



 **BROAD** COLLEGE *of* BUSINESS

CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP

ANNUAL REPORT 2022-2023



IN FOND MEMORY

of Jerome (Jerry) Behar

Jerome Behar, a 1979 graduate of MSU and the Broad College, died on July 15, 2023, as this annual report was being prepared. Jerry was the Broad College’s 2022 Spring Commencement speaker and in 2018 was recognized as Michigan State’s Alumnus of the Year.

Jerry and his wife, Leslie, provided the lead donation that created the Center for Ethical and Socially Responsible Leadership (CESRL), and we are so very grateful to them. We would not be here without their collective vision and support for CESRL.

A BOLD VISION

Jerry’s vision was not only bold; he walked the talk. Jerry was a serial entrepreneur, a creative thinker, a problem solver, a generous entrepreneurial philanthropist, an action-oriented individual, and a Spartan to his core. His ethics, integrity, and attention to detail led him to be a founder/co-founder for several different business ventures, including Workiva, Financial Intelligence LLC, International Risk Control Inc., and Grand River Solutions. His businesses tackled complex problems of the day that made truthful reporting easier, such as reporting to the Securities and Exchange Commission and Title IX reporting. In addition to providing industry-leading solutions to complex issues, a common inspiration for all of these ventures was the passion to enable corporations to do the right thing. We believe Jerry was special-not because he founded these businesses, but because he did so embodying fundamental values of teamwork, trust, initiative, sacrifice, support, relationship, mentoring, and care for the 1,200 families that his companies support. Jerry’s story is even more inspiring because he embodied these values not just in good times but even more so under duress, while enduring a rare form of metastatic cancer in his most difficult years.

HONORING FUNDAMENTAL VALUES

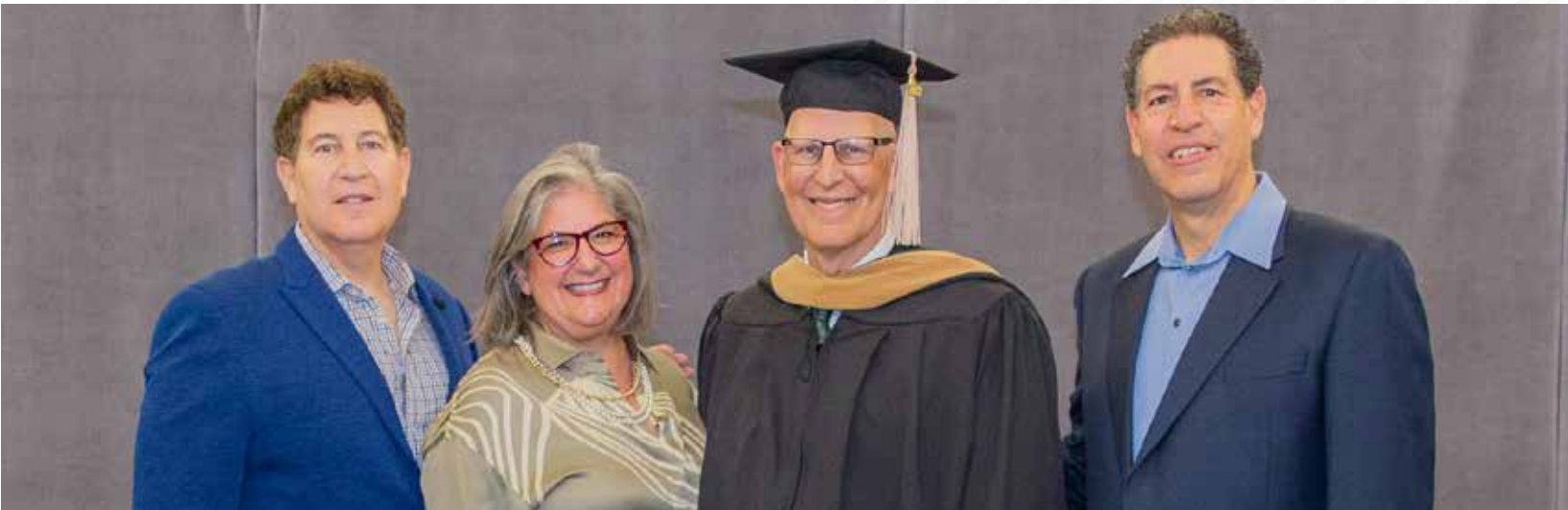
CESRL aims to strengthen our students’ commitment to the fundamental values espoused by Jerry. We intend to do so by embedding knowledge of ethics across the curriculum, providing

co-curricular programming, helping ignite research ideas, and sparking conversations on discipline-specific, context-rich ethics and social responsibility challenges of our times. The Center aims to foster and inspire leaders who can change the management landscape in an ethical way. CESRL will be a place where students can, in Jerry’s words from spring commencement, “Put yourselves in an environment where you can be mentored, where you can grow, where you can learn, and where you are open for opportunities.” We share his belief that “If you do those things, great things will happen.”

Although Jerry is not with us today, his vision and spirit will continue to guide us at CESRL. We are inspired by an often-repeated line in his commencement speech: “As you leave, remember why you came.” At CESRL, these words will continue to resonate as we strive to develop meaningful activities and programs that engage our stakeholders and guide our mission of “preparing ethically competent business leaders who are motivated to have a positive impact on society.” We are grateful for his support and encouragement as we worked to establish CESRL’s role in the Broad College.

With gratitude,

CESRL TEAM



Integrity should be an integral part of students’ personal reputation. Lean in; be bold; follow your dreams and stand by your ethical values. You will encounter ethical challenges. Be prepared to quit or be fired over ethical challenges in the company. That is no way to live! Failure is an experience. You can recover from any failure, but failures in integrity and ethics are tough to get past!”

Jerome Behar | Lead Donor
Center for Ethical and Socially
Responsible Leadership

APPROACHING ONE YEAR

Letter From the Managing Director

What a crucial time to be having conversations with Broad College of Business students about ethics and social responsibility and how these topics will impact their future careers. Our students need to have a clear understanding of ethics, the tools to know how to intentionally think through making ethical decisions, and what being a socially responsible leader looks like in action. The global market, the field of business, and the expectations being placed on leaders are rapidly changing, and we need to be a critical component of preparing our students for success in that environment.

The Center for Ethical and Socially Responsible Leadership was created in order to prepare ethically competent business

leaders who are motivated to have a positive impact on society. We will do just that by focusing on partnering with faculty to complement the learning that is happening inside the classroom, creating experiential opportunities for students to put into practice the academic skills they are gaining, and offering a wide variety of programs throughout each year.

We approached this first academic year knowing that we would need to set up a framework to support our long-term plans. We built an advisory board, surveyed faculty and students to fully understand our starting line and to gather data to inform our decisions, and started partnering with key local businesses and organizations. We also held a two-day

strategic planning session that included segments with our key partners to ensure that the next year would include key student-centered programming, detailed metrics of success, and identifiable areas of focus.

What an incredible opportunity to impact the future leaders of the business world. What an outstanding responsibility to get it right. And I know that together, as Spartans, we can do just that.

With gratitude,



BETH HAMMOND
MANAGING DIRECTOR

CENTER FOR ETHICAL AND
SOCIALLY RESPONSIBLE
LEADERSHIP
BROAD COLLEGE OF BUSINESS





FROM CONCEPTION TO TODAY

Letter From the Faculty Director and the Associate Faculty Director

Writing this inaugural note for the CESRL annual report is a pleasure. We started this journey in the summer of 2021 while preparing for the first cross-campus ethics conference at MSU. Several brainstorming sessions with former Broad College dean Sanjay Gupta set up the overall vision of the center; we then widely circulated a document of this vision to several stakeholders, including faculty, students, alumni, and other colleagues in the community. Dean Gupta's support and leadership were instrumental in starting the center, and we are grateful for Interim Dean Judith Whipple's continued support of the center and its mission. None of the activities we describe in this annual report would be possible without the support of our generous donors, Jerry and Leslie Behar. We are grateful for their support.

LAUNCHING CESRL

CESRL was launched on the back of the Ethics Symposium, which was supported by the entire MSU leadership team and held at the MSU campus in October 2021. The symposium included over 200 participants across campus. CESRL is designed to be a part of this cross-university effort, anchored by the newly established Ethics Institute, to put ethics at the heart of MSU. Between the symposium and the launch of CESRL in March 2022, we organized several listening sessions with students, alums, faculty, academic unit heads, and associate deans to garner ideas and feedback. A key event in this process was hosting Kirk Hanson, former director of the Markkula Center for Applied Ethics at Santa Clara

University, for a day-long visit to the college. His visit generated a lot of interest, including participation from more than 40 faculty and students who shared ideas on what they expected from the center. In the summer of 2022, we were delighted to bring in Beth Hammond as CESRL's inaugural full-time managing director.

FIRST-YEAR ACCOMPLISHMENTS

The first academic year of the center saw many accomplishments across research, teaching, and outreach that are detailed in this report. Our programming is based on a deep-dive



faculty and student survey. We are excited to welcome an accomplished and inclusive group of individuals to the center's Advisory Board whose wealth of experience spans for-profit, nonprofit, multilateral, and government entities. We also undertook a strategic planning exercise for the center with the help of Shawnee Vickery, Demmer Legacy Professor of supply chain management, who generously volunteered several hours of her time to help us put the plan together. The plan, anchored by inputs from the academic unit heads, associate deans, and the Broad College's dean, will serve as a springboard for the future.

Moving forward, we have several exciting engagements in our second year for our students

and faculty, and we encourage everyone to follow events listed on our website. These include co-hosting the first National Science Foundation-sponsored "Abilities, Opportunities, and Future of Work" Conference which was held August 17-18, 2023; a water symposium in partnership with True Elements; and the university-wide Gupta Values Ethics Lecture Series.

We are thrilled to have touched over 1,000 students in our first year. Although much work remains to be done in institutionalizing the themes of social responsibility and ethics at the Broad College, we have had a promising start. We look forward to seamlessly engaging with students, colleagues, and stakeholders to elevate the center's role as the

FIRST-YEAR ACCOMPLISHMENTS

- ▶ **THREE** RESEARCH GRANTS AWARDED
- ▶ HOLDING THE **FIRST** ETHICS IN THE NEWS CASE COMPETITION
- ▶ **HOSTING** A FULBRIGHT SCHOLAR FROM UNIVERSITAS PADJADJARAN, INDONESIA, IN PARTNERSHIP WITH THE ASIAN STUDIES CENTER
- ▶ **PARTNERSHIP** WITH THE BURGESS INSTITUTE FOR ENTREPRENEURSHIP AND INNOVATION IN LAUNCHING THE SOCIAL IMPACT AWARD
- ▶ **LAUNCHING** THE WEBSITE FOR CESRL

"hub of knowledge and education in ethical and socially responsible business leadership for students, faculty, and alumni of the Broad College and the business community."

SRIRAM NARAYANAN
FACULTY DIRECTOR

JENNIFER DUNN
ASSOCIATE DIRECTOR

CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP
BROAD COLLEGE OF BUSINESS



WORDS OF SUPPORT

Letter From the Dean of the Broad College of Business

One of our five strategic themes at the Broad College is focused on ethics and social responsibility, and we work to weave this theme into our core areas of teaching, research, and service/outreach. We recognize the importance of ethics to businesses, organizations, and our communities and are committed to understanding ethical behaviors and factors that impact societies from various perspectives. The public-be it as citizens or consumers or employees-continues to expect our community and business leaders to act with integrity in leading their respective organizations and to make informed and accountable decisions.

In March 2022, the Broad College established the Center for Ethical and Socially Responsible Leadership as a catalyst for ethical and socially responsible research, curriculum development, and student growth. We partner with businesses, organizations, and nonprofits to create intentional programming and offer the Broad community

opportunities for experiential learning on the issues of ethics and social responsibility. We are proud of the initial efforts and accomplishments we have made, which are featured in this annual report.

In alignment with the Broad 2030 strategic plan, we will continue to uplift ethics and social responsibility, making it a part of who we are, what we do, and what we're known for. Together, we will inspire the future of the business-a future rooted in ethical decision making that tackles today's global challenges.

In Spartan spirit,

JUDITH WHIPPLE
INTERIM DEAN
BROAD COLLEGE OF BUSINESS



CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP IN NUMBERS

ENGAGEMENT

1,004

STUDENTS ENGAGED WITH CENTER PROGRAMING

25

FACULTY ENGAGED WITH CENTER PROGRAMING WORKSHOPS, GRANT AWARDEES, AND FACULTY WHO ASKED US TO PRESENT IN CLASSES



STUDENT-CENTERED PROGRAMS

21

PROGRAMS OFFERED

3

STUDENTS PARTICIPATED IN EXPERIENTIAL OPPORTUNITIES

6

SPEAKER SERIES WORKSHOPS HOSTED OR CO-HOSTED

PARTNERING WITH FACULTY

FIRST FULBRIGHT VISITING SCHOLAR HOSTED, IN PARTNERSHIP WITH THE ASIAN STUDIES CENTER

FACILITATED ADDITION OF ETHICS MATERIAL TO FOUR EXISTING COURSES

FUNDED THE LAUNCH OF TWO NEW ELECTIVES FOR FY 2023-2024



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HIGHLIGHTS OF SUCCESS

Elevating Ethics and Social Responsibility

In our first year, we aimed to elevate ethics and social responsibility in a number of ways. CESRL hosted our first “Lunch and Learn” series, with the intent to start the conversation around how ethics and ethical decisions are woven into our everyday lives. We offered four different sessions that covered the following topics: What’s the Tea About Ethics, Ethical vs. Legal: Differences and Overlaps, What’s Your Ethical Lens, and Analyzing Ethical Situations. Each of these sessions was free to students and included a boxed lunch. Nearly 50 students participated in these sessions.

We also hosted our first Ethics in the News Case Competition for our students this spring, in partnership with Michigan State University Federal Credit Union (MSUFCU).

The case competition highlights a current corporate ethical situation in the news and allows students across disciplines to undertake in-depth research and present their views.

This year, the key topic of discussion was the ethical situation arising from the Norfolk Southern train derailment and the consequent chemical contamination in Palestine, Ohio. Thirteen students registered for this first event. An MSUFCU grant allowed us to offer cash prizes for the top three teams. Our judges were faculty from within the Broad College and a member of the leadership team from MSUFCU.

EXPERIENTIAL OPPORTUNITIES

One of the signature programs we expect to scale steadily will

be experiential opportunities for Broad College students. These are opportunities for students to work with a business or nonprofit and practice what they are learning in the classroom while also positively impacting the community at large. These projects can be anywhere from two to four hours a week for four to eight weeks.

Our first experiential opportunity was a partnership with the State of Michigan. In the project, three MBA students explored whether it was feasible to manufacture or procure insulin in Michigan so the drug could be affordable to all Michiganders. We will be rolling out experiential opportunities for all six disciplines in the college for the fall 2023 semester.

TEACHING AND LEARNING HIGHLIGHTS

- ▶ “Ethical teamwork” added to MBA and EMBA orientations
- ▶ Developed “Ethics in Entrepreneurship” online module for entrepreneurship minor and offered new undergraduate elective in responsible leadership
- ▶ Conducted faculty workshops to discuss infusion of ethics/social responsibility curriculum in specific classes
- ▶ Offered faculty professional development opportunity to help successfully facilitate challenging classroom conversations
- ▶ Conducted faculty needs assessment survey to scope out future programming opportunities and identified 64 courses across various concentrations that incorporate topics of ethics/social responsibility
- ▶ Hosted Budi Harsanto, a Fulbright Scholar from Universitas Padjadjaran, who conducted research on project management ethics and presented to the students in SCM 470

RESEARCH AND SCHOLARSHIP HIGHLIGHTS

- ▶ Launched speaker series grant program for departments within the Broad College
- ▶ Partnered with the School of Hospitality Business to co-host the Ray Schmidgall Hospitality Ethics Lecture, featuring David Lanterman from White Lodging
- ▶ Partnered with the Department of Accounting and Information Systems to co-host speaker series focused on research topics around the interface of accounting and ethics. Featured speakers:
 - Wei Cai**, assistant professor, Columbia Business School
 - Jung Ho Choi**, assistant professor, Stanford Graduate School of Business
 - Dain Donelson**, professor, University of Iowa, Tippie College of Business
- ▶ Received a matching gift from one faculty member to help fund Ethics Lecture

EXPERIENTIAL LEARNING AND STUDENT-CENTERED ACTIVITY HIGHLIGHTS

- ▶ Launched the first experiential learning initiative with the State of Michigan
- ▶ Presented ethics concepts to classrooms, summits, panels, and Registered Student Organizations
- ▶ Hosted Living Room Conversations in partnership with Undergraduate Student Engagement
- ▶ Conducted student needs assessment survey to scope out future programming opportunities
- ▶ Launched the “Lunch and Learn” series
- ▶ Partnered with Burgess Institute for Entrepreneurship and Innovation to launch the New Venture Summit Social Impact Award
- ▶ Sponsored teams to participate in national case competitions: John R. Lewis Racial Justice Case Competition, hosted by Emory University; International Business Ethics and Sustainability Case Competition, hosted by Loyola Marymount University
- ▶ Partnered with Broad College to host the Warrington Lecture on Ethics and Leadership, featuring Todd Penegor, president and CEO of Wendy’s
- ▶ Hosted the first Ethics in the News Case Competition for undergraduate students, with support from MSUFCU



STRATEGIC PLAN

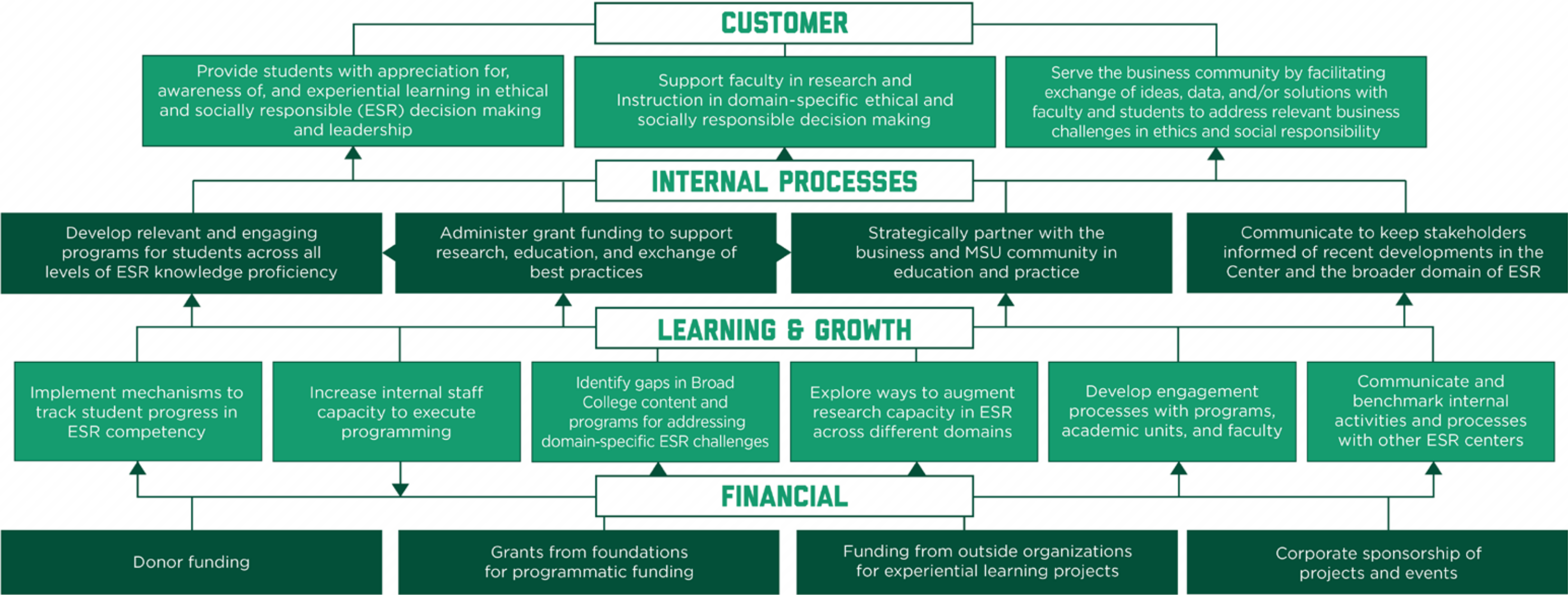
Building a Roadmap and Metrics of Success for the Next Two Years

Preparing for
impact year
after year.

MISSION: To prepare ethically competent business leaders who are motivated to have a positive impact on society.

VISION: To become the hub of knowledge and education in ethical and socially responsible business leadership for students, faculty, and alumni of the Broad College and the business community.

THE CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP STRATEGY MAP





FACULTY GRANT AWARDEES

Infusing Ethics and Social Responsibility in the Broad College, in Partnership With Faculty

A crucial component of CESRL is partnering with the faculty of the college to ensure that we complement classroom learning with meaningful and engaging programs. In an effort to support traditional classroom learning, CESRL offered teaching grants totaling \$6,000 to launch two new courses and incorporate new content around sustainability into one of the existing courses. To strengthen research around ethics/social responsibility, grants totaling \$19,900 were offered, primarily to graduate students and early-career faculty. These efforts will directly impact seven faculty members and an estimated 1,600 students within the Broad College in the coming academic year.

CESRL also partnered with the Asian Studies Center to host Budi Harsanto, a Fulbright Scholar visiting from Universitas Padjadjaran, Indonesia, in spring 2023. Harsanto's research was focused on project management ethics. He presented to two sections of SCM 470 to educate undergraduate students on ethical challenges managers face in mega-projects.



Overall, the things I learned during Lunch & Learn have waterfalled into a pattern of thinking that causes me to evaluate where I may encounter ethically challenging

situations and how I should go about handing them. This is incredibly valuable for my development as a leader."

Tegan | Undergraduate Student

TEACHING/CURRICULUM GRANT AWARDEES



Elizabeth Connors | Accounting and Information Systems

"I am developing an ESG course from scratch. Environmental, Social, and Governance Measurement and Disclosure will be offered in fall 2023 and will be available to undergraduate and graduate students in the Broad College. The course listing will be as follows: Introduction to stakeholder vs. shareholder theory and the elements of useful disclosures and quality non-financial metrics. Coverage of domestic and international reporting requirements, carbon accounting, renewable energy credits, carbon offsets, and the current state of domestic and international privacy and data security regulations."

Laurel Ofstein | Management

"I will offer a new course, MGT 491: Special Topics, Social Innovation and Entrepreneurship, in spring 2024. In the course, students will learn skills to become effective change-makers and to chart a path as responsible, entrepreneurial future leaders. Students will gain knowledge about social issues and grand challenges and develop the problem-solving skills to address these issues in a meaningful way."



John Spink | Supply Chain Management

"I did not find course materials that fully covered the ESG/CSR/ Sustainability concepts in enough breadth, and for SCM 303: Introduction to Supply Chain Management, I wrote a chapter that is now used as required reading that supplements our ESG/CSR lecture. I will use this grant to expand the chapter content, such as by including case studies and to create a more multimedia library such as videos and images."

RESEARCH GRANT AWARDEES



Brian Burgess | Doctoral Student
WITH JOHN HOLLENBECK, MANAGEMENT

“This study will be completed as part of a doctoral dissertation on power and responsibility in management positions, aiming to contrast how a manager’s sense of responsibility to different targets affects their distributive justice orientations. Specifically, we contrast a manager’s sense of responsibility upward in the organizational hierarchy (i.e., toward management) versus downward in the hierarchy, toward employees. In short, we are interested in how a manager’s sense of responsibility to each target influence their preferences toward competitive (i.e., hierarchy enhancing) versus cooperative (i.e., hierarchy reducing) reward structures.”

Jiaoping Chen | Doctoral Student
WITH ANJANA SUSARLA, ACCOUNTING AND INFORMATION SYSTEMS

“Funds from this grant will be used to recruit graduate students and participants from Amazon Mechanical Turk to take part in an experiment on attitudes towards AI Ethics. In the first phase of the study, graduate students will be recruited to annotate the corpus of press releases about two types of automated decision making that will hold implications for different types of ethical challenges posed by algorithmic decision making. In the second phase of the study, participants are invited to participate in an experiment studying ethics and decision making with artificial intelligence (AI).”



Simone Peinkofer | Associate Professor
DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

“The grant will be used to collect data from the consumer panel Prolific. We intend to develop a series of three experiences plus one pretest. This research builds and extends the work of Mollenkopf, Peinkofer, and Yu (2022), focusing on further investigating the role of supply chain transparency (SCT) for companies and consumers. SCT refers to the practice of disclosing sustainability related information to stakeholders such as consumers. Companies increasingly face pressure from consumers pertaining to ethical business practices and sustainability about the products they provide, which essentially involves the entire upstream supply chain.”

ADVISORY BOARD MEMBERS

Members of the advisory board help guide and shape CESRL’s work and agenda. Each of our board members is an expert in issues of ethics and social responsibility in their respective industry and a passionate Spartan. We are grateful for their time and effort.



Madhur Agarwal
EcoVadis | Chief Product Officer



Jared Ambrosier
Michigan Department of Technology, Management and Budget | Chief Procurement Officer



Danielle Brown
Gusto Inc. | Chief People Officer



Brenda Cucci
IBM Sustainability & Responsible Business | Senior Partner



Dave Hoogendoorn
EY US Central Region | ESG Leader and Global Client Service Partner



Michelle Massey
TechSmith | Vice President, Community Outreach and Customer Operations



Jenny Piatt
Vocational Rehabilitation, State of Michigan | Bureau Division Director



Jo Sinha
Peckham Inc. | President and CEO



Sarvesh Suri
International Finance Corporation, World Bank Group | Regional Industry Director



LOOKING FORWARD

With Our Eyes Focused on Preparing Ethically Competent Business Leaders Who Are Motivated to Have a Positive Impact on Society

We have a packed calendar for the 2023-2024 academic year: co-hosting our first Leadership in Action conference and workshop series; hosting the first Abilities, Opportunities, and Future of Work Conference, funded by the National Science Foundation; offering the Business of Water webinar series; hosting a cross-cultural business ethics conversation with a leading business school in India; offering the Gupta Values Ethics Lecture series, which will feature Tyler Shultz, one of the Theranos whistleblowers; co-hosting a symposium titled "Water Research: Climate Change, Business, and Community," in partnership with the MSU Ethics Initiative; and hosting a proposed student debate competition on sustainability.

We will continue offering the well-attended and highly anticipated Lunch and Learn events for our students and the Social Impact Award, in partnership with the Burgess Institute for Entrepreneurship and Innovation. We will

also continue to provide experiential learning opportunities across all six disciplines in the Broad College as well as ongoing grant support to doctoral students and faculty to support research and to create and strengthen courses with ethics and social responsibility content.

We are excited to continue to work with and support faculty. We are in the process of launching an online teaching community with a focus on ethics.

Overall, our programming incorporates a multifaceted approach to fulfill our mission of preparing ethically competent business leaders who are motivated to have a positive impact on society.

We invite you to engage with us, and contact us for any query you may have.



**CENTER FOR
ETHICAL AND
SOCIALY
RESPONSIBLE
LEADERSHIP**

BETH HAMMOND

Managing Director

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