Director of Center for the  
Business of Sustainability

### MKTG 442: Sustainable Behavior of Consumers, Firms, and Societies



**Karen Winterich**  
Professor, Gerald I. Susman  
Professor in Sustainability

### SCM 448: Building Sustainable Supply Chains



**Dan Guide**  
Chaired Professor of  
Operations & Supply Chain  
Management

# Undergraduate Enrollments in Sustainability-Focused Courses

## BA 342: Socially Responsible, Sustainable & Ethical Business Practices

1,850

Total 2021-22 enrollment

17,322

Enrollment to date

BA 342 is required for all Smeal undergraduates and provides an overview of ethics, diversity, and sustainability. Enrollment to date reflects total enrollment since this course began in 2012.

### Instructors:



**Ron Johnson**

Education Director, Associate Teaching Professor  
of Management and Organization



**Özge Pala**

Assistant Teaching Professor of Management  
and Organization



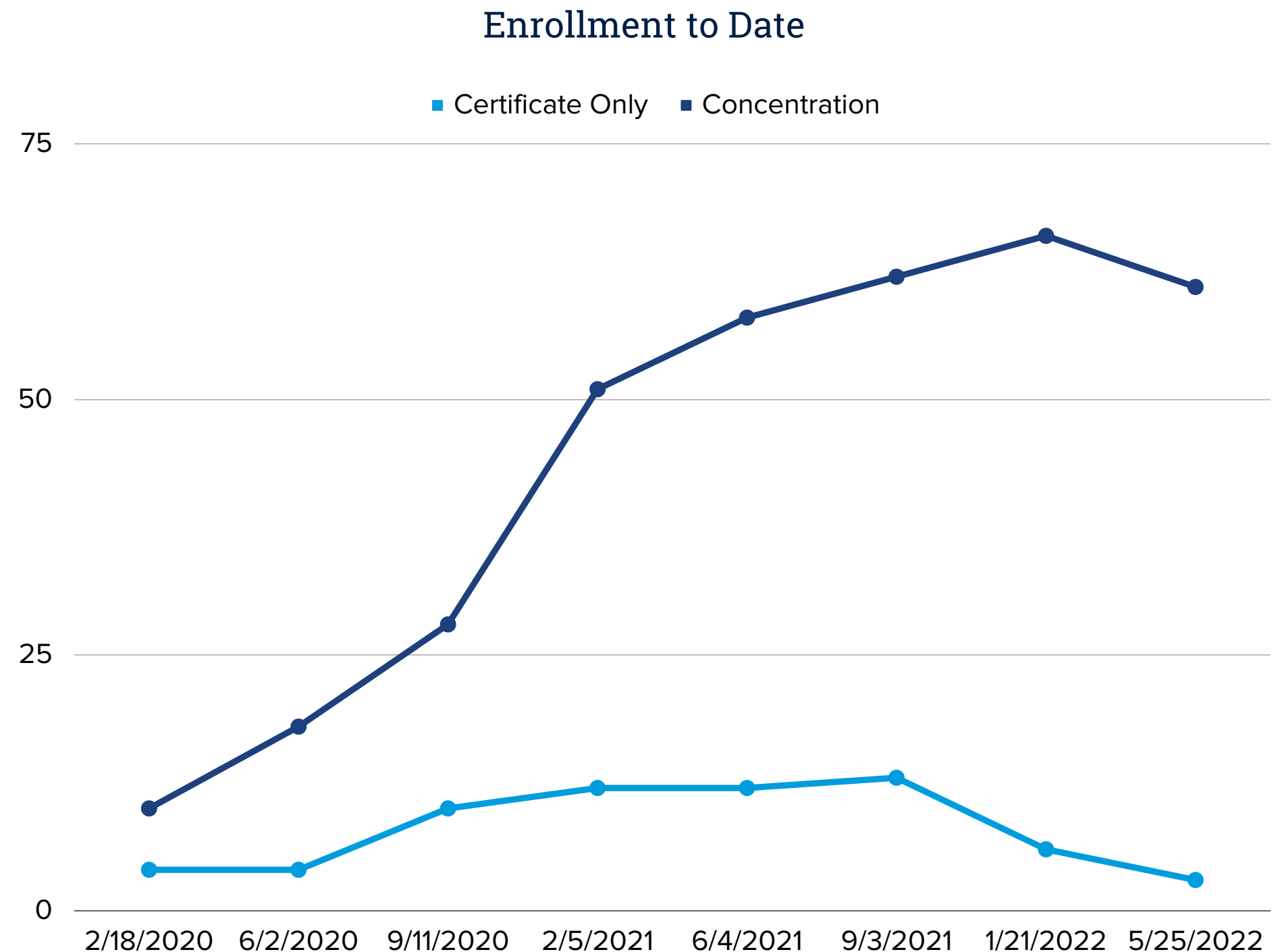
# Enrollments in Business Sustainability Strategy Graduate Certificate

## Overview

The 9-credit Graduate Certificate in Business Sustainability Strategy teaches the skills needed to effectively assess opportunities and measure the environmental, social and governance (ESG) performance of a firm.

Graduate students take the three courses specifically for the certificate or as a concentration in one of the following programs:

- Residential MBA Program
- Online MBA Program
- Executive MBA Programs
- Online Master's in Corporate Innovation & Entrepreneurship
- Master's in Strategic Management and Executive Leadership



# Business Sustainability Strategy

## Graduate Certificate Faculty

**Judd Michael**

Professor of Agricultural and  
Biological Engineering,  
Nationwide Insurance  
Professor of Safety & Health



### **MGMT 811: Sustainability Strategy Development**

An overview of the economic, social, and environmental drivers of the transformation to sustainable business models and practices; identification of best practices and frameworks for assessing the environmental, social, and governance (ESG) performance of the enterprise and the development of a strategic sustainability plan.

**Forrest Briscoe**

Professor of Management,  
Frank and Mary Jean Smeal  
Research Fellow



### **MGMT 831: Strategy Implementation and Organizational Change**

Addresses the managerial challenge of strategy implementation, particularly by examining the organizational elements that must be drawn into line to support a strategy, as well as the immense difficulties of changing an organization. Relies on two overarching frameworks: a model of organizational alignment and a model for managing the change process.

**Evelyn Thomchick**

Associate Professor of  
Supply Chain Management



### **SCM 813: Sustainable Supply Chain Management**

Introduction to new business models and sustainable design principles for reinventing products and services to drive business value while reducing environmental and social impact, sourcing raw materials and working effectively with suppliers to safeguard labor and human rights and protect and restore natural resources, and managing total cost and risk.

# Business Sustainability Strategy Graduate Certificate Student Spotlight

Since the program began in 2020,

**33** graduate  
certificates have  
been awarded

Students that have earned the graduate certificate or concentration work in a variety of fields such as corporate sustainability, ESG consulting, impact investing, DEI, social entrepreneurship and much more.



**Jessica Paige Glenn** (She/Her) · 1st  
Sustainability and Marketing Practitioner/MBA from Penn State  
Smeal  
San Francisco Bay Area ·



**Meeckel Beecher** (He/Him) · 2nd  
Social Impact, Diversity and Inclusion and ESG Program  
Management and Communications Strategist  
New York, New York, United States



**Alok Pande, MBA** · 2nd  
Senior Sustainability Program Manager at Apple  
Austin, Texas, United States



# Penn State Executive Programs

## Building a Sustainable Supply Chain Short Course

### Overview

The Center partners with Penn State Executive Programs to offer Building a Sustainable Supply Chain, a 3-day short-course that is offered as an open enrollment program and can be customized for specific clients.

Enrollment  
to date:

275

#### Open Enrollment Instructors



**Erik Foley**  
Instructor of Management,  
Director of Center for the  
Business of Sustainability



**Dan Guide**  
Chaired Professor of Operations  
& Supply Chain Management



**Saurabh Bansal**  
Associate Professor of Supply  
Chain Management

#### Veteran's Administration Instructors



**Lori Francis**  
Associate Professor of  
Biobehavioral Health (HHD)



**Erin Kitt-Lewis PhD, RN**  
Assistant Research Professor,  
College of Nursing

# Global Launch of New Sustainability Education Platform

After 5 years in the making, a new platform called *Major Sustainability* officially launched on April 22.

We were nominated for a global UN PRME Sustainability Award for this initiative. The website is the first of its kind to show how each business major contributes to the Sustainable Development Goals (SDGs) and the environmental, social and governance (ESG) performance of the enterprise.

Scan this QR code or visit  
[www.majorsustainability.org](http://www.majorsustainability.org)





# How we built Major Sustainability

## Project Leads:



**Erik Foley-DeFiore**  
Director



**Susie Wright**  
Content Manager



**Megan Nollman**  
Project Manager

Major Sustainability is the result of a “major” effort by over 30 faculty and students from across the Smeal College of Business, led by the Center. We began in 2017 with a simple question, “What should business schools be teaching students about sustainability?” We decided to answer that question for each major.

After taking two years to identify sustainability learning objectives by major, we decided to create a resource to make them accessible for all business schools. A student and faculty advisor(s) worked on each business major and minor to create content to make the learning objectives concrete, practical, and credible for students and faculty.

Learn more about the people behind Major Sustainability: <https://majorsustainability.smeal.psu.edu/about/authors/>



# Global Reach of Major Sustainability

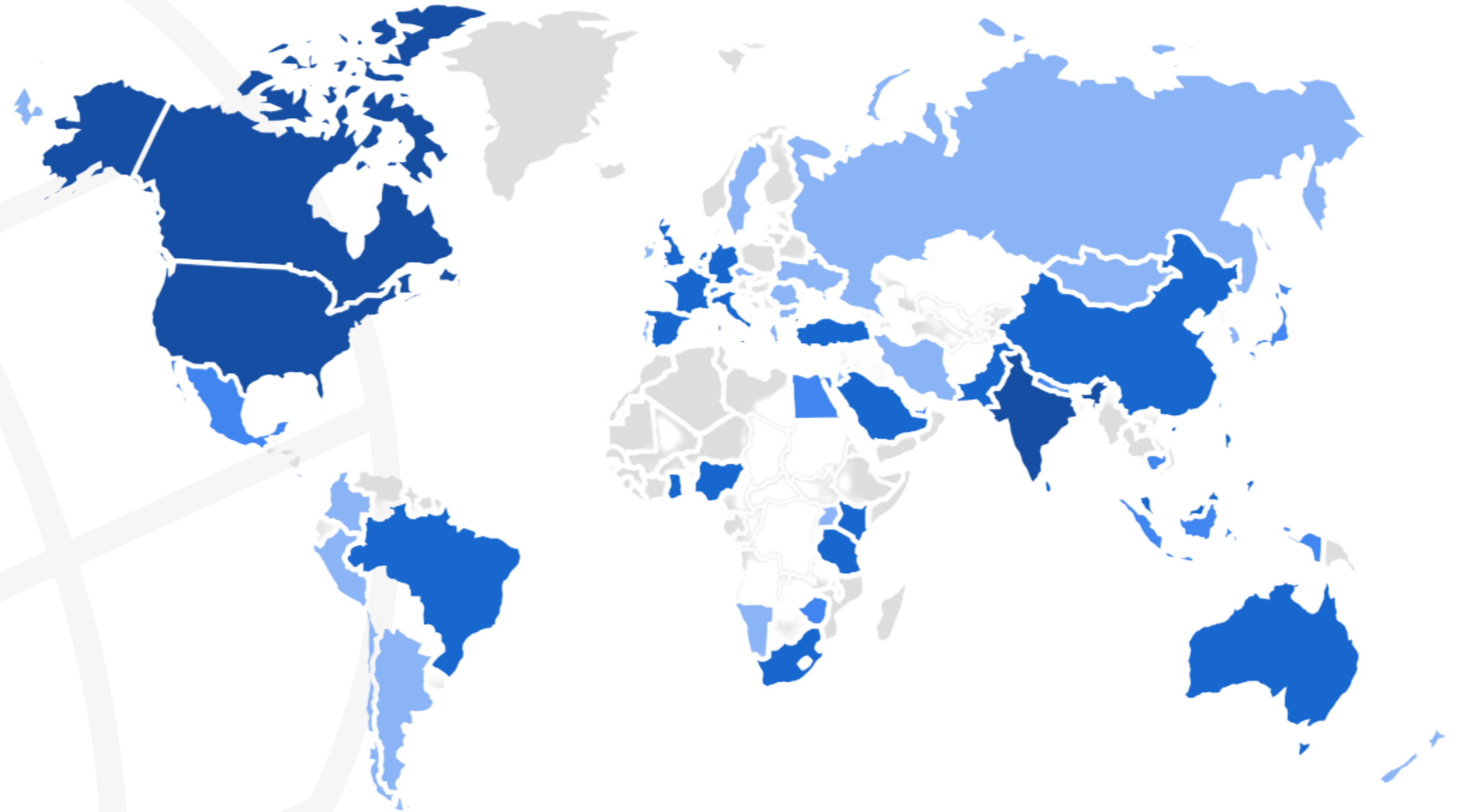
Visitors by Country

**10,100+**

unique visitors

**33,000+**

total views

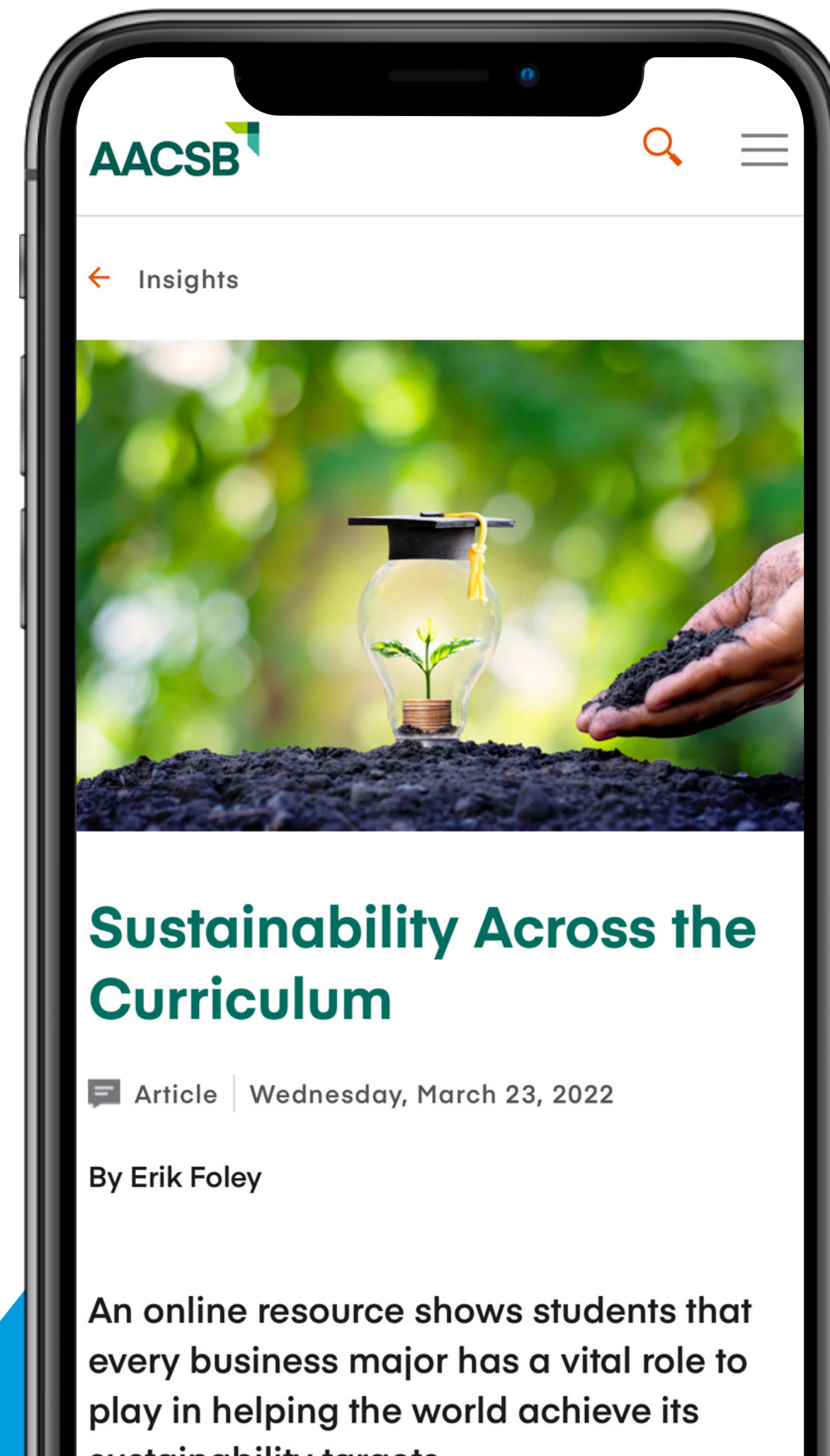


# Major Sustainability Featured in Business School Journal

Our director Erik Foley wrote an article for *AACSB Insights*, the online magazine of AACSB, the world's leading accreditor of business schools, about Major Sustainability and integrating sustainability into business curriculum.

Read it here:

<https://www.aacsb.edu/insights/articles/2022/03/sustainability-across-the-curriculum>



# Promoting Major Sustainability to a Global Audience

Our director Erik Foley presented at the 2022 PRME North America Biennial Meeting at George Mason University in Arlington, VA on April 23. This was the international launch of Major Sustainability and the first time the site was shared publicly. The response from UN PRME, business schools, rating agencies and AACSB was extremely positive.



Foley also moderated a panel at the UN PRME Global Forum on June 3, titled "Incorporating SDGs/Sustainability into the Business School Curriculum: Finance, Human Rights and Gender Equality." In this session, faculty leaders from Canada, Switzerland, and the United States shared the key achievements, challenges, best practices and future of integrating business and human rights, sustainable finance and gender equality into business school curricula.



Major Sustainability was nominated for the  
**2022 PRME Faculty Recognition Award for  
Excellence in SDG Integration**



This award is given to a project that demonstrates the integration of the Sustainable Development Goals (SDGs) by delivering outcomes that have collective benefit and supporting one or more of the six PRME principles. Major Sustainability was nominated for serving as a new educational framework that provides a robust vision of a business curriculum that shows clearly how each business major (and business function) contributes to sustainability and the SDGs.

**Nominators included:**

**Elizabeth Collier**, Chapter Chair, PRME North America, Christopher Chair in Business Ethics at Brennan School of Business, Dominican University

**Lisa Conway**, VP of Sustainability, Americas, Interface Corporation

**Isabel Rimanoczy**, author, educator, Convener PRME Working Group on the Sustainability Mindset, Global Academic Ambassador AIM2Flourish

**Paul Shrivastava**, Chief Sustainability Office, Penn State University

**Anywhere Sikochi**, Berol Corporation Fellow and Assistant professor in Accounting and Management, Harvard Business School



# Student & Alumni Engagement

# Impact Careers Team

A goal this year was to establish a team focused on “identifying a baseline of best practice for cross-functional programmatic efforts integrating social/environmental impact and career support”. The team was co-chaired by Ashley Rippey and Jennifer Nicholas.



**Jennifer Nicholas**  
Assistant Director Alumni Career Services,  
Development and Alumni Relations



**Ashley Rippey**  
Executive Director, Business  
Career Center



**Keleigh Asbury**  
Director, Alumni Career Services,  
Development and Alumni Relations



**Tina Rose**  
Director of Professional Development &  
Programming, Business Career Center



**Brenda Fabian**  
Director of Professional Graduate Career  
Services, Business Career Center



**Matt Stein**  
Program Coordinator, Career  
Services



# Smeal Hosts National Impact Careers Roundtable

## Panelists

The Impact Careers Roundtable was held by the Center on June 2. A small group of external leading subject matter experts in the area of impact careers convened for an honest discussion of what is really required of business schools to construct meaningful and effective programs for students and alumni.

**Gregory P. Heller**  
Senior Associate Director of MBA Career Management  
Michael G. Foster School of Business, University of Washington



**Katie Kross**  
Managing Director, Center for Energy, Development, and the Global Environment (EDGE)  
Fuqua School of Business, Duke University



**Maggie Winslow, PhD**  
Academic Dean and Chief Academic Officer  
Presidio Graduate School



**Kim Miller**  
Executive Director of Career Management & Corporate Recruiting  
Ivey Business School, Western University



**Eva Lu-Bonn**  
Associate Director of a Career Management Center  
Kellogg School of Management, Northwestern University



# Smeal Conducts National Impact Careers Survey

This report published in November 2021 by Alumni Career Services, the Business Career Center, and the Center for the Business of Sustainability outlines how impact careers are defined by the 30 business schools surveyed and the various services they offer to support graduate, undergraduates and alumni who have an interest in an impact career.



## Supporting Impact Careers for Business Students and Alumni: An Exploratory Benchmarking Inquiry

November 2021

Alumni Career Services | Business Career Center | Center for the Business of Sustainability

This report features candid reactions to *impact career development*, primarily targeting career service and sustainability practitioners within our business education network. Although names are not provided and affiliations are, responses should be interpreted as individual insights.

### CONTENT

Defining “impact career” –Page 1

Critical success factors—Page 5

Checklist summary of best practices – Page 11

Resources mentioned by respondents –Page 13





# 2022 Smeal Undergraduate Sustainable Business Case Competition

Smeal hosted its second annual Undergraduate Sustainable Business Case Competition in partnership with the Center, Smeal Diversity Enhancement Programs, Lincoln University, and Morgan State University.

This year's case focused on Covid-19 and issues associated with vaccination availability, accessibility, and acceptability.

Four finalist teams presented to an influential panel of judges:

- Dr. Charlene Chester, Assistant Dean for Student Services for College of Liberal Arts, Morgan State
- Michael Errichetti, Smeal Student Council Executive Vice President
- Rhonda Shields, Associate Registrar, Morgan State
- Erik Foley (Moderator), Center Director

Learn more about the Undergraduate Case Competition here:

<https://www.smeal.psu.edu/sustainability/students/undergraduate/2022-smeal-undergraduate-sustainability-case-competition>



The first place team from Smeal (pictured above) of Farah Patmah, Dihana Hernandez, Isabelle Duroseau, Luddy Hiraldo, and their advisor Olivia Lewis, Director, Diversity Enhancement.



# MBA Sustainability Case Competition

Since 2016, the national Smeal MBA Sustainability Case Competition has reached nearly one thousand MBA students across the country, challenging them to engage with today's greatest opportunities for environmental and social innovation through business.

The 2021 case focused on the disposal of Electronic Waste. The consumption of Electrical and Electronic Equipment (EEE) continues to increase globally; growing urbanization, mobility, and further industrialization around the world are leading to growing amounts of EEE and therefore e-waste.

The first place team of Keyu Yan, Delyse Lawless, Megan Kurose, and Wilhelm Lou from the University of Cincinnati was awarded \$10,000



The second place team of Natalie Stevens, John Weber, Marc Helms II, and Matthew Robles from Smeal was awarded \$5,000

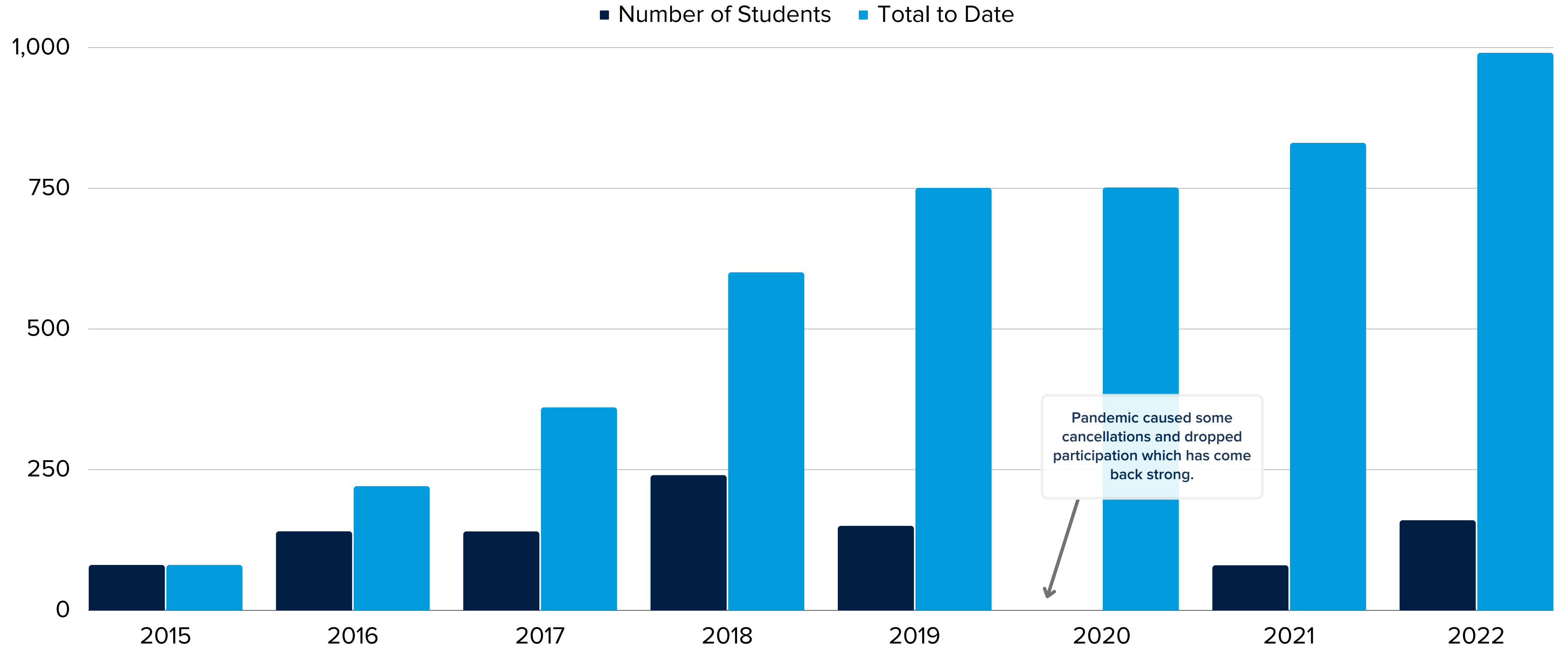


The third place team of Stephanie Goss, Livi Logan-Wood, Louise Albano-Hurley, Sophia Scott, and Jesse Gill from Washington University of St. Louis was awarded \$2,500



# Nearly 1,000 MBA and Undergrads Reached: Celebrating 8 Years of Case Competitions

Since 2015, Smeal's sustainability case competitions have reached nearly one thousand undergraduate and MBA students.





# Student Sustainable Business Conference

The 2022 Student Sustainable Business Conference was held on April 6. It gave students an opportunity to connect with business professionals and faculty to discuss the importance of sustainability in the business value chain while highlighting the importance of sustainable finance, showcasing different company stories and their sustainability efforts, and inspiring future business leaders.

This year's theme:

"Redefining the Norm - Breakthroughs in Sustainable Finance"



## Keynote Speaker



**Uma Pattarkine**

Global ESG Lead & Investment  
Strategy Senior Analyst,  
CenterSquare Investment  
Management

## Panel Speakers



**Anywhere Sikochi**

Berol Corporation Fellow, Assistant Professor,  
Harvard Business School



**James Gowen**

SVP Global Supply Chain and Chief  
Sustainability Officer, Verizon



**Francis Lutz**

Managing Partner, True Path Advisory Group



# Smeal Students act as Sustainability Ambassadors at Billie Eilish Concert

On February 10, Billie Eilish, a popular music artist and winner of seven Grammy Awards, visited the Bryce Jordan Center on her "Happier Than Ever" tour, which she committed to making as climate-friendly as possible by tackling waste and offsetting emissions.

During the show, eight (8) Smeal students served as Sustainability Ambassadors, instructing concert-goers on how to dispose of trash and ensuring that only the correct materials ended up in recycling bins. For the first time ever, the BJC also switched out plastic water bottles for aluminum bottles to meet the zero-waste goals of the event.

This initiative was sponsored by the Penn State Sustainability Institute.



# Smeal Students Win National Sports Sustainability Case Competition

A team of 5 Smeal students including Sebastian Marciano, Jake Musmanno, Devon McGill, Jason Agnoli, and Anna Tandetnitskiy advised by marketing professor Brett Christenson competed in and won the 2022 Paragon 50/50 Challenge, a sports marketing case competition.

This year's case was focused on sustainability-- specifically, how teams, venues and sponsors can integrate sustainability into fan experience to drive education, inspiration, and advocacy.

The Smeal team competed against seven other schools: University of Oregon, University of Michigan, Washington University, University of Central Florida, Baylor University, Northern Illinois University, and Wayne State University.



Judges for the competition included:

**Terry Lefton**

Editor-at-Large, Sports Business Journal

**Renie Anderson**

Chief Revenue Officer, National Football League

**John Brody**

Chief Revenue Officer, Learfield

**Jess Smith**

Head of Revenue, Angel City FC

**Michael Ceilley**

Senior Vice President, Partnership Marketing and Media Sales, Kroenke Sports & Entertainment

**Terese Whitehead**

Vice President, Consumer Products and Strategy, NFLPA



# ClimateCAP 2022

This year, 3 Smeal Online MBA students attended the 2022 ClimateCAP Summit hosted by the Kellogg School of Management at Northwestern University.

ClimateCAP: The Global MBA Summit on Climate, Capital, & Business brings together MBA students, business leaders, and experts from around the world to assess the implications of climate change for business and investment. Its goal is to give students a deeper understanding of how climate change is shaping industries and markets, where the biggest financial and operational risks lie, and what promising innovation and entrepreneurship opportunities are emerging.



Smeal students Cole Richter, Liz Bartol, and Sarah McLaughlin at ClimateCAP 2022



# Smeal Sustainability Alumni Network

The Smeal Sustainability Alumni Network (SSAN) is a growing community of alumni working in, or wanting to learn about, careers in sustainability and ESG. Supported by Smeal's Office of Development and Alumni Relations and the Center, SSAN holds regular networking and educational events.

Current number  
of members:

**200**

Join Today



## Leadership Team



**Evan Gorski**

*Finance '18*

Sustainability Consultant - John  
Beath Environmental, LLC



**Madelyn Koch**

*Marketing '15*

Program Coordinator, Center for  
Sustainability, Energy, Efficiency &  
Design (SEED), Thomas Jefferson  
University



**Zoë Cykosky**

*Supply Chain '21*

Inventory Control Specialist and  
Replenishment Planner, PepsiCo

# Sustainability Alumni Network Meetings

The Smeal Sustainability Alumni Network hosts quarterly meetings and other events for members.

The most recent meeting on June 23 featured guest speaker Andy Kaufman ('04 Finance), Chief Investment Officer for Community Capital Management, and focused on the topic of Environmental, Social, and Governance (ESG).

Before that, Susan Jin Davis ('90 Dickinson), Social Impact Officer for AI Roker Entertainment, joined the SSAN on December 9 to discuss justice, diversity, and sustainability.

## From Wall Street to Impact Investing: A Career of Finance for Good

Virtual event presented by the Smeal Sustainability Alumni Network, Smeal Office of Development and Alumni Relations, and the Center for the Business of Sustainability

Featuring

**Andy Kaufman '04 Finance**

Chief Investment Officer for Community Capital Management

Thursday, June 23rd  
12:00 to 1:00 p.m. EST



## Reimagining Business: The Intersection of Justice, Diversity and Sustainability

Virtual speaker event hosted by the Smeal Sustainability Alumni Network

Featuring

**Susan Jin Davis '90 Dickinson**

Social Impact Officer, AI Roker Entertainment  
Former Chief Sustainability Officer, Comcast NBCUniversal

Thurs. Dec. 9  
12:00 - 1:00 p.m. EST



Register: <https://engage.tassl.com/event/9330>



# Industry Engagement



# Center Sponsors

Companies become sponsors of the Center because they support our mission, gain new insights, access talent and to learn from peers and industry leaders. These are our sponsors from this year:



# Student Consulting Projects

In the fall semester, we worked with Verizon, Venetto Group, and spotLESS Materials and 55 students in 12 teams worked on 3 different projects:

- Venetto Group is a start-up sustainable technology company based in Columbia that wants to offer their products in the United States market
- Spotless is a sustainable coatings start-up based in State College mostly focused in the business-to-business market but seeking to offer its technology direct to consumers
- Verizon is a leading telecommunications solutions provider with a long-standing commitment to sustainability and social impact that is looking at fleet electrification



In the spring semester, we worked with Philips and 36 students in 8 teams worked on 5 different projects:

- Creating Sustainable Services to Institutional Healthcare Systems
- Decision-Support Tool for Making the Business Case for Zero Waste
- Certification for Zero Waste and Exploring Joining or Creating a New Zero Waste Coalition
- Selling and Marketing Circular Solutions to Healthcare Customers
- Standardizing Sustainable Office Features to Attract and Retain Talent





# energy days



Penn State's Energy Days conference, held on May 25 and 26, brought together professionals working in all areas of energy to discuss topics ranging from energy technology to energy policy and justice.

For the first time, Smeal hosted its own breakout session panel, "Financial and Management Considerations in Environmental, Social, and Governance-Oriented Energy Investment" moderated by Dan Cahoy, Professor of Business Law and Research Director for the Center for the Business of Sustainability.

## Panelists

### David Haushalter

Associate Professor of Finance, Smeal College of Business  
Topic: Impact of ESG on the Investment Community



### Suvrat Dhanorkar

Associate Professor of Supply Chain Management, Smeal College of Business  
Topic: Environmental Policy Considerations in Supply Chain & Operations



### Mark D. Kleinginna

Adjunct Lecturer, College of Earth and Mineral Sciences  
Topic: Rethinking Business Opportunities for Natural Gas Utilities in Lower Carbon World



### Shawn M. Clark

Clinical Professor of Innovation and Entrepreneurship, Smeal College of Business  
Topic: Development and Finance of Micro-Nuclear Reactors



### Christoph Hinkelmann

Clinical Associate Professor of Finance, Smeal College of Business  
Topic: Implementing ESG Considerations in Student Investment Funds





# Research Roundtable

## The Role of ESG in Institutional Investing

November 5, 2021

The Center hosted a research roundtable on ESG institutional investing between industry professionals and academics with experts from 11 different companies and 14 faculty members in a three-hour virtual session. The Center will hold this kind of industry-research roundtable on specific strategic topics each year.





# Business Building & Culture



Smeal Alumni Awards

## Gerald I. Susman Sustainability Leadership Award

Diane M. Phillips, Ph.D. ('88 and '99 Marketing) was awarded the 2022 Gerald I. Susman Sustainability Leadership Award for her exceptional leadership in the advancement of sustainable business strategy, management, and practice. Dr. Phillips is a Professor of Marketing at Saint Joseph's University.





# LEED Certification

In December 2021, the Business Building was awarded a Platinum certification under the Leadership in Energy and Environmental Design (LEED) program from the US Green Building Council. It is the highest ranking in the world's most widely used rating system for green building design, construction, operations and performance.

The building was previously certified with a Gold-level rating in 2015. The building goes through recertification every three years.

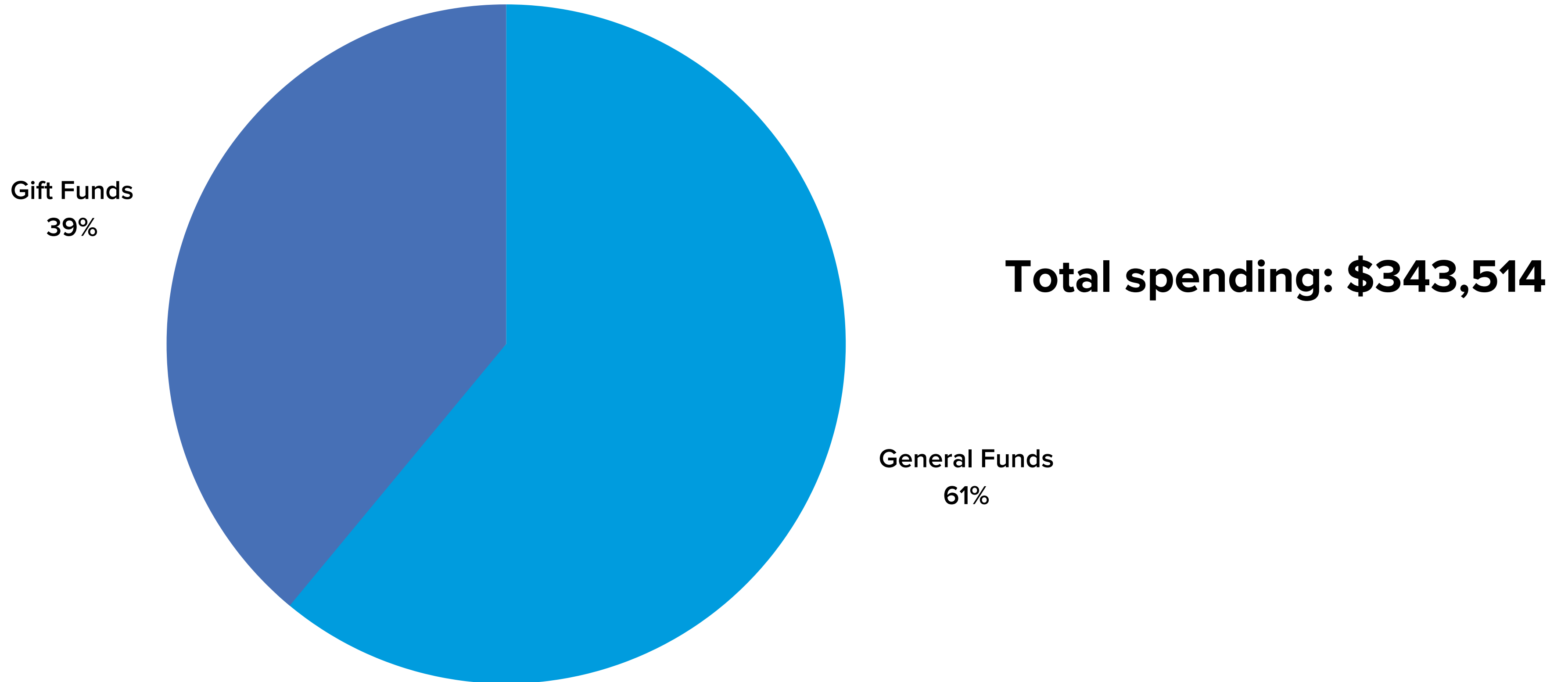






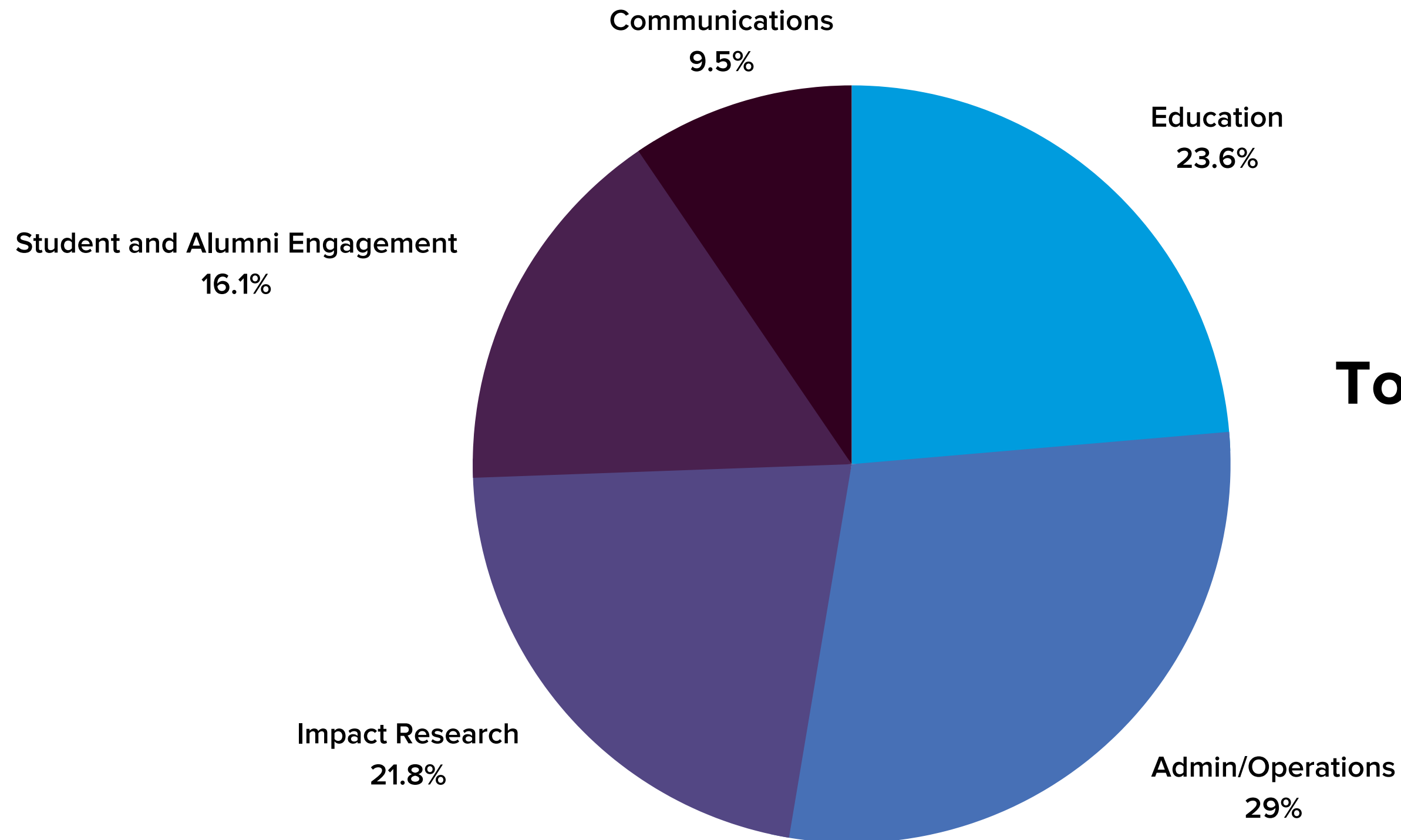
# Center Operations

# Financials - 2021-22 expenses





# Financials - 2021-22 Expenses by Areas of Work



**Total spending: \$343,514**

# Gifts and Sponsorships Received 2021-2022

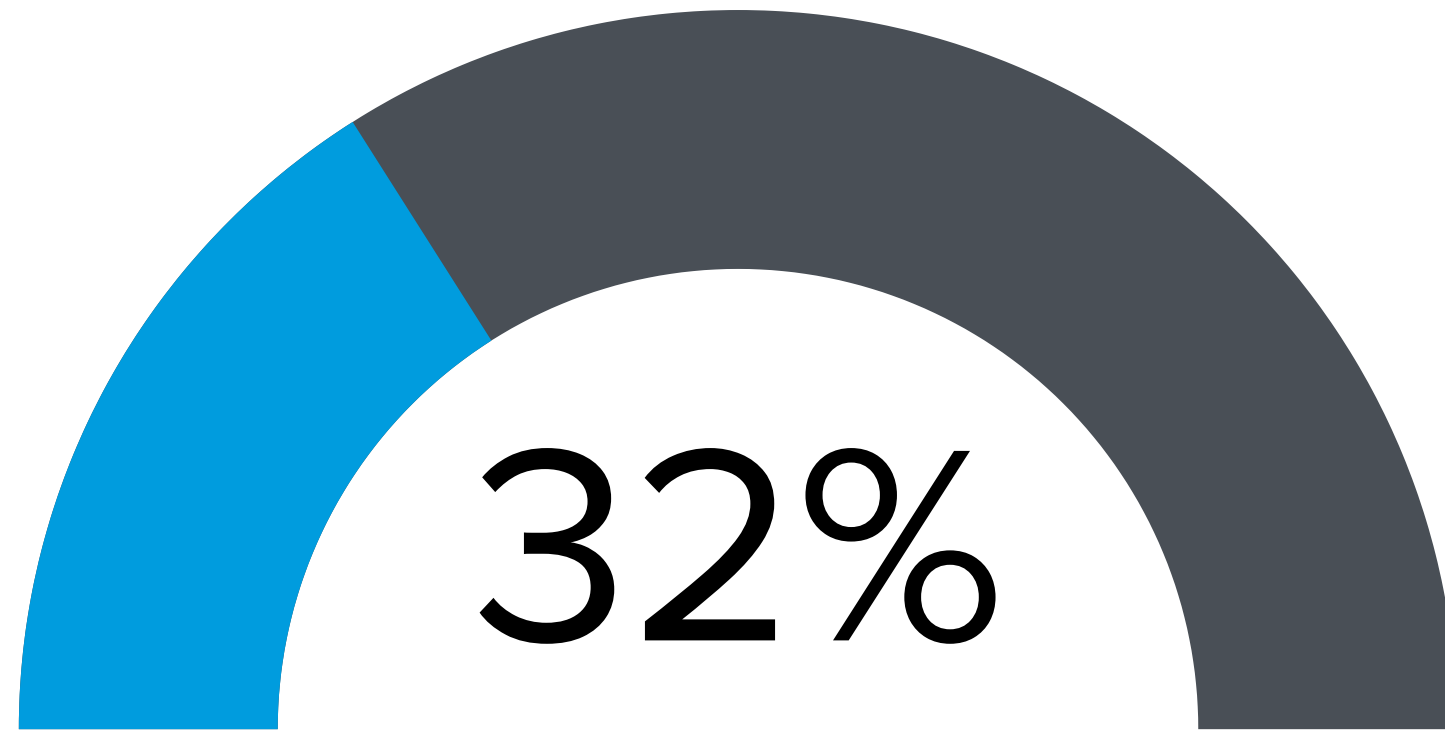
Gifts and Sponsorships Received 2021-2022	Dollar Amount
Annual Giving	\$13,325.00
<p>Contributions from endowment funds (totaled)</p> <p><i>Susman Leadership Award</i></p> <p><i>Gerald I. Susman Professorship in Sustainability</i></p> <p><i>Davidow Excellence in Sustainability Fund</i></p> <p><i>Susan Cepicka Dietrich and William E. Dietrich III Fund for Leadership in the Business of Sustainability</i></p> <p><i>Gordon Family Sustainability Excellence Fund</i></p>	\$25,628.18
Funds from Sponsors	\$80,000.00
Combined Total	<b>\$118,953.18</b>

# Financials - \$1.6m in named gifts to date

Donor	Gift(s)	Details
Lou and Kathy Gatto	\$1.1 million	estate gift
Rob and Suzanne Davidow	\$100,000	over 5 years; spend down endowment; ended 2021-22
Gerald and Elizabeth Susman	\$150,000	Susman Professorship in Sustainability (\$125K) and Susman Sustainability Leadership Award (\$25K)
Susan Cepicka Dietrich and Bill Dietrich	\$250,000	over 5 years; invested endowment; started 2019
Erik and Betsy Gordon	\$7,500	over 5 years; spend down endowment



# Financials - development progress



\$1.6 million in named gifts to date is 32%  
of the college's \$5 million goal for Phase  
1 funding

# Communications

The Center works with the Smeal PR and Marketing Team to engage with internal and external partners via LinkedIn and Twitter, our blog TripleBottomLion and various email promotions.



**@smealsustain**

Followers: 139

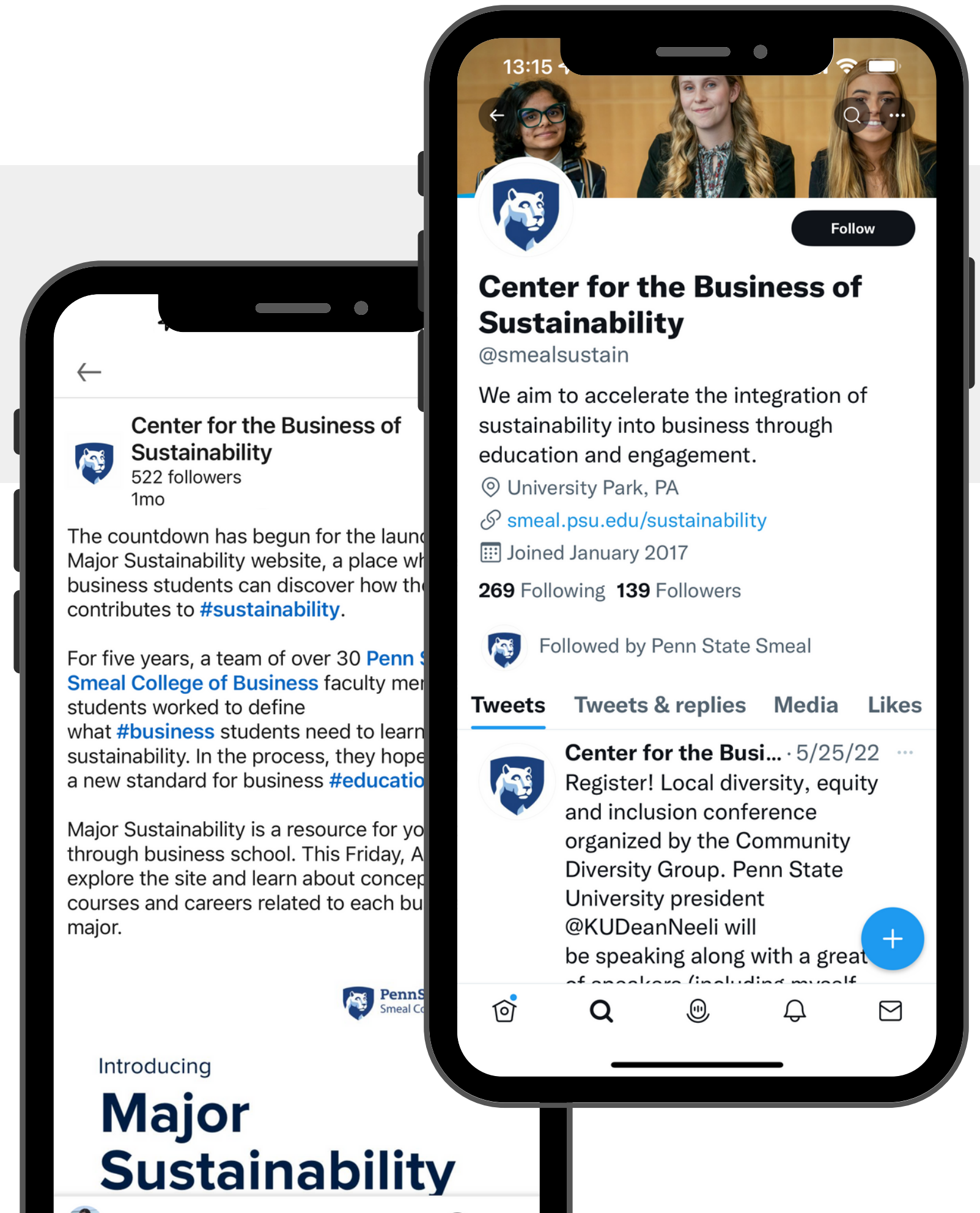
Growth: 14%



**Center for the Business of Sustainability**

Followers: 522

Growth: 80.62%



# Smeal is proud to be part of Penn State's Global Leadership in Sustainability



The Sustainability Tracking, Assessment & Rating System™ (STARS®) is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. In 2020, Penn State received its highest score yet, placing it in the Gold category and making it the highest scoring school in the Big Ten.



The U.S. Environmental Protection Agency (EPA) recently recognized Penn State in its latest Top 30 College & University List of the largest green power users from the Green Power Partnership (GPP). Penn State ranks No. 17 nationally and No. 4 in the Big Ten in terms of total kilowatt-hours (kWh) used of green energy.



Penn State moved up in rankings from fourth to third in the U.S. and remained in the top 50 in the world (No. 47) out of 1,406 international institutions that participated in the 2022 Times Higher Education (THE) University Impact Rankings, placing the University in the top 3% of institutions worldwide.

The THE Impact Ranking is a broad multidimensional assessment of a university's research, community outreach, and education and campus operations. The criteria used in the assessment are linked to the United Nations' 17 Sustainable Development Goals (SDGs), global goals adopted by all U.N. member states that look to improve life for all people and protect the planet.





Thank you for supporting and  
partnering with us this year!

**We couldn't do it without you!**

<https://www.smeal.psu.edu/sustainability>  
[smealsustainability@psu.edu](mailto:smealsustainability@psu.edu)

