

CENTER FOR ETHICAL AND SOCIALY RESPONSIBLE LEADERSHIP

ANNUAL REPORT 2024-2025





WORDS OF SUPPORT

Letter From the Dean of the Broad College of Business

At the Broad College, ethics and social responsibility are fundamental to everything we do. We integrate these principles into our teaching, research, and outreach, recognizing the profound importance to businesses, organizations, and communities worldwide. More than ever, the value of integrity, informed decisions, and accountability from our leaders has taken center stage. We are committed to understanding these ethical behaviors and the societal factors that shape them from every perspective.

To advance this goal, the Broad College of Business proudly established the Center for Ethical and Socially Responsible Leadership in March 2022. Over the past three years, the Center has become a powerful catalyst for ethical and socially responsible research, curriculum development, and student growth. We have forged strong partnerships with a diverse range of businesses, organizations, and non-profits, enabling us to create intentional programming that offers the Broad community opportunities for experiential learning on

critical issues of ethics and social responsibility. We are incredibly proud of the significant strides we've made, and the tangible accomplishments achieved in these three years, all of which are featured in this annual report.

Going forward, we will continue to uplift ethics and social responsibility, ensuring it remains an integral part of who we are, what we do, and what we're known for. Together, we are cultivating excellence in the next generation of global business leaders – who will act ethically to boldly tackle today's global challenges.

In the Spartan spirit,

DAVID SOUDER
DEAN
BROAD COLLEGE OF BUSINESS



LETTER FROM THE CESRL TEAM

Reflecting on a Year of Growth and Achievement

Dear CESRL Friends and Supporters,

As we wrap up our third year of programming, the Center for Ethical and Socially Responsible Leadership (CESRL) is proud to reflect on our achievements and the impact we had on the Broad College of Business community and beyond. The objectives of our third year were to deepen our engagement with students, faculty, and staff, expand our reach with community partners, and to increase our impact on preparing ethically competent business leaders who are motivated to have a positive impact on society.

CESRL's student-centered programs are designed to transform Broad College into a vibrant hub of active engagement and personal growth, ultimately laying the foundation for successful careers. Programs this year included Michigan State University's inaugural Ethics Week, large scale Ethics lectures, including Harry Markopolos and Kara Goucher - whistleblowers for Bernard L. Madoff Investment Securities and Nike, respectively. We partnered with Michigan Rehabilitation Services to expand our experiential

learning programs. We continued our popular Lunch and Learn Series and hosted the Ethics in the News undergraduate case competition and the MSU Sustainability Debate. For the second year in a row, we have increased student engagement by over 50%.

By integrating ethics across the curriculum and supporting our faculty, we aim to enrich teaching and learning college-wide. Increased faculty engagement has been a key part of this effort. Over the past three years, CESRL has awarded 22 teaching and research grants totaling \$88,080. These grants have the potential to impact 1,600 students annually.

Our outreach initiatives aim to amplify connections to real-world organizations and help foster cutting-edge research in Broad College. CESRL hosted several events that have brought students, faculty and organizational leaders together to discuss critical social issues. Each of these events involved partnerships with multiple campus programs and external entities. For example, we co-sponsored the Future of Work Summit engaging Manufacturing leaders

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 64% 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 2026 to continue shaping a future full of responsible and ethical leaders.

from across the globe to discuss issues within the manufacturing industry to ensure that industries are responding to the changing workforces and identifying ways to best utilize employee talents and skills. We look forward to continuing our mission with an exciting line up of programs in the 2025-2026 academic year. We extend our warmest invitation to you to engage with us.

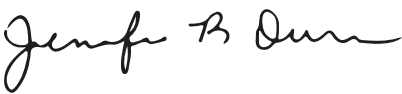
With gratitude,



SRIRAM NARAYANAN
FACULTY DIRECTOR



BETH HAMMOND
MANAGING DIRECTOR



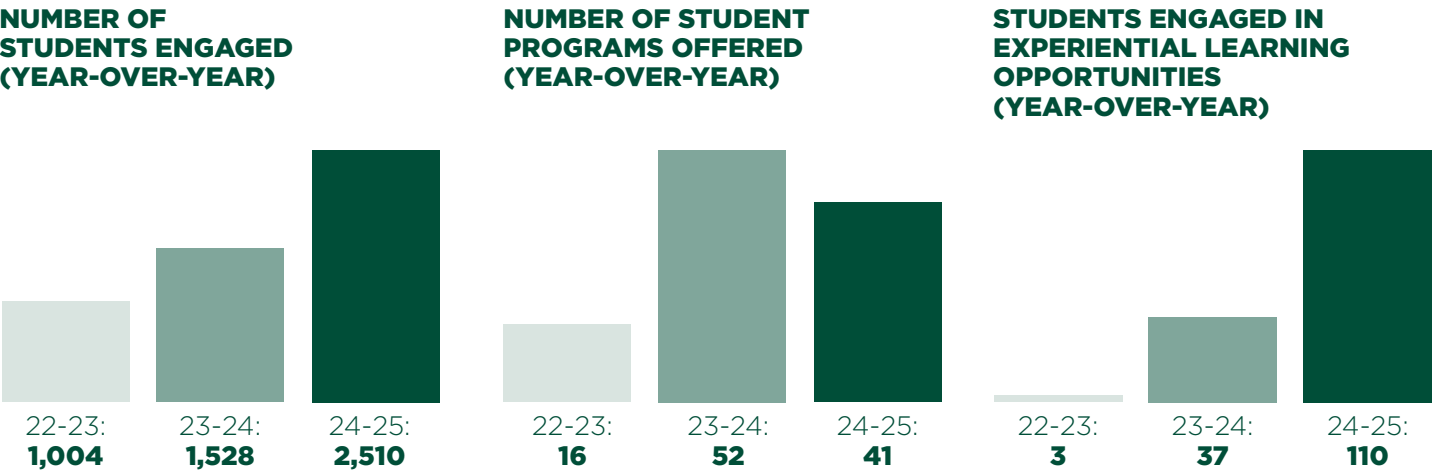
JENNIFER DUNN
ASSOCIATE DIRECTOR





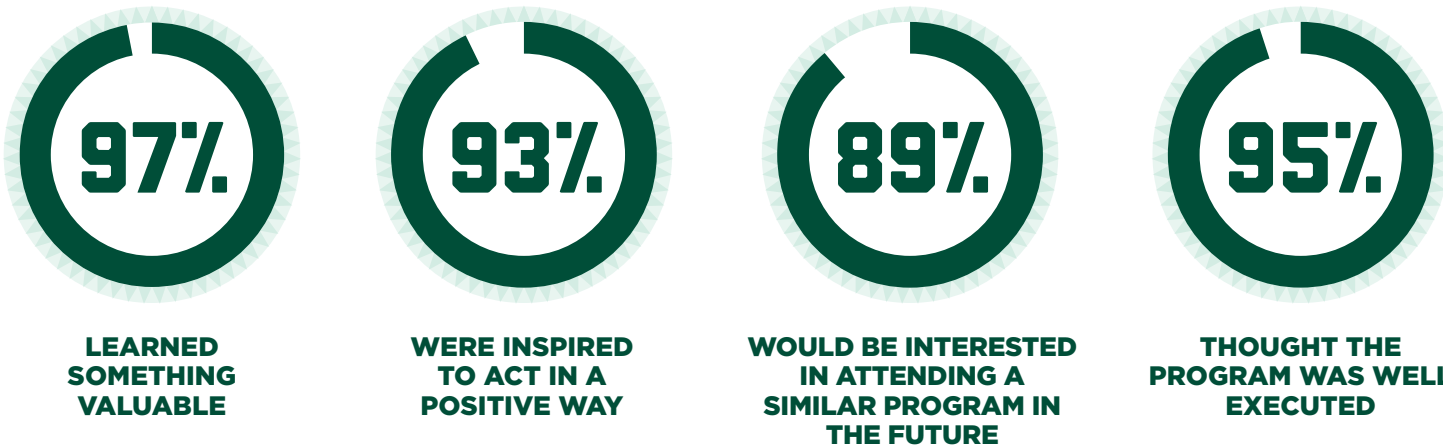
CENTER FOR ETHICAL AND SOCIALLY RESPONSIBLE LEADERSHIP IN NUMBERS

STUDENT ENGAGEMENT



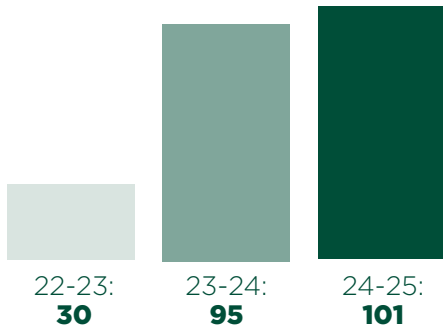
STUDENT SURVEY

Across our signature events, over 1100 surveyed students agree:



FACULTY ENGAGEMENT

TOTAL BROAD FACULTY INVOLVED WITH CESRL (YEAR-OVER-YEAR)



22

GRANTS AWARDED TO MSU FACULTY
TOTALING \$88,080



OUTREACH/ PARTNERSHIPS

OFF-CAMPUS PARTNERS ENGAGED

- ▶ STATE OF MICHIGAN
- ▶ PECKHAM
- ▶ MICHIGAN REHABILITATION SERVICES
- ▶ US CENTER FOR ADVANCED MANUFACTURING
- ▶ MICHIGAN STATE UNIVERSITY FEDERAL CREDIT UNION

ON-CAMPUS PARTNERS ENGAGED

- ▶ STRIDE CENTER
- ▶ COLLEGE OF EDUCATION
- ▶ MSU RESOURCE CENTER FOR PERSONS WITH DISABILITIES
- ▶ ETHICS INSTITUTE
- ▶ MSU WATER ALLIANCE
- ▶ FRANK J. KELLEY INSTITUTE OF ETHICS
- ▶ MSU CENTER FOR BIOETHICS AND SOCIAL JUSTICE
- ▶ HONORS COLLEGE
- ▶ REI
- ▶ BURGESS CENTER FOR INNOVATION AND ENTREPRENEURSHIP
- ▶ MICHIGAN STATE UNIVERSITY'S CREATING INCLUSIVE EXCELLENCE GRANTS

////////////////////

HIGHLIGHTS OF SUCCESS

Elevating Ethics and Social Responsibility

In recognition of our successful second year, the Center for Ethical and Socially Responsible Leadership received the Richard J. Lewis Quality award from the Broad College Advisory Board. This award recognized CESRL’s sustained commitment to excellence and impressive growth in student engagement and impact.

The Broad 2030 Strategic Plan states that our core values are Excellence, Integrity, and Respect, with a strategic theme of Ethics and Social Responsibility. The center’s programs are designed to align with the Broad Strategic Plan. Our efforts fall into three categories, student-centered programs, curricular initiatives and faculty support, and outreach. The following pages highlight our key achievements in each area.



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

STUDENT-CENTERED PROGRAMS



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



- ▶ Spring 2025 saw CESRL take its first major step in Collaborating with cross-campus Ethics Centers as part of the inaugural **MSU Ethics Week**. Ethics Week brought together students, faculty, and staff to engage in meaningful conversations about the ethical dimensions of today's most pressing challenges, across a wide range of issues. This university-wide effort was a collaboration among CESRL, MSU's Ethics Institute, the Frank J. Kelley Institute of Ethics, and the Center for Bioethics and Social Justice. Over the course of the week, 17 ethics-focused events engaged more than 1,000 members of the campus community.
- ▶ In Spring 2025, CESRL launched the **SPARK Student Innovation Grants**. The grants are aimed at registered student organizations, to support student-led initiatives and programs that focus on the intersection of business with ethics or social responsibility. The SPARK Awards provide funding of up to \$2,500; applications are open to registered student organizations or student cohorts within the Broad College of Business.
- ▶ **Leadership in Action** has become a signature event for student leaders within the Broad College of Business. This interactive conference features talks from prominent leaders and alumni, inspiring 100 student leaders as they begin the Fall semester. Leadership in Action is a partnership between CESRL, Broad DEI, and Undergraduate Student Engagement.
- ▶ CESRL hosted the **Sustainability Debate** for the second year, offering prize money to the top four teams, for a total of \$16,000. This year we had twelve teams participate from across Michigan State University (MSU). Students debated whether Environmental, Social, or Governance (ESG) should be a prominent focus for corporations in today's environment.
- ▶ CESRL partnered with the finance department and law school to bring in two prominent guest speakers in the Fall semester. **Harry Markopoulos**, talked about how he uncovered the fraud in Bernie Madoff's Ponzi Scheme and provided lessons for future finance and accounting professionals. Former Missouri state legislator **Steve Brown**, alongside his prosecutor, Hank Shea, came to Broad to talk about the difficult aftermath Steve experienced due to illegal actions intended to help a friend win an election. Students across all majors got insight into the realities of white-collar crime and its consequences.
- ▶ In addition to these signature events, CESRL continues to host the **Lunch and Learn Series** led by 10 Faculty members and 6 industry experts, **Ethics in the News** Case Competition for undergraduate students, and the **Ray Schmidgall Hospitality Ethics Lecture**.

CURRICULAR INITIATIVES AND FACULTY SUPPORT



Faculty are at the forefront of cultivating critical thinking, ethical leadership, and cross-cultural collaboration among Michigan State University students. Through innovative pedagogy and research-backed programs, our faculty design and deliver unique learning experiences that extend

beyond the traditional classroom. CESRL supports Broad College faculty by offering annual teaching and research grants to pursue these efforts. In addition, the Center has partnered with specific programs to design initiatives that promote ethics and social responsibility to their students.

13

RESEARCH GRANTS AWARDED

We have awarded 13 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



- ▶ To date we have awarded 22 research and teaching grants. This year, our teaching grants have totaled \$10,780, impacting over 700 students per year.
- ▶ Our FY24 CESRL teaching grant recipient, Antoinette Tessmer, received a **Special Recognition Award** for Promoting International Understanding from the MSU International Awards Committee for her course on **Collaborative Online International Learning** that was supported by a CESRL grant.
- ▶ **The Ethics in Entrepreneurship** module developed by CESRL has been taken by over 300 students pursuing an Entrepreneurship minor.
- ▶ CESRL partnered with Broad College of Business departments to bring five industry experts to campus to talk with faculty and students about the intersection of ethics and their specific fields of study.
- ▶ CESRL has continued to support specific Broad academic programs by facilitating the EMBA program's 2nd year kickoff on the topic of **"Corporate Responsibility and Social Entrepreneurship"**, leading a session on **"Global Ethics in Finance and Accounting"** for a study abroad course, and leading a class session on **"Ethics, What's the Big Deal?"** for an Entrepreneurship course.

OUTREACH INITIATIVES



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



- ▶ CESRL partnered with the EMBA program and Michigan Rehabilitation Services to offer experiential opportunities to EMBA students. MRS was seeking better ways to gain insights from their clients and respond effectively to client feedback. The EMBA student teams developed solutions to the problem and pitched their ideas directly to MRS leadership.
- ▶ CESRL hosted a third **Ethics Symposium** in collaboration with MSU's other ethics centers. In 2024, the event focused on the intersection of ethics with professionalism, leadership, and confidentiality across industries. Nearly 100 people from across campus came together to learn from the keynote speaker and panelists.
- ▶ In partnership with the US Center for Advanced Manufacturing and the Economic Forum, CESRL hosted the **Next Generation of Leaders Summit**. The audience was made up of over 80 global leaders who are committed to ensuring that tomorrow's workforce reflects the diversity of people, thoughts, skills, and experiences woven into its employees and leaders. This event allowed an opportunity to showcase the Helen Dashney Women's Leadership Accelerator participants and the manufacturing talent of our Broad College students.





FACULTY GRANT AWARDEES

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

Integral to CESRL's mission is its partnership with college faculty, aiming to cultivate **thought leadership** in ethics and social responsibility while simultaneously infusing these topics in classroom instruction. Each of our grant recipients below help extend Broad's commitment to ethics and social responsibility, through curriculum development or topical research.

TEACHING/CURRICULUM GRANT AWARDEES



Antoinette Tessmer
Professor, Finance

"This grant allowed me to focus on curriculum development for the next edition of IBUS211: Business and Culture Seminar - Africa to run in FS25. We wanted to improve the course curriculum and increase participation on Broad's side. We proposed designing and running an improved COIL activity in collaboration with the University of Nigeria, Nsukka that will be part of IBUS211 curriculum in FS25. This grant was requesting funds for curriculum development (summer 25) and running (fall 25) phases of the COIL activity."



Allison Dellapelle

Fixed Term Faculty,
Accounting and
Information



Mi Ran Kim

Associate Professor,
School of Hospitality
Business

“The objective of the Principles of Financial Accounting course (ACC 201) is to provide students with an opportunity to explore the dynamic business environment and their future responsibility to make effective and useful decisions as business professionals and leaders. To achieve this objective, honors students are required to engage in a case competition in which they research and present on relevant accounting topics that emphasize ethics and social responsibility. These topics include Environmental, Social, & Governance (ESG) in Accounting, the Fall of Enron & Creation of the Sarbanes-Oxley Act, Forensic Accounting & Decision Making, and Accounting Data Analytics among others. The competition is designed to increase students’ interest in accounting while simultaneously building a strong foundation in ethical decision-making.

The Curricular Mini Grant from the Center for Ethical and Socially Responsible Leadership allowed us to further develop this innovative and thought-provoking competition. This significantly widened the impact of our students’ understanding of accounting concepts and the important ethical decisions business professionals make.”

“This project aims to equip students with the knowledge and skills needed to critically engage with AI tools, manage their learning using self-regulated learning (SRL) frameworks, and navigate ethical considerations related to AI usage. By preparing students with the foundational knowledge of AI ethics, this project will promote social responsibility and enhance students’ ability to use AI technologies effectively and ethically in their future careers, particularly in the business sectors including hospitality.

The grant was utilized to enhance student learning in business courses by developing an AI ethics training module for students. The impact on student learning included improved self-regulation skills, enhanced understanding of AI ethics, and greater competency in using AI responsibly. Students learned how to leverage AI as a supplementary tool for academic progress while addressing ethical challenges such as data bias, privacy concerns, and transparency.”





Anne Dohmen

Assistant
Professor, Supply
Chain Management

“Last year, I partnered with an alumni who is a consultant for food rescue organizations out of Florida. We had an awesome class, but I want to do more. He agreed to provide me with data so that I could create a case study about food rescue organizations. The objective was to understand how planning capacities and financial models should change based on the agricultural growing season. The Greater Lansing Food Bank was willing to do an operations tour during one of the classes so that my students can get

‘boots on the ground’ to understand how these organizations work. Overall, I wanted my students to understand the important work that food rescue organizations do, the difficulties that they have in planning capacity (they do not know what is going to be donated when, or what type of food is going to be donated) and then identify and provide solutions to some of the problems that food banks face. These solutions will be provided to the guest speaker, and hopefully the GLFB.”



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

CESRL awarded \$36,780 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.

RESEARCH GRANT AWARDEES



Suman Basuroy

Full Professor,
Marketing

“This project is a direct outcome of the tragic mass shooting event of February 13, 2023 on MSU campus. The purpose of this project is to explore the causal relationship of how mass shootings increase incidents of racial discrimination against Black small business owners (Airbnb owners). We make two key contributions in this research. This research is the first one to show that mass shootings directly cause incidents of racial discrimination to increase and we also identify a mechanism. Second, our set up enables us to distinguish between two types of discrimination - statistical discrimination and taste-based discrimination.

We plan to use comprehensive data on mass shootings from the Gun Violence Archive between January 2017 - February 2020 (pre-Covid) and combine that with data provided by AirDNA on Airbnb demand and supplies. We will examine whether and how mass shootings influence the demand for home-sharing services (Airbnb) in the state of Texas differentially based on host race. Machine learning can categorize profile pictures of hosts and guests into Black, White, Asian and Hispanic.”



By using machine learning and real-world Airbnb data, we're able to distinguish between statistical and taste-based discrimination in the aftermath of mass shootings.

Suman Basuroy | Full Professor,
Marketing



I wanted my students to understand the important work that food rescue organizations do—and the unpredictable challenges they face every day.

Anne Dohmen | Assistant Professor,
Supply Chain Management





Dylan Boynton

Assistant Professor,
Management

“The goal of this project is to better integrate core concepts from management and organizational theory with labor market outcomes. Firms in developed countries still employ the vast majority of individuals in the labor market and are major contributors to important outcomes such as wage growth, inequality, and gender sorting. At the same time, hiring is a strategic behavior on the part of firms driven by their own goals and competitive positions.

Theory in management and strategy has developed several constructs related to these behaviors and decisions, but there has been little explicit and systematic connection between these constructs and labor market outcomes, particularly inequality. Our hope is to combine this data with firm-specific variables measuring core strategic concepts -- particularly industrial and geographic diversification -- which may predict important changes in labor composition or worker earnings.”



This research shifts the conversation from whether firms engage in CSR to how deeply and consistently they commit to it.

Zixuan Gu | Doctoral Student, Management



Zixuan Gu

Doctoral Student,
Management

“My research focuses on corporate social responsibility (CSR) and a firm’s decision to increase their commitment to CSR investments instead of focusing on more traditional financial investments. Existing approaches often treat engagement in CSR activities as a type of opportunity cost such that dedicating resources to CSR activities involves withholding or redirecting resources from other activities that may directly increase shareholder benefit. The CESRL research grant allows me to address the trade-off between firms’ financial investment and social involvement by directly testing the amount of expenditure on social activities, as well as the opportunity cost of social engagement.

Specifically, instead of focusing on CSR investment at one particular point in time, I will track a firm’s sustained commitment to different CSR activities. This will allow me to separate CSR efforts that are more temporary and thus more akin to “greenwashing” compared to CSR efforts that are more continuous and more sincere.”



Using a difference-in-difference model, we’ll analyze how a policy meant to clarify pricing may impact hosts differently, based on race.

Janhavi Venkatesh | Doctoral Student,
Marketing



Janhavi Venkatesh
Doctoral Student,
Marketing

"The research grant from CESRL will enable me to investigate the heterogeneous impact of price transparency on consumer demand in peer-to-peer (P2P) markets, specifically regarding the race of the host on short-term rental platforms like Airbnb. We will explore how perceptions of pricing dynamics differ across demographic groups, hypothesizing that Black consumers may view additional fees as opportunistic, while White consumers may interpret them as signals of quality.

With the implementation of Airbnb's price transparency algorithm, which displays total prices upfront, our study aims to examine how this transparency influences perceptions of property quality based on the host's race and subsequently affects booking decisions. We will employ a difference-in-difference model to analyze the effects of this policy change on two groups: hosts who disclosed cleaning fees before and after the policy (control group) and those who adopted transparency only after the policy change (treatment group)."



John Xuefeng Jiang
Full Professor,
Accounting and
Information Systems

"The research grant from CESRL will enable me to investigate the unintended consequences of increased regulatory scrutiny on credit rating agencies' behavior and its implications for market ethics and social responsibility. This database, containing detailed information on over 140,000 corporate bonds and related securities, will serve both as a research tool and as a training platform for developing our next generation of accounting researchers.

This research will address ethical/socially responsible areas by examining how institutional pressures affect the independence and objectivity of credit rating agencies and investigating whether increased scrutiny leads to potentially harmful herding behavior among rating agencies.

Assessing the impact on market transparency and investor protection will provide insights for developing more effective regulatory frameworks that promote both accountability and independent decision-making."



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
Scaleup | CPO and GM



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



Danielle Brown
Mammoth Brands | 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 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

Building on the strong momentum and notable successes of our initial three academic years, we eagerly anticipate our fourth year of activity. A highlight will be hosting Sherron Watkins, former Vice President and courageous whistleblower of the Enron scandal, for our annual Warrington Lecture. Looking ahead to Spring 2026, we are honored to welcome Kay Firth-Butterfield, a pre-eminent global expert on AI governance and former Head of Artificial Intelligence at the World Economic Forum, as the featured speaker for the Roy S. Pung Ethics Lecture. Demonstrating our commitment to inclusive practices, we are partnering with MSU's College of Education, Michigan Rehabilitation Services, and Peckham, Inc. to present the Abilities, Opportunities, and Future of Work Conference, centered on workplace inclusion. Following a successful inaugural event, Ethics Week will return in February 2026, promising another impactful series of discussions and activities.

We will continue to provide impactful learning opportunities through the Sustainability Debate, the Leadership in Action Conference, the Ethics in the News Undergraduate Case Competition, and our engaging Lunch and Learn series. We aim to expand our valuable experiential partnerships with organizations like the State of Michigan. We will continue to offer Faculty Teaching and Research Grants, as well as our prestigious Social Impact Award, presented in collaboration with the Burgess Institute for Entrepreneurship and Innovation.

Our programming embodies a creative, intentional, multifaceted, and multidisciplinary approach. Moving forward, we remain dedicated to our mission of developing ethically competent business leaders motivated to create positive societal impact.

We invite you to engage with us and reach out with any questions or ideas you may have.



**CENTER FOR
ETHICAL AND
SOCIALY
RESPONSIBLE
LEADERSHIP**

BETH HAMMOND

Managing Director

(517) 353-4229
hammon25@msu.edu

667 N. Shaw Lane, Rm E222
East Lansing, MI 48824

broad.msu.edu/cesrl