

# **CENTER FOR ETHICAL AND SOCIALY RESPONSIBLE LEADERSHIP**

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**ANNUAL REPORT 2023-2024**



# LETTER FROM THE CESRL TEAM

## Reflecting on a Year of Growth and Achievement

Dear CESRL Friends and Supporters,

As another year ends, the Center for Ethical and Socially Responsible Leadership (CESRL) is proud to reflect on a year of significant achievements. We made great strides toward our mission of preparing ethically competent business leaders who are motivated to have a positive impact on society. Toward this end, CESRL actively partners with faculty, staff, and community organizations to provide our students with the knowledge, experience, and tools to be ethically competent and socially responsible leaders.

Our second year of inception was focused on increasing the scale of our activities and engagement across all three of our programmatic domains: (a) student-centered programs, (b) curricular initiatives and faculty support, and (c) outreach initiatives. In each of these areas we made significant strides forward.

Through student-centered programs, CESRL aims to transform the Broad College into a vibrant hub of active engagement and personal growth to lay a foundation for students' successful careers. In addition to experiential learning programs with the State of Michigan, programs this year included the

Leadership in Action Conference and Workshops, the Gupta Values and Ethics Lecture featuring Tyler Shultz (one of the Theranos whistleblowers), and the Sustainability Debate sponsored by EcoVadis. Compared to the first year, we increased student engagement by 50%.

Our curricular and faculty support initiatives aim to support the inclusion of ethics content across all the courses in the college, enriching teaching and learning efforts. We have expended efforts to increase faculty engagement on this front. In the first two years of inception, CESRL engaged 75 faculty and awarded 12 teaching and research grants totaling \$49,300. These grants have the potential to impact 1,600 students annually.

Our outreach initiatives aim to amplify connections to real-world organizations and help undertake and showcase the cutting-edge research underway in the Broad College. CESRL hosted several events that have brought students, faculty, and organizational leaders together to discuss critical social issues. We co-sponsored the Ethics of Water symposium and Ethics of Accommodation events for students and faculty. We hosted a National Science Foundation-sponsored conference on Abilities, Opportunities,

## Building Ethical Leaders, Driving Social Impact

As CESRL reflects on a year of growth, we proudly highlight our strides in fostering ethical leadership. With a 50% increase in student engagement, expanded faculty initiatives, and impactful outreach, we've strengthened our mission to embed ethics into business education. Join us as we head into 2025 to continue shaping a future full of responsible and ethical leaders.

and the Future of Work that brought about 60 different organizations to the Broad College to discuss issues around disability employment. Each of these events involved partnerships with multiple campus programs and external entities.

We look forward to continue our mission with enthusiasm with an exciting lineup of programs in the academic year 2024-2025. We extend our warmest invitation to you to engage with us.

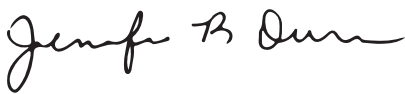
With gratitude,



**SRIRAM NARAYANAN**  
FACULTY DIRECTOR



**BETH HAMMOND**  
MANAGING DIRECTOR



**JENNIFER DUNN**  
ASSOCIATE DIRECTOR





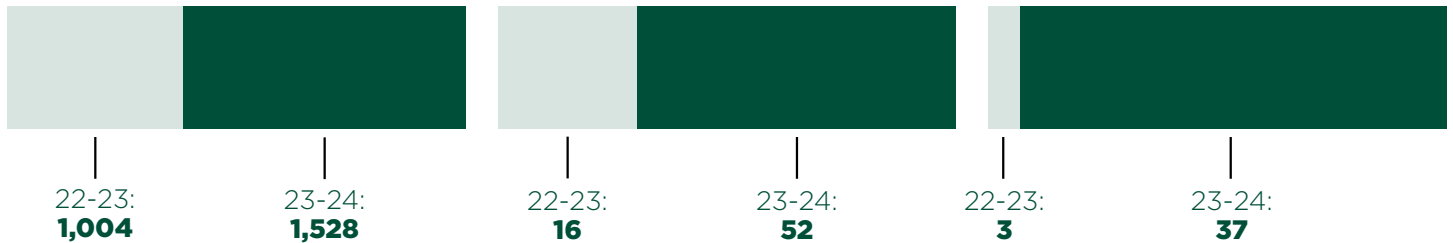
# CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP IN NUMBERS

## STUDENT ENGAGEMENT

NUMBER OF STUDENTS ENGAGED (YEAR-OVER-YEAR)

NUMBER OF STUDENT PROGRAMS OFFERED (YEAR-OVER-YEAR)

STUDENTS ENGAGED IN EXPERIENTIAL LEARNING OPPORTUNITIES (YEAR-OVER-YEAR)



**52%**

GROWTH

**225%**

GROWTH

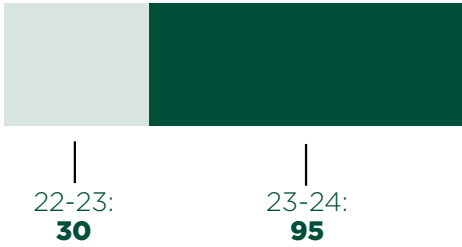
**1,133%**

GROWTH



## FACULTY ENGAGEMENT

NUMBER OF FACULTY ENGAGED (YEAR-OVER-YEAR)



**216%**  
GROWTH



**17**

GRANTS AWARDED TO MSU FACULTY  
TOTALING \$55,300



## OUTREACH/ PARTNERSHIPS

### OFF-CAMPUS PARTNERS ENGAGED

- ▶ STATE OF MICHIGAN
- ▶ PECKHAM
- ▶ MICHIGAN REHABILITATION SERVICES
- ▶ U.S. CENTER FOR ADVANCED MANUFACTURING
- ▶ TRUE ELEMENTS
- ▶ ECOVADIS
- ▶ MICHIGAN STATE UNIVERSITY FEDERAL CREDIT UNION

### ON-CAMPUS PARTNERS ENGAGED

- ▶ STRIDE
- ▶ RESOURCE CENTER FOR PERSONS WITH DISABILITIES
- ▶ ETHICS INSTITUTE
- ▶ MSU WATER ALLIANCE
- ▶ FRANK J. KELLY INSTITUTE OF ETHICS
- ▶ MSU CENTER FOR BIOETHICS AND SOCIAL JUSTICE
- ▶ HONORS COLLEGE
- ▶ REGIONAL ECONOMIC INNOVATION
- ▶ BURGESS CENTER FOR INNOVATION AND ENTREPRENEURSHIP
- ▶ CREATING INCLUSIVE EXCELLENCE GRANTS



# HIGHLIGHTS OF SUCCESS

## Elevating Ethics and Social Responsibility

During our second academic year, we capitalized on the momentum of year one, engaged 50% more students, and partnered with and supported faculty in a variety of modalities. We are homing in on how to measure the impact of CESRL is having on students.

Our efforts fall into three categories: student-centered programs, curricular initiatives and faculty support, and outreach.

The Broad 2030 Strategic Plan highlights the college's core values of excellence, integrity and respect, with a strategic theme of ethics and social responsibility. CESRL's programs are designed to align with the Broad Strategic Plan.



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### Empowering excellence through targeted initiatives



Our work is driven by three key pillars that empower, enhance and inspire. These efforts are at the heart of our mission to shape the next generation of leaders.

**1:**

**STUDENT-CENTERED PROGRAMS**

**2:**

**FACULTY SUPPORT**

**3:**

**OUTREACH INITIATIVES**



The Leadership in Action Summit has empowered me to step up, make a difference, and lead with purpose—it's more than just learning; it's about taking action.

**Bianca Kajy** | Marketing & Sports Management Student '24

Bianca Kajy, a committed MSU student and participant in the Leadership in Action Summit, actively champions ethical leadership and social responsibility through her involvement in CESRL's programs.

## STUDENT-CENTERED PROGRAMS



In 2024, CESRL has led the way in fostering critical thinking, ethical leadership, and cross-cultural collaboration among Michigan State University students. Our student-centered programs have sparked meaningful conversations and provided unique learning experiences that extend beyond the classroom. By empowering the next generation of leaders, CESRL equips them to navigate complex ethical challenges and drive positive change in their communities and beyond.

### Student-Centered Programs

## ACCOMPLISHMENTS



- ▶ At the inaugural **Sustainability Debate**, hosted in March 2024, nine student teams participated from across MSU. Prize money of \$10,000 was sponsored by EcoVadis, a leading sustainability data firm. Students debated whether mandatory corporate carbon disclosures should be instituted to achieve a net zero economy.
- ▶ **Leadership in Action** is an immersive workshop that features talks from prominent leaders within and outside MSU. The Leadership in Action workshop is a partnership between CESRL, Broad College Diversity, Equity and Inclusion Office, and Undergraduate Student Engagement. This was sponsored in part by a CEIG Grant.
- ▶ CESRL launched an **Ethics Badging** program in partnership with Undergraduate Student Engagement.
- ▶ CESRL hosted the **Gupta Values and Ethics Lecture** featuring Tyler Shultz, one of the key whistleblowers from Theranos, the health technology company that falsely claimed their novel technology for blood tests worked when it did not, defrauding investors, doctors, and patients.
- ▶ CESRL continues to host the **Lunch and Learn Series** and the **Ray Schmigdall Hospitality Ethics Lecture**. In addition we also continue to support student case teams in the **John R. Lewis Racial Justice** and the **Ethics in the News** case competitions.
- ▶ CESRL organized the first cross-cultural webinar series with the Xavier Labor Relations Institute, one of the top business schools in India. This series was piloted in a hospitality leadership class.

# CURRICULAR INITIATIVES AND FACULTY SUPPORT



8

## RESEARCH GRANTS AWARDED

We have awarded 8 research grants to push forward new ways of thinking about the implications of ethics and social responsibility.

5

## INDUSTRY EXPERTS

We partnered with the Broad College of Business to bring 5 industry experts to campus to discuss the intersection of ethics with their specific fields of study.

## Curricular Initiatives and Faculty Support

# ACCOMPLISHMENTS



- ▶ Transferred the Ethics in Entrepreneurship module to the Burgess Institute for Entrepreneurship and Innovation to formally offer it as an **“entrepreneurship experience.”**
- ▶ Two FY23 teaching grant awardees launched courses on ESG and Social Entrepreneurship.
- ▶ Created and led a four-hour session on corporate responsibility for the EMBA program’s second-year kickoff.
- ▶ Created and led a class session on **“Global Ethics in Finance and Accounting”** for an education abroad course.
- ▶ Created and offered a study abroad program, **“Entrepreneurship and Social Responsibility: The Cambodia Experience,”** in collaboration with the Burgess Institute for Entrepreneurship and Innovation and the College of Social Science.
- ▶ Created and led a class session on **“Ethics: What’s the Big Deal?”** for an Entrepreneurship course.
- ▶ Facilitated an **“Ethical Leadership”** conversation with Linda Trevino for the School of Hospitality Business students and faculty.
- ▶ Hosted a Professional Development event on **“Ethics and AI for Faculty,”** inviting a panel of three faculty experts from law, communications, and business to discuss AI-related ethical issues with Broad faculty.
- ▶ Awarded a teaching grant to one faculty member and research grants to four faculty members and a doctoral student.
- ▶ Conducted a faculty survey to update course offerings and identify areas of faculty interest in engaging with CESRL. Survey results will be used for future programming.



# OUTREACH INITIATIVES



In 2024, CESRL expanded its influence through strategic partnerships and innovative initiatives that addressed pressing societal issues. By collaborating with key stakeholders and providing experiential learning opportunities, CESRL focused on empowering students, promoting inclusivity, and advancing ethical leadership. These efforts underscore our dedication to making a lasting impact and contributing to a more equitable and responsible future.

Outreach initiatives

## ACCOMPLISHMENTS



- ▶ Partnered with the EMBA program and the State of Michigan to offer experiential opportunities. These experiential opportunities were focused on projects that include studying school meal programs and keeping workforce and talent in Michigan.
- ▶ Secured a CEIG grant to launch the **“Ethics of Accommodation”** series, a cross-campus initiative focused on supporting students with disabilities. The series featured short videos on best practices for accommodation and facilitated student-faculty discussions on inclusion. The event drew 51 unique participants and a total of 113 attendees across four sessions.
- ▶ Hosted the **Ethics of Water** webinar and Symposia in collaboration with True Elements and the MSU Ethics Initiative. The symposia featured Saroj Jha, Global Director, Water Global Practice at World Bank, anchoring the event with a compelling keynote on global challenges from water stress.
- ▶ Hosted the **Abilities, Opportunities, and Future of Work Conference**, which was funded by an external grant from the National Science Foundation. This conference brought together leaders from close to 60 organizations to share best practices regarding ensuring an inclusive work environment for people with disabilities.

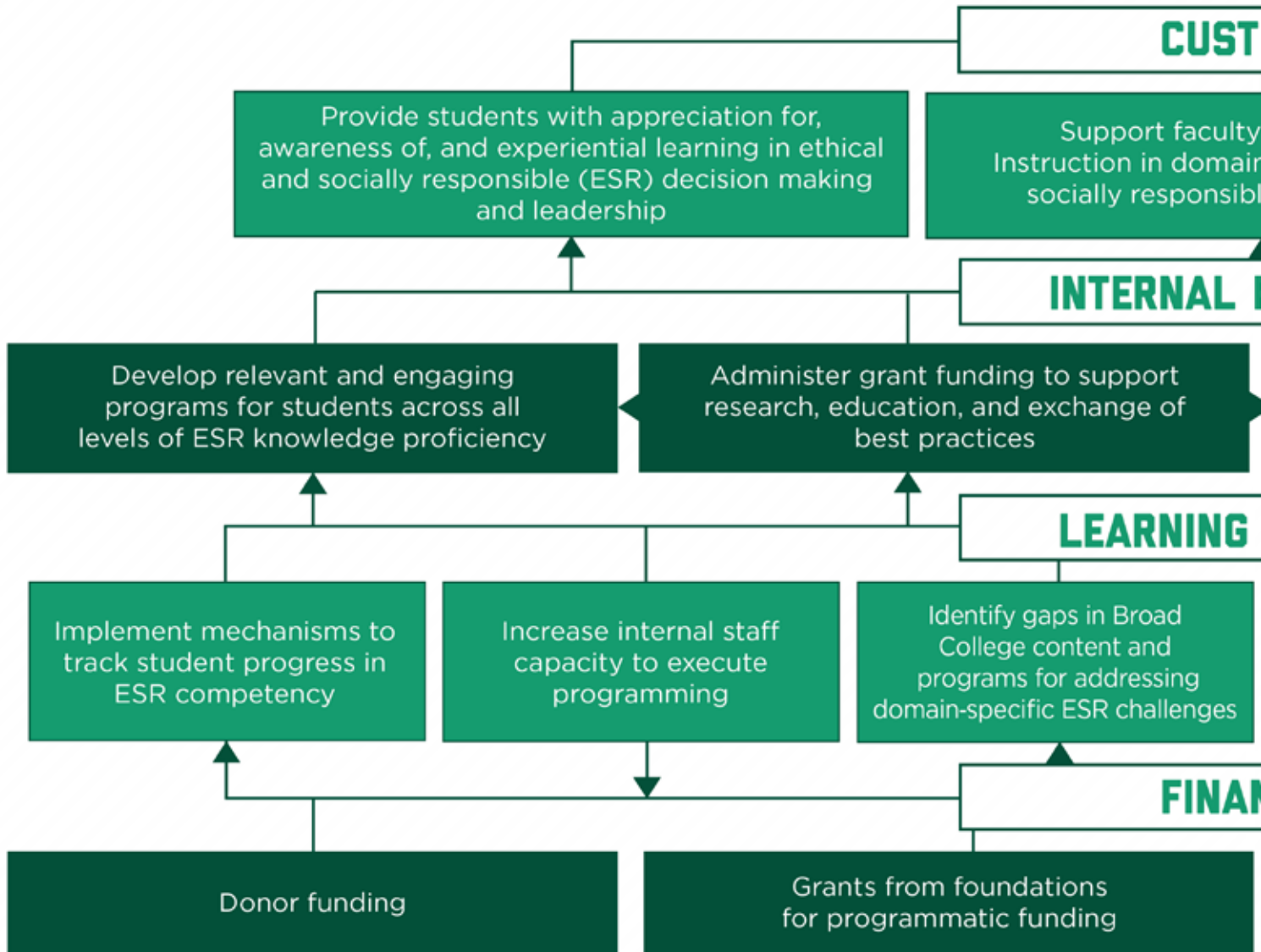




# STRATEGIC PLAN

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

## THE CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEARNING

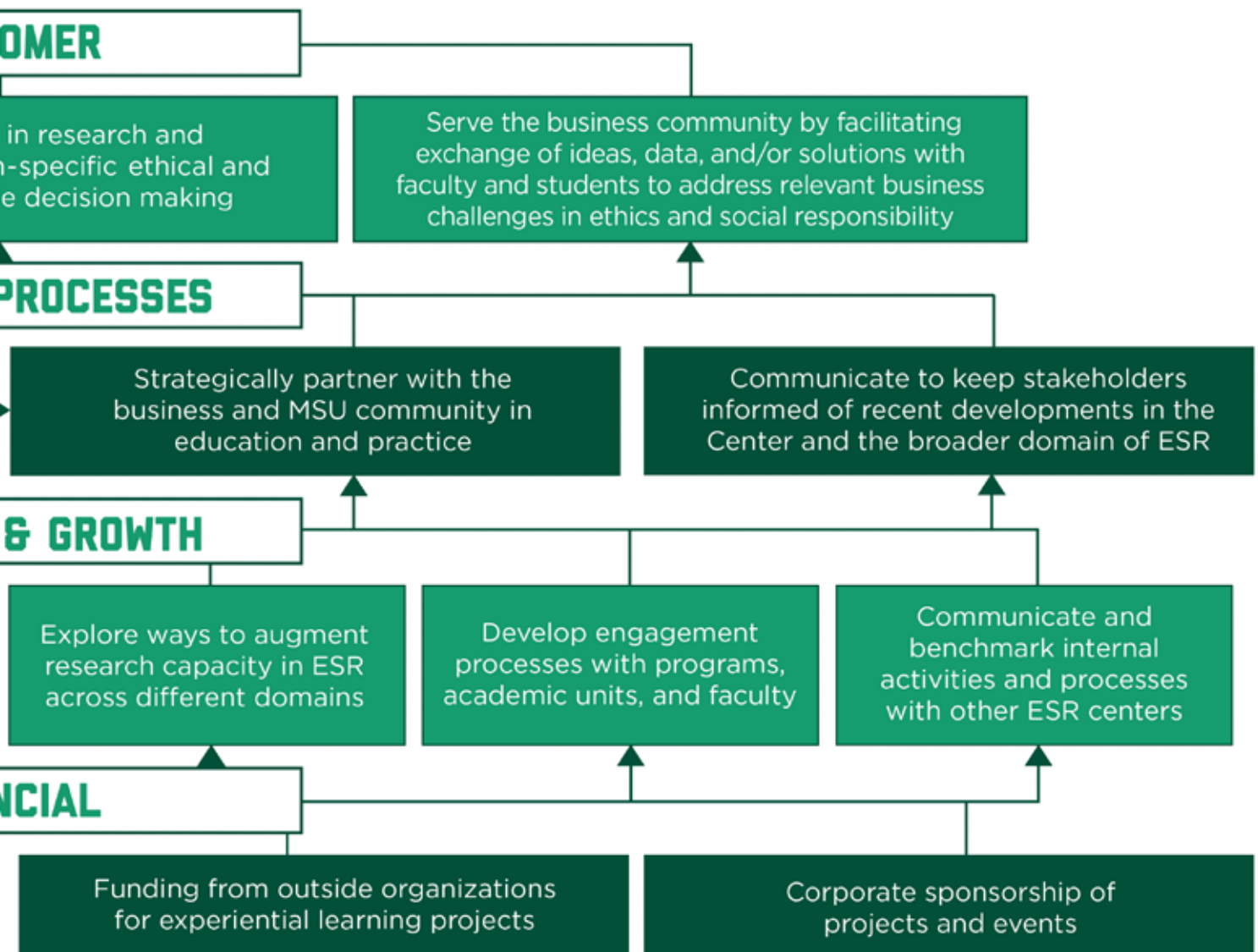


## Preparing for impact year after year.

**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.

## 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 enable thought leadership in the broader domain of ethics and social responsibility. In addition to supporting traditional classroom learning, CESRL offered a teaching grant to launch a new course. To strengthen research around ethics and social responsibility, grants totaling \$29,900 were awarded, primarily to graduate students and early-career faculty. These efforts will directly impact five faculty members within the Broad College in the coming academic year.



# TEACHING/CURRICULUM GRANT AWARDEES



**Antoinette Tessmer** | Professor, Finance

“This proposal relates to the curriculum development of a new section of IBUS211: Business and Culture Seminar. Each IBUS211 section focuses on a different part of the world while all addressing business and culture differences/comparisons with the USA. Our section focuses on the continent of Africa.

“We propose to design and run a COIL activity that will be part of the course curriculum. COIL (Collaborative International Online Learning) is a teaching pedagogy that promotes experiential learning among students of different higher education institutions using online teleconferencing tools. Our COIL will be designed in collaboration with Professor Nkadi Onyegegbu from the University of Nigeria Nsukka (UNN).”

# RESEARCH GRANT AWARDEES



**Isabel Wang**

Professor,  
Accounting and  
Information  
Systems

“The research grant from CESRL will enable me to expand our understanding of what determines the quality of firms’ ESG related disclosure (i.e., corporate annual reports filed with the Securities and Exchange Commission), and the impact of such disclosure on firms’ litigation risk. Specifically, this research project intends to investigate what role that corporate ethics and culture play in firms’ ESG disclosure and ESG investment, which in turn can affect the likelihood of ESG-related litigation against corporations.

“This research will address ethical/socially responsible areas by evaluating the importance of setting the ‘right tone at the top’ on ESG related issues through corporate ethics and culture.”



**Cong (Tom) Shang**

Doctoral Student  
**WITH ISABEL WANG,**  
ACCOUNTING AND  
INFORMATION SYSTEMS

“The research grant from CESRL will enable me to address the impact of national regulatory pressure regarding environmental issues on firms’ carbon emissions in the U.S. The study aims to shed light on whether national regulatory pressure is an effective mechanism to curb firms’ carbon emissions.

“This research will address socially responsible areas from the environmental perspective, with the goal of reducing firms’ overall carbon footprint and combating the imminent threat of global warming. Specifically, in the absence of a national regulation that mandates firms to reduce carbon emissions in the U.S., existing policies often face limitations due to their regional scope and lack of robust enforcement mechanisms. I will leverage the CDP data purchased with the research grant from CESRL to examine how firms react to national regulatory environmental pressure.”



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## Supporting Faculty-Led Innovations in Ethics, Sustainability, and Social Impact

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CESRL awarded \$25,400 in grants to faculty and graduate students, supporting research on corporate transparency, racial disparities, and the ethical use of AI. These grants empower faculty to create impactful courses and research, reinforcing Michigan State University's commitment to driving ethical and social change.



**John Xuefeng Jiang**  
Professor, Accounting  
and Information  
Systems



**JaeMin Cha**  
Associate Professor,  
School of Hospitality  
Business

“My research focuses on utilizing generative AI and large language models to predict SEC comment letters on public firms’ filings. Given the SEC’s resource limitations, it can only review and comment on a limited number of public firm filings. These filings are crucial communication materials that help investors understand firms’ performance and future plans. Our goal is to assess whether advanced large language models (LLMs) can outperform SEC staff in identifying flawed firm disclosures, thereby enhancing the quality and reliability of information available to investors.

“This research aims to promote greater transparency and accountability in corporate disclosures. By leveraging AI to identify potential flaws in public filings, we can help ensure that firms provide accurate and comprehensive information to investors. This, in turn, supports fair and informed investment decisions, contributing to the integrity of financial markets. Additionally, our work underscores the ethical use of AI in regulatory practices, highlighting its potential to augment human oversight and improve public trust in financial reporting.”

“Food waste is considered an ethical and social issue because it negatively impacts society, the environment, and the economy. The amount of food waste within the foodservice operations is increasingly recognized as a significant concern because it contributes substantially to the overall volume of wasted food worldwide. The research grant from CESRL will enable me to focus on further understanding food waste topics in the foodservice setting. The goals of the CESRL research grant are to systematically identify waste-related activities and behaviors and to analyze the best operating procedures and practices for food waste management in foodservice operations. Existing studies on food waste lack comprehensive approaches for evaluating food waste management within foodservice operations through ethical and socially responsible perspectives. The proposed research will address these areas by integrating frameworks of corporate social responsibility, technological innovation, and social practice perspectives to promote ethical decision making and develop a robust food waste management framework tailored specifically to foodservice operations.”



**Suman Basuroy**

Professor,  
Marketing

“The research grant from CESRL will enable me to investigate racial disparities in the business recovery of peer to peer (P2P) service providers during the COVID-19 pandemic, specifically concerning the introduction of COVID-19 vaccines. Despite the rapid development of vaccines, their rollout was hampered by supply issues, demand variability, and logistical challenges. While vaccines may have spurred customer reengagement, the nature of P2P transactions and differing vaccine uptake across demographics suggest uneven impacts.

“This study contributes to ethical and socially responsible research by analyzing disparities in business recovery among P2P service providers from diverse racial backgrounds during the COVID-19 pandemic. Focusing on the impact of COVID-19 vaccines, it aims to uncover inequalities and advocate for inclusive recovery efforts. Lower vaccination rates among Black communities underscore potential disparities in business recovery, prompting an examination of whether vaccines provided consistent socioeconomic benefits across racial groups. Understanding these disparities will inform policies and interventions that support marginalized communities, thereby promoting social justice and ethical business practices in the post-pandemic landscape.”



This research will uncover the ethical and social dimension of food waste, paving the way for more responsible and sustainable practices in the foodservice industry.

**JaeMin Cha** | Associate Professor  
School of Hospitality Business



This work will shed light on the effectiveness of regulatory pressures in curbing carbon emissions, contributing to the global fight against climate change.

**Cong (Tom) Shang** | Doctoral Student





# 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 supporter. 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**

Ability2S | Founder and CEO

**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 Sperry**

Peckham Inc. | President and CEO

**Sarvesh Surl**

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 are capitalizing on the momentum and successes of our first two academic years as we move into our third year of activity. We are hosting Harry Markopolos, the whistleblower to the Bernie Madoff scandal of 2008, in partnership with the Finance Department for the Pung Ethics Lecture; partnering with the Frank J. Kelly Institute of Ethics and Legal Profession to host a cross-college white-collar crime ethics day; and working with the U.S. Center for Advanced Manufacturing and the World Economic Forum to host the Ethics of Workforce Development Conference. And, for the first time, four MSU ethics centers are coming together to host the first Ethics Week at the university.

We will continue to offer the well-attended and anticipated events such as the Sustainability Debate, the Leadership in Action Conference and Workshops, faculty teaching/curriculum and research grants, the Ethics in the News Undergraduate Case Competition, and the Lunch and Learn series. We will maintain

partnerships with the State of Michigan to offer experiential opportunities, facilitate the cross-cultural conversations with schools outside of the United States, and offer the Social Impact Award with the Burgess Institute for Entrepreneurship and Innovation. We will further engage faculty by offering CESRL-delivered lessons that focus on the intersection of ethics and a faculty member's course subject, as well as professional development opportunities for faculty to infuse ethics and social responsibility into their own lesson plans.

Overall, our programing incorporates a creative, intentional, multifaceted, and multidisciplinary approach. We will continue to move forward 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 reach out with any questions or ideas you may have.

 **BROAD** COLLEGE *of* BUSINESS

**CENTER FOR  
ETHICAL AND  
SOCIALY  
RESPONSIBLE  
LEADERSHIP**

**BETH HAMMOND**  
*Managing Director*

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