



June 29, 2010

PRME Steering Committee
c/o Dr. Manuel Escudero
Head, Global Compact Special Projects & Academic Initiatives
UN Global Compact Office
New York, NY 10017

Dear Dr. Escudero:

The purpose of this letter is to confirm the commitment of the Rohrer College of Business to engage in a continuous process of improvement with regards to the application of the Principles of Responsible Management Education (PRME), to report annually on our efforts to support the PRME principles, and to contribute to the learning experience of the academic institutions participating in the PRME.

In order to become a signatory supporter of the PRME initiative, I am enclosing our completed "Academic Institution Information to the PRME Initiative" form.

We look forward to our participation in the PRME initiative. If you have any questions or require additional information, please let me know.

Sincerely,

A handwritten signature in black ink, appearing to read "Niranjani", with a long, sweeping horizontal line extending to the right.

Niranjani Pati, Ph.D.
Dean and Professor

NP/hws

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ROWAN UNIVERSITY

Rohrer College of Business

SIP Report

June 2010

OVERVIEW

The Rohrer College of Business has about 900 undergraduate students, 150 graduate (MBA) students, 36 faculty, and offers 7 undergraduate programs in Accounting, Entrepreneurship, Finance, Human Resource Management, Management, Management Information Systems, Marketing, and an MBA program.

The Mission of Rowan University is:

A leading public institution, Rowan University combines liberal education with professional preparation from the baccalaureate through the doctorate. Rowan provides a collaborative, learning-centered environment in which highly qualified and diverse faculty, staff, and students integrate teaching, research, scholarship, creative activity, and community service. Through intellectual, social and cultural contributions, the University enriches the lives of those in the campus community and surrounding region.

Further, the Rohrer College of Business (RCOB) has articulated the following:

Vision Statement

To become a regionally prominent, nationally recognized, and globally engaged college of business creating a transformative learning experience.

Core Values

- Excellence: faculty, staff, student, and alumni strive to distinguish themselves as valued quality contributors in their chosen fields/professions
- Inquiry: nurture a culture of intellectual curiosity and critical thinking
- Innovation: encourage creative and adaptive thinking
- Respect: promote tolerance, collegiality, and ethical behavior
- Social Responsibility: strive to generate sustainable value for business and society as a whole

Mission Statement

The Rohrer College of Business of Rowan University empowers its students to compete and succeed responsibly in their careers.

- The Rohrer College of Business Faculty makes effective teaching that engages students in the learning process its highest priority supported by relevant scholarship and appropriate levels of service.
- Rowan University's undergraduate business programs are grounded in liberal arts, focus on excellent business practices, and offer students opportunities for experienced-based learning.
- Rowan University's graduate business programs provide contemporary graduate business education to professionals of diverse fields and academic backgrounds, and accentuate knowledge and skills required for career advancement.
- In partnership with the Center for Innovation and Entrepreneurship, the Rohrer College of Business promotes entrepreneurship throughout the University and in the regional community.
- **The Rohrer College of Business will be responsive to emerging developments in industry and business education.**

As is indicated in the above statements, RCOB has an underlying commitment to generate sustainable value for business and society and also create transformative learning experiences.

Rowan University is also a member of the American College and University Presidents' Climate Commitment (<http://www.presidentsclimatecommitment.org/>) and was one of the initial members of this initiative.

The organizational context for a broad orientation toward sustainability already exists and is consistent with the first PRME principle.

MAJOR ACHIEVEMENTS

The major achievements are discussed, and focus on, with respect to **Principles 4** and **Principles 5 and 6**.

Principle 4 – Research: The level of interest and research output, pertaining to sustainability issues, has significantly increased among a segment of RCOB faculty.

The listing of faculty research in the last two years:

Shifei Chung, Professor of Accounting

Ramesh Narasimhan and Shifei Chung, "Accounting for the Proposed Clean Energy and Security Act Emissions Allowances: Are Fair Value Relevant or Even Necessary?" *Oil, Gas & Energy Quarterly*, Vol. 58, No. 3, March 2010, p497-501.

Robert D'Intino, Professor of Entrepreneurship

D'Intino, R.S. 2008. Teaching Social Entrepreneurship with Green Sustainability. 2008. *Proceedings of the 53rd International Council for Small Business World Conference*. Paper in the Social, Environmental, and Ethic Responsibility & Sustainable Development SME's section of the Proceedings CD. Halifax, Nova Scotia, Canada.

Krueger, N.F., Schulte, W.D., D'Intino, R.S., Kickul, J., Hansen, D.J., Bacq, S., and Welsch, D.H.B. 2009. Teaching Social and Sustainable Entrepreneurship. Academy of Management 69th annual conference, Chicago.

Rusinko, C.A., Benn, S., Sama, L.M., Steckettee, D.M., Walker, H., and D'Intino, R.S. 2009. Greening and Sustainability in the Management Curriculum. Academy of Management 69th annual conference, Chicago.

Krueger, N.F., Nicholls, J.A., Welsh, D.H.B., D'Intino, R.S., Schulte, W.D., and Day, M. 2008. Social and Sustainable Entrepreneurship Research 'In the Rough'. Academy of Management 68th annual conference, Anaheim, CA.

Dilip Mirchandani, Professor of Management

Mirchandani, D., and Ikerd, J. 2008. Building and Maintaining Sustainable Organizations. *Organization Management Journal*, Vol. 5, 40-51. **Most viewed and downloaded paper for OMJ in 2009.**

Tresinari, A., and Mirchandani, D. 2009. Issues and Challenges for Managing Sustainably. *Eastern Academy of Management XIII International Conference*, June 21-25, Rio de Janeiro, Brazil.

Stephanie Weidman, Professor of Accounting

Weidman, S.M., A.J. Curatola, and F. Linnehan. 2010. "An Experimental Investigation of the Intentions to Accrue and Disclose Environmental Liabilities." *Advances in Public Interest Accounting*. 15 (forthcoming).

The above research outputs indicate that we have made a strong start with respect to Principle 4.

Principles 5 and 6 – Outreach, Dialog, and Partnership: The RCOB initiated an annual PRME Sustainability Conference Series in 2009. Successful conferences were held in April 2009 and March 2010. The web links for the Conference Programs are:

RCOB PRME Conference – Sustainable Business Practices – April 3, 2009

<http://www.rowan.edu/colleges/business/prme/events/conference/2009/program/program.cfm>

RCOB PRME Conference - Sustainability Practices in Learning Organizations – March 26, 2010

<http://www.rowan.edu/colleges/business/prme/events/conference/2010/program/flash/default.html>

Each of the conferences had about 200 attendees including over a hundred RCOB students and faculty and high level executives. Presenters and Faculty from Drexel, Fairleigh Dickinson, Fordham, St. Joseph's, Rowan, and Widener have participated. High level executive presenters from ACUA, Bristol-Myers Squibb, Campbell Soup, Domino Foods, Du Pont, Ernst and Young, Mannington, PSEG, SAP, Siemens have also participated.

Speakers, like Ana Paula Grether, from Petrobras, have also given invited talks on CSR and sustainability (<http://www.rowan.edu/colleges/business/stories/index.cfm?id=25>)

We are delighted to be able to engage so many constituents in our first two conferences and look forward to establishing this annual conference as an important forum for PRME and sustainability issues.

FUTURE ACTIONS AND KEY OBJECTIVES

RCOB has made the least progress with respect to, Principles 2 and 3, academic activities, curricula, and educational frameworks. However, we are taking steps to begin to explicitly address these issues in our 7 undergraduate Business Programs. Specifically, the six PRME principles have been incorporated in the Program Review template that each program uses for its annual review and report. This should serve as a prompt for each program to identify and integrate sustainability related topics and materials into the program courses and curriculum.

In addition, in looking ahead to the next two years, we plan to:

- 1) **Continue to build our annual conference as a key forum for dialog and initiating partnerships for research and action. Our next conference in 2011 will target the inclusion of more University partners and noted scholars to deliver academic keynotes.**
- 2) **Encourage and try to bring more faculty to join the sustainability research agenda by building upon the strong start by some of the RCOB faculty.**
- 3) **Focus on identifying ways to explicitly incorporate sustainability issues in each of our program courses and curricula.**
- 4) **Explore the creation of a Net Impact chapter for the MBA students.**

SUPPORT AND HELP FROM PRME CONSTITUENTS

We invite assistance and collaboration with respect to:

- 1) **Join us in broadening and enriching our next annual conference (April 1, 2011) by participation of students, faculty, and corporate partners.**
- 2) **Share ways in which sustainability issues have been successfully integrated into a variety of courses and programs e.g., Accounting, Finance, HRM, Marketing.**
- 3) **Share successful strategies to increase student engagement and change student culture in this regard.**