

# Principles for Responsible Management Education

## NC State Poole College of Management

### SIP Report 2021 - 2023



## Message of Support from the Dean

At the Poole College of Management, we instill an entrepreneurial mindset in all our students, so that each of them will bring creative and innovative thinking to bear on business problems and opportunities. And we build analytical skills into every program, so graduates leave here ready to lead — whether in a two-person tech startup or a Fortune 500 boardroom.

From the beginning, we've teamed up with real-world industry to inform our research, to engage our students and to focus on relevant business challenges and trends, including driving environmental, social and financial responsibility. For students, we're a bustling college at the forefront of business education, providing experiential learning that prepares career-ready graduates. For companies big and small, we're a bridge that connects research and best practice.

We are committed to implementing the Principles for Responsible Management Education (PRME) to ensure we educate the next generation of leaders to effectively address current and future business challenges. We are proud of our PRME efforts, led by the Business Sustainability Collaborative, engaging with students, faculty, and the local and global business communities.

This report outlines the steps we have taken during the 2021/22 and 2022/23 academic years, starting with those principles that are most relevant to our capacities and mission.

Sincerely,

Frank Buckless, PhD  
Stephen P. Zelnak Jr. Dean  
Dean, Poole College of Management  
NC State University





## Letter from the Director of the Business Sustainability Collaborative

At the Business Sustainability Collaborative (BSC), we make the case for real, good business: the sustainable practices that benefit people, the planet and the bottom line. Our world-class teaching and research reveal how social, environmental and financial performance, taken together, offer deeper insight into the good that businesses do. And we connect students and faculty with real-world companies to put sustainable practices into action.

The vision of BSC is to solve businesses' greatest social, environmental and economic challenges. BSC works to connect students, faculty, and the business community through experiential learning, career development, academic and applied research, and partnership opportunities. The Business Sustainability Collaborative works with faculty to integrate environmental, social, and financial responsibility into curriculum throughout the Poole College of Management. The BSC works to engage industry to advance and share innovative sustainability practices that lead to positive business results.

I have served as Director of the Poole College Business Sustainability Collaborative for the last ten years, and during that time we've worked to integrate the Principles for Responsible Management Education into our curriculum, research and applied learning activities. We have worked tirelessly to assess the needs of students and the local and global business community, develop appropriate programs to address those needs, and work both inside and outside the traditional classroom.

Sincerely,  
Jessica Yinka Thomas  
Director, Business Sustainability Collaborative  
Associate Professor of Practice, Department of Management, Innovation and Entrepreneurship



## A Leader in the B Corporation Movement

B Corporations don't just act in the best interest of their shareholders. **They strive to benefit all the stakeholders that a company touches:** their employees, their customers, their communities and the world at large.

The [B Corporation certification](#), administered by the nonprofit [B Lab](#), requires companies to meet and maintain **rigorous standards of social and environmental performance, public transparency and legal accountability**. That means consumers can feel good about working with certified B Corporations. And companies with the certification know they're adopting forward-thinking, best-for-the-world, business strategies.

NC State's [Business Sustainability Collaborative](#) is among the global leaders in the field. Through our innovative B Corp Clinic, we link talented students with aspiring B Corporations for the benefit of both. Students get a semester-long consulting experience with up-and-coming companies; and those same companies get access to cutting-edge insights from the world of business sustainability.

The Business Sustainability Collaborative is an active member of North Carolina's B Corporation community. Through our events and academic initiatives, we strive to connect NC State's students with certified B Corporations and other like-minded individuals across the state.

Through our leadership of B Academics, we engage with a community of over 600 academic institutions worldwide researching and teaching about B Corporations. Together, **we're tackling the world's most pressing sustainability problems** — and training the business leaders of tomorrow.



*B Lab Global*



## About the Principles for Responsible Management Education

[The Principles for Responsible Management Education](#) (PRME) is a UN Global Compact-backed initiative with the mission to inspire and champion responsible management education, research, and thought leadership globally by bridging relationships and catalyzing collaboration among the United Nations, the Global Compact, and academia.

The Six Principles of PRME are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement.

Higher education institutions that become signatory to PRME make a public commitment to knowledge creation and education that supports and develops leaders who are capable of managing the complex challenges faced by businesses and society in the 21st century.

Similar to the Global Compact, PRME is a multi-stakeholder platform with a dynamic network of local and global learning communities, including thematic working groups and regional chapters, which collaborate on projects and events. Since its official launch in 2007 by UN Secretary-General Ban Ki-moon, the PRME initiative has grown to be endorsed by more than 600 leading business schools and management-related academic institutions from over 80 countries across the world. Learn more: [www.unprme.org](http://www.unprme.org)

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

## Introduction to the NC State Poole College of Management

### Our Mission

The Poole College of Management at NC State University develops innovative leaders, creates world-class research and engages with our community to make our world a better place to live and work.

### Our Values

- Excellence in all that we do
- The success of our students and alumni
- The impact of our research and scholarship
- A culture that champions diversity, inclusion, belonging and wellbeing
- Ethical awareness, decisions and behaviors
- Innovative approaches to problem-solving
- Positive contributions to our society and the world

### Our Vision

The Poole College of Management will be the preeminent Think and Do business school, recognized for its teaching, research and service.

### Our Strategic Goals

1. Empower students for a lifetime of success and impact.
2. Ensure preeminence in research, scholarship, innovation and collaboration.
3. Expand and advance our engagement with and service to North Carolina and beyond, defining the standard for a 21st-century land-grant university.
4. Champion a culture of equity, diversity, inclusion, belonging and wellbeing in all we do.
5. Improve university effectiveness through transformative technologies, cutting-edge processes and actionable data.
6. Lead in developing innovative partnerships, entrepreneurial thinking and applied problem-solving.
7. Elevate the national and global reputation and visibility of NC State





## PRINCIPLE 1: PURPOSE – DEVELOPING THE CAPABILITIES OF STUDENTS TO BE TOMORROW'S RESPONSIBLE LEADERS

### B Corp Clinic

The [NC State B Corp Clinic](#) has helped both local and global companies achieve B Corp certification by working with teams of graduate and undergraduate students from universities across the state. Students gain hands-on consulting experience and the chance to learn about social and environmental impact assessment and sustainable business models, and they have a direct impact within the organizations that they are partnered with.

*“Becoming a B Corp can be a challenging process for any business, no matter the size. The benefits of being a B Corp can be significant, both in terms of positive impact and competitive advantage.*

*Participating in the clinic, I gained practical experience applying the B Corp assessment tools while helping a business improve their social and environmental impact. The B Corp clinic helped our team understand the challenges to committing to social and environmental responsibility, while causing as little disruption as possible to the business.” - Sarah Henderson, Jenkins MBA '23*



In the B Corp Clinic, companies are matched with a team of students (intentionally designed to include students from multiple disciplines) to go through an assessment process and identify strategies they can take to improve the company's social and environmental impact. In Fall 2020, the B Corp Clinic became a featured practicum course in the MBA 582 Sustainability in Business course offering. NC State MBA and MAC students with various concentrations completed this coursework.

*"The B Corp Clinic gave me the opportunity to connect with organizations and community leaders to broaden my understanding of sustainability in business. This allowed me to apply the skills directly learned in the classroom to further a company's sustainability journey. The Clinic was so impactful to my own professional development that I am now pursuing a career in corporate sustainability."* - Kayla Bashore, Jenkins MBA '23

Over the last eight years, the B Corp Clinic has worked on over 100 semester-long projects with companies that range from start-ups to multinational corporations and from a broad range of industries. The Clinic has worked with both local companies and companies as far away as California and Australia, the latter of which being made possible by innovative, virtual collaboration tools. Students and companies can participate in the program from anywhere in the world. The Clinic provides a unique opportunity to develop future business leaders. Learn more about the B Corp Clinic:

[bsc.poole.ncsu.edu/student-opportunities/consulting/](https://bsc.poole.ncsu.edu/student-opportunities/consulting/).

**Over the last 16 semesters, the B Corp Clinic supported 31 companies in their B Corp certification or recertification journey.**

### **Student Business Sustainability Association (SBSA)**

The Poole College of Management is home to the new undergraduate club [Student Business Sustainability Association](#) (SBSA) founded in Spring 2023 by undergraduate student and BSC Associate Johnny Nguyen. SBSA's mission is to inspire the next generation of business sustainability leaders through hosting career focused events, expert speakers and facilitating student leadership opportunities. The club's vision is to incorporate sustainability into all levels of businesses, the individuals who will empower organizational changes toward a sustainable future and society. In the short time SBSA has been a functioning club, SBSA has already hosted two events in Spring, Speed Networking with the Change Makers, as well as an educational clothing swap. The club plans to continue its growth over the next semester. The BSC director and program manager serve as faculty club advisors and provide feedback and suggestions to SBSA's strategies and ideas.

*"It excites me to think about the wide variety of opportunities available to advance sustainability through businesses. All it takes is any one person who is willing to make that first step, to show their passion, and to follow through with their suggestions. Starting the Student Business Sustainability Association and already receiving so much engagement from the student body only continued to validate my optimism about the impact our generation will make."* - Johnny Nguyen, SBSA Founder and President, Undergraduate '23



## PRINCIPLE 2: VALUES – INCORPORATING THE VALUES OF GLOBAL SOCIAL RESPONSIBILITY AND SUSTAINABILITY IN TO OUR CURRICULUM

### Curriculum Development

The Business Sustainability Collaborative works closely with faculty to:

- Identify research topics and research partners at other colleges within the university
- Identify and sponsor sustainability related academic conferences, journals and grant opportunities
- Integrate sustainability topics into courses
- Identify and develop sustainability related cases, problems, or exercises
- Identify sustainability related classroom educational materials such as textbooks, periodicals, and other technical guidance materials.



*“More and more consumers, not just in the US, but around the world, want to be assured that the products they buy were sourced, produced, delivered with as small an environmental footprint as possible... That is why I am incorporating a module on sustainable operations and supply chain management in my course, MBA 540 Introduction to Operations and Supply Chain Management.” - Dr. Eda Kemahlioglu Ziya, Associate Professor, Department of Business Management*

From supply chain management to marketing to entrepreneurship, our faculty are integrating sustainability across the undergraduate, graduate programs. Poole College faculty are also guest lecturing across campus on topics related to sustainable business management.

## **51 courses have integrated principles of social and environmental impact through case studies, guest speakers, design challenges and practicum projects.**

### **Examples of Undergraduate Courses**

#### Sustainability reporting

- ACC 210: Introduction to Financial Accounting (Roby Sawyer)
- ACC 220: Introduction to Managerial Accounting (Roby Sawyer)
- MIE 330: Human Resource Management (Beth Ritter)

#### Employee engagement

- MIE 330: Human Resource Management (Beth Ritter)

#### Labor and human rights

- MIE 432: Labor Relations (Beth Ritter)

#### Recruiting, talent development and training

- MIE 306 – Managing Ethics in Organizations (Jessica Thomas)
- MIE 330: Human Resource Management (Beth Ritter)

#### Sustainable marketing strategy and planning

- BUS 360: Marketing Methods (Pieter Verhallen)

#### Sustainable consumer behavior

- BUS 360: Marketing Methods (Pieter Verhallen)
- BUS 460: Consumer Behavior (Stefanie Robinson)

#### Sustainable products

- BUS 360: Marketing Methods (Pieter Verhallen)

#### Social sustainability in the supply chain

- BUS 475: Purchasing and Supply Management (Brian Brosnan)

#### Environmental sustainability in the supply chain

- BUS 474: Logistics Management (Bradley Ashbaugh)
- BUS 475: Purchasing and Supply Management (Brian Brosnan)

#### Business Ethics

- MIE 306 – Managing Ethics in Organizations (Jessica Thomas)
- ACC 450 Auditing and Assurance Services (Joe Brazel)

#### Economic Growth

- EC 301: Intermediate Microeconomics (Tamah Morant)
- EC 348: Introduction to International Economics (Andy Nowel)

### **Featured Undergraduate Course**

MIE 306: Managing Ethics in Organizations (250+ undergraduate students per year)

Managing Ethics in Organizations addresses the challenges and leadership requirements in developing and implementing ethical business strategies. Just preventing unethical conduct is not the purpose of this course. There is adequate evidence that developing an ethical culture in an organization contributes to employee commitment, customer satisfaction, successful stakeholder relationships, and improved profit/shareholder value. Business ethics is not a cost but a benefit that contributes to organizational success. Through readings, cases, assignments



and discussion, we address pressing business ethics issues relevant both locally and globally. Most of these issues affect the reputation and success of the entire firm. The objective is to help identify risks associated with ethical decisions and how to address those risks in the context of an organization.

*“Strategically focused organizations are already realizing the need to think ahead 15-20 years to evaluate how and when their business model is likely to be impacted by unsustainable products and services critical to their supply chain, in addition to changes in customer demand for what is currently their ‘crown jewel’ product or service. In the face of such challenges, it is critical that the Poole College of Management integrate topics related to sustainability in our teaching, research, and engagement with businesses.” - Dr. Mark Beasley, Deloitte Professor of Enterprise Risk Management*

### Examples of Graduate Courses

Sustainability reporting

- ACC 533: Accounting and Tax Research (Kathy Krawczyk and Scott Showalter)

Measuring social impact

- MBA 582: Sustainability & Business (Jessica Thomas)

Sustainable marketing strategy and planning

- MBA 560: Marketing Management & Strategy (Mike Stanko)
- MBA 562: Research Methods in Marketing (Stefanie Robinson)

Sustainable product design/eco-design

- MBA 590 Designing For Sustainability (Leigh Shamblin)

Lean and green manufacturing

- MBA 540 Operations and Supply Chain Management (Eda Kemahlioglu Ziya)

Environmental and Social sustainability in the supply chain

- MBA 540 Operations and Supply Chain Management (Eda Kemahlioglu Ziya)
- BUS 610: Sustainable Supply Chain Management (Rob Handfield)

Corporate Social Responsibility (CSR)

- MBA 590: Marketing and Corporate Social Responsibility (Stefanie Robinson)

Corporate governance

- BUS 590-005: MGIM Innovation Practicum (Leigh Shamblin)

Diversity, Inclusion, and Belonging

- ACC 530: Advanced Income Tax (Nathan Goldman)
- MBA 538: Women as Leaders (Leigh Shamblin)

Business Ethics

- MBA 510: Critical Thinking for Managers (Leigh Shamblin)
- MBA 512: Ethical Thinking for Managers (Eileen Taylor)

Economic Growth

- ECG 715: Environmental and Resource Economics (Roger H. von Haefen, Harrison Fell)

Study Abroad

- MBA 590: Sustainable Business in Emerging Markets Study Abroad to Brazil (Jessica Thomas)

### Featured Graduate Course

MBA 582: Sustainability & Business (20+ graduate students per semester) - This course provides students with the knowledge and tools to become a purpose-driven business leader. Students will learn

how to influence management and other key stakeholders on the competitive advantages of sustainability in management. The course explores different business models and strategies that companies can use to drive social and environmental change, and explains why purpose-driven businesses are particularly well positioned to tackle the world's biggest problems. Students will gain an understanding of how sustainable business strategies are used as drivers for innovation, collaboration, and transformation. We will explore how to apply the concepts of business sustainability across functional areas including investment strategies, market insight, and operational excellence. The course structure will integrate a combination of tools including lectures, simulations, cases, guest speakers and academic studies.

### **NC State SDG Course Inventory**

NC State University has many courses at the undergraduate and graduate level that are related to the Sustainable Development Goals. NC State has developed [a course inventory](#) of over 600 courses across the university that address one or more of the UN Sustainable Development Goals. The inventory is searchable by course level, college and SDG and provides a useful tool for students to chart their academic trajectory.

## **PRINCIPLE 3: METHODS – CREATING EDUCATIONAL FRAMEWORKS, MATERIALS, PROCESSES, ENVIRONMENTS AND RESPONSIBLE MANAGEMENT LEARNING EXPERIENCES**

### **B Impact Teams Workshop and Webinar**

In 2018, BSC developed and launched a 4 hour virtual workshop open to academic collaborators around the world to share, replicate and adapt the B Corp Clinic model. To date, the following academic institutions are working to replicate or have already replicated the B Corp Clinic: University of Georgia Terry School of Business, University of New Hampshire, University of Florida, Appalachian State University, University of Alberta, California State University Channel Islands, Santa Clara University, Laureate University, University of Vermont Grossman School of Business, Santiago + B initiative in Chile, and University of South Carolina. Each of these academic intuitions is now equipped with tools and resources to connect their students to local and global businesses to work with them to address social and environmental challenges. BSC is currently collaborating with B Academics to develop a 90 minute webinar version of the B Impact Teams workshop to increase accessibility and continue to scale the B Impact Teams model.

## **PRINCIPLE 4: RESEARCH – WE WILL ENGAGE IN CONCEPTUAL AND EMPIRICAL RESEARCH THAT ADVANCES UNDERSTANDINGS OF THE ROLE AND IMPACT OF ORGANISATIONS IN THE CREATION OF SUSTAINABLE SOCIAL, ENVIRONMENTAL AND ECONOMIC VALUE**

### **Applied Research**

We work with top researchers and practitioners to pioneer innovative sustainability practices and redefine how business success is measured. At the Business Sustainability Collaborative, thought leaders across disciplines come together to tackle real-world business challenges through social and environmental innovation. More than a quarter of the faculty in the Poole College of Management work with us to integrate sustainability into their curricula — and their research drives and measures sustainability

practices to foster better business outcomes. From studying the habits of green shoppers to examining labor and human rights in the supply chain, our experts are cultivating insights that make the case for business as a force for good.

### Featured Publications

1. "Social Washing or Credible Communication? An Analysis of Corporate Disclosures of Diversity, Equity, and Inclusion in 10-K Filings," Working Paper. Published in the Social Science Research Network and co-authored by Nathan Goldman and Yuan Zhang.
2. "Consumer trust in social responsibility communications: The role of supply chain visibility," Published in Production and Operations Management and written by Tim Kraft
3. "Pursuing B Corp Certification: Exploring Firms' Entrepreneurial Orientation and Prosocial Motivation," published in Sustainability and co-authored by Jeff Pollack, Jon C. Carr, and Lewis Sheats.
4. "The role of psychological distance in organizational responses to modern slavery risk in supply chains," Published in Journal of Operations Management and written by Robert Handfield.
5. "Establishing Operational Norms for Labor Rights Standards Implementation in Low-Cost Apparel Production," Published in Sustainability and written by Robert Handfield.

**32 research papers published on the topic of sustainability.**

### **PRINCIPLE 5: PARTNERSHIPS – INTERACTING WITH MANAGERS OF BUSINESSES AND ORGANISATIONS TO JOINTLY MEET AND SUPPORT OUR WIDER SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES**

Our expert faculty and students team up with industry leaders to use the power of business to solve social and environmental challenges. At the Business Sustainability Collaborative (BSC), we partner with industry leaders to pioneer socially and environmentally sustainable practices — and they see lasting, far-reaching results.

### Events

BSC hosts multiple speaker series and events to connect industry thought leaders innovating in sustainable business to our NC State campus community and local business community. The BSC Conversation Series provides a forum for students and community members across NC to engage with business leaders and change makers. Our goal is to provide insight into how these leaders are transforming the way business operates to benefit people, the planet, and the bottom line.





BSC recognizes that higher education must assist in transforming organizations and creating the needed human capital to enable companies that are environmentally, socially and ethically responsible. Since its inception in 2013, BSC has hosted a regular [industry speaker series](#) to provide a forum for students from across NC State to learn from business leaders and changemakers how they are transforming the way that business operates to benefit people, the planet and the bottom line.

Past events have included:

- Career Speaker Series: Ramsay Huntley, Wells Fargo (November 2023)
- Speed Networking with Changemakers (November 2023)
- Career Speaker Series: Rejaul Hasan, Senior Social Responsibility Manager at Amazon (October 2023)
- B Corp Leadership Development (BLD) Southeast (September 2023)
- Career Speaker Series: Ron Jarvis, Chief Sustainability Officer at the Home Depot (August 2023)
- Speed Networking with Changemakers (April 2023)
- FoodCon (February 2023)
- Paula Alexander, VP of Sustainability at Burt's Bees (November 2022)
- Speed Networking with Changemakers (May 2022)
- Speed Networking (November 2021)

These events have engaged over 1,000 participants from the student, faculty, staff and community members.



### Global Entrepreneurship Week (GEW)

As part of the annual university-wide celebration of Global Entrepreneurship Week (GEW) at NC State, BSC hosts an annual [Speed Networking with Social Entrepreneurs](#) event. It provides an opportunity for students across campus to network with local impact entrepreneurs. The event is a collaboration of the NC State Poole College Business Sustainability Collaborative, NC State Social Entrepreneurship + Innovation and NC State Entrepreneurship.

### B Corp Leadership Development (BLD) Southeast

NC State had the honor of hosting the first in person [B Corp Leadership Development \(BLD\) Southeast](#) conference in September 2023. This event brought together students, faculty, community members, and the B Corp community from across the southeast region of the United States. The event was sold out and a huge success with 250 attendees. The excitement started Thursday with several networking and strategy events, plus a City of Raleigh walking tour and welcome reception. Friday's sessions were hosted at NC State University's Talley Student Union, in partnership with the Business Sustainability Collaborative. Our program manager, and BSC Associates were in attendance for this event.





*"I am truly grateful, honored, and humbled to be part of BLD Southeast...The day continued with engaging discussions with numerous thought leaders at Raleigh Founded, sparking many thought-provoking conversations. As I delve deeper into the realms of sustainability and the B Corp community, I'm consistently amazed by the genuine sense of care and understanding between those in the network.*

*- Miguel Maysonet, Jenkins MBA '24*

## **PRINCIPLE 6: SUPPORTS DIALOGUE WITH INTERNAL AND EXTERNAL STAKEHOLDERS ON CRITICAL ISSUES RELATED TO GLOBAL SOCIAL RESPONSIBILITY AND SUSTAINABILITY**

### **B Local Triangle Leadership**

The [B Local Triangle](#) is a proud collection of B Corp enthusiasts leading the change in the Triangle area since 2008. B Local Triangle's mission is to engage the Triangle's diverse B Corporations to magnify the positive outcomes they create in our community, the environment, and their teams... and have fun while doing it! They are a community of passionate people in the Research Triangle region of North Carolina who like to get together, and who are interested in social enterprise and the possibility of using business as a force for good. B Local Triangle partners with B Lab, North Carolina Business Council, Activate Good, "B the Change", and our NC State Business Sustainability Collaborative.



In September 2023, B Local Triangle in partnership with our Business Sustainability Collaborative will host the first in person Southeast B Leadership Development (BLD) at NC State University. This event will bring together B Corps and mission-driven businesses from the Southeast to learn and connect.

### **Global B Corp Academic Community: B Academics**

In Spring 2016, BSC director founded the Global [B Corp Academic Network](#) (B Academics), working to advance the state of academic study into business as a force for good. B Academics is a network of over 300 educators and researchers from around the world who are committed to accelerating the sustainable business movement by studying the global movement of B Corporation certification and benefit corporations. B Academics work with each other, the global B Lab network, and the B Corp community to share best practices and identify opportunities for collaboration with regard to research, teaching, and experiential learning. The network hosts monthly video conference calls and an annual academic roundtable focused on sharing best practices and identifying opportunities for collaboration.

The Global B Corp Academic Community, which is now composed of 352 faculty from leading academic institutions around the world, is focused on driving curriculum development, research and applied learning related to B Corps and benefit corporations. Over the last 2 years, B Academics has hosted or co-hosted over 20 virtual meetings of the B Academics network and 2 annual roundtable discussions. These events have brought together hundreds of academics from around the world to share best practices and identify opportunities for collaboration.



### **National and International Invited Presentations**

BSC Director, Jessica Thomas, has presented nationally and internationally about the work of Poole College in driving social and environmental impact. Invited presentations include:

- Appointed Stanford Alumni Association Board of Directors Member (September 2023)
- Fashion Institute of Technology Keynote (April 2023)
- AgBiome “Under The Microscope” Podcast featured guest (April 2023)
- “Debunking sustainability myths & misconceptions” article feature (April 2023)
- The Sustainability Journey Podcast featured guest (January 2023)
- VoyageRaleigh, Raleigh Rising Star feature (April 2022)
- Finding Humanity B Lab Podcast Featured Guest (February 2022)
- Poole Podcast: B-Corp and the Triple Bottom Line featured guest (September 2021)
- Wolfpack solutions series Redesigning capitalism: Business as a force for good (August 2021)
- Global, Here and Now Podcast featured guest (March 2021)

- The Green Elephant Show Podcast featured guest (March 2021)



**Contact:**

Jessica Yinka Thomas

Director, Business Sustainability Collaborative

Associate Professor of the Practice, Department of Management, Innovation and Entrepreneurship

Poole College of Management, North Carolina State University

919-515-4441- [jthomas@ncsu.edu](mailto:jthomas@ncsu.edu)

[bsc.poole.ncsu.edu](http://bsc.poole.ncsu.edu)

Rachel Haynes

Program Manager, Business Sustainability Collaborative

Poole College of Management, North Carolina State University

919-515-4441- [rhaynes@ncsu.edu](mailto:rhaynes@ncsu.edu)

[bsc.poole.ncsu.edu](http://bsc.poole.ncsu.edu)