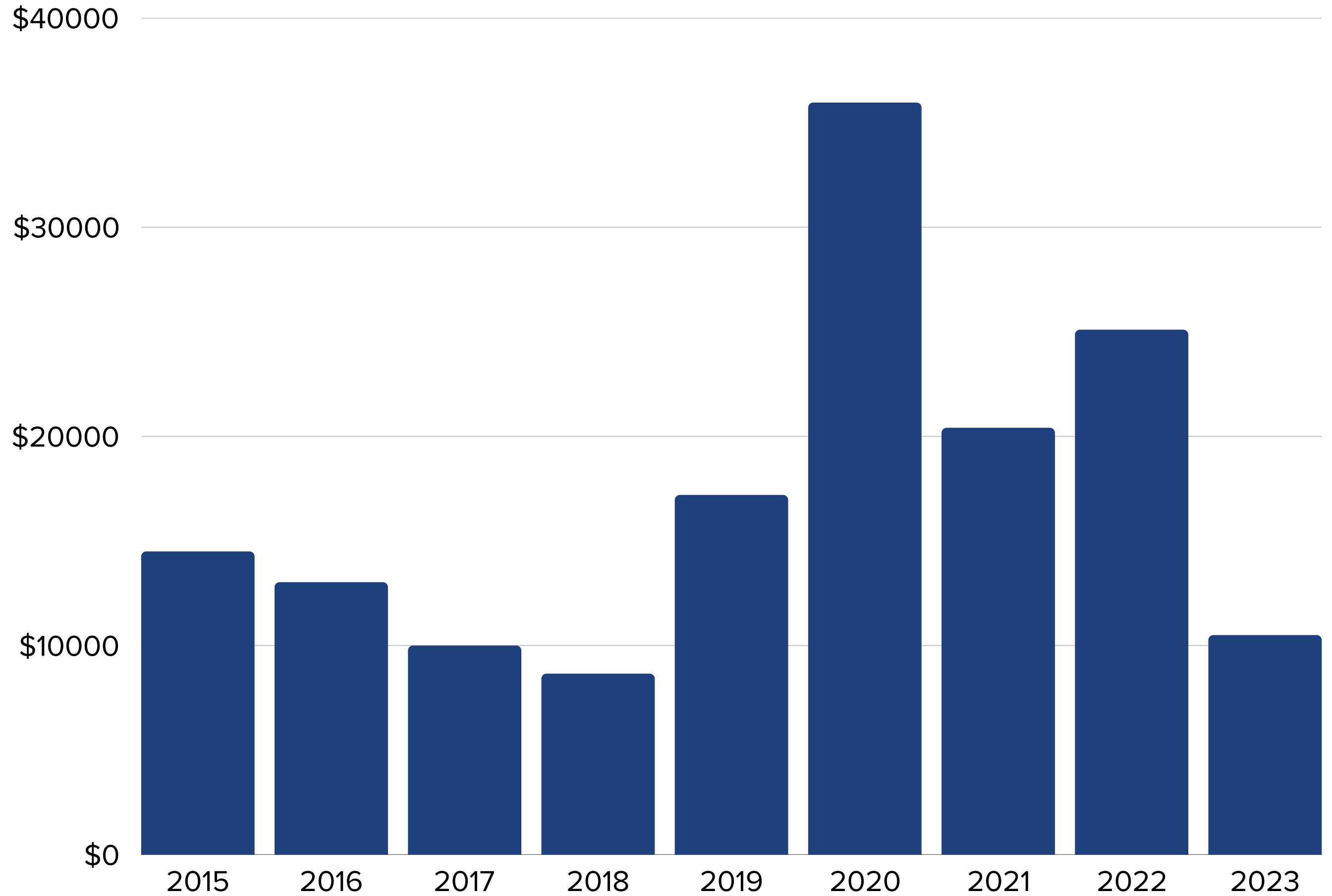


Research Supported to Date

Since 2015, the Center has awarded

\$155,354

to support research projects across five departments



Research Seminars

Center Sustainability Research Seminars showcase faculty research in sustainability inside and outside the college and provide a setting for discussion and collaboration.

October 19, 2022



Dr. Eva Steiner, Associate Professor of Real Estate, King Family Early Career Professor

"Climate Change and Commercial Real Estate: Evidence from Hurricane Sandy."

November 2, 2022



Dr. Erica Smithwick, Distinguished Professor of Geography and Ecology and Associate Director, Institutes of Energy and Environment

Presentation on the science of carbon offsets as an invitation for potential business school collaborations

December 7, 2022



Dr. Meg Meloy, Professor of Marketing, David H. McKinley Professor of Business Administration; Dr. Huseyn Abdulla, Assistant Professor of Supply Chain Management in the Haslam College of Business, University of Tennessee; Dr. James Abbey, Bob '85 and Kelly Jordan '86 Professorship in Business Associate Professor

"Show, Don't Tell: Education and Physical Exposure Effects in Remanufactured Product Markets"

February 22, 2023



Dr. Johanna Amaya, Assistant Professor of Supply Chain & Information Systems

"Sustainable Urban Logistics"



This year saw the first annual Penn State Climate Solutions Symposium organized by the Institutes of Energy and the Environment. The Center was asked to put together a panel exploring how the business and associated stakeholders are factoring in the impact of climate change on decision-making.

Our panel, organized by Research Director Dan Cahoy, was titled "Perspectives of Business and Finance to Address Climate Change Solutions".



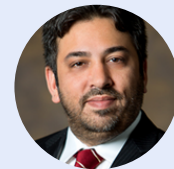
"Perspectives of Business and Finance to Address Climate Change Solutions"
Moderated by our Research Director, Dan Cahoy

Panelists:



Lisa Bolton

Professor of Marketing and Anchel Professor of Business Administration. Smeal College of Business



Stefan Lewellen

Assistant Professor of Finance, Smeal College of Business



Xue Xiao

Ph.D. Student in Risk Management, Smeal College of Business



Matthew Gustafson

Associate Professor of Finance and Stuart and Michele Rothstein Early Career Professor, Smeal College of Business



Suvrat Dhanorkar

Associate Professor of Supply Chain Management, Smeal College of Business

Highlights from the Susman Professor in Sustainability



As of July 1, Dr. Winterich will be the co-editor at the Journal of Marketing Research, one of four premier marketing journals, and is also president of the Academic Council of the American Marketing Association.

Awards:

Distinguished Scientific Contribution Award, from the Society for Consumer Psychology

Impact Teaching Award, from the Smeal College of Business, for her course on Sustainable Behavior of Consumers, Firms, and Society

Dr. Karen Winterich, Professor of Marketing, was named the Gerald I. Susman Professor in Sustainability in 2020.



Dr. Winterich also co-edited a special issue of the Journal of Association for Consumer Research on Climate Change, which will be published in July.

Read the editorial:
<https://doi.org/10.1086/724997>



Undergraduate Enrollments in Sustainability Two-Piece Courses

BA 441, MKTG 442, and SCM 448 are elective courses for students in any major who want to go deeper into sustainability. Students select two of the three courses. Enrollment to date reflects total enrollment since BA 441 and MKTG 442 began in 2012, and SCM 448 began in 2018.

BA 441: Strategies for Enterprise Sustainability

97

Total 2022-23 enrollment

535

Enrollment to date

MKTG 442: Sustainable Behavior of Consumers, Firms, and Societies

129

Total 2022-23 enrollment

672

Enrollment to date

SCM 448: Building Sustainable Supply Chains

30

Total 2022-23 enrollment

101

Enrollment to date

Instructors:



Erik Foley
Instructor of Management,
Director of Center for the
Business of Sustainability



Karen Winterich
Professor, Gerald I. Susman
Professor in Sustainability



Dan Guide
Chaired Professor of
Operations & Supply Chain
Management

Smeal Undergraduate Students Graduating with Sustainability Leadership Minor

12

Smeal students who graduated with the minor in 2022-23

The Intercollege Minor in Sustainability Leadership is open to any major at Penn State and is designed for students who wish to promote environmental, social, and economic sustainability in their personal and professional lives. Students cultivate these sustainability leadership competencies in the context of thematic tracks that allow them to focus on particular topics within sustainability studies.



Enrollments in Business Sustainability Strategy Graduate Certificate

Overview

The 9-credit Graduate Certificate in Business Sustainability Strategy teaches the skills needed to effectively assess opportunities and measure the environmental, social and governance (ESG) performance of a firm.

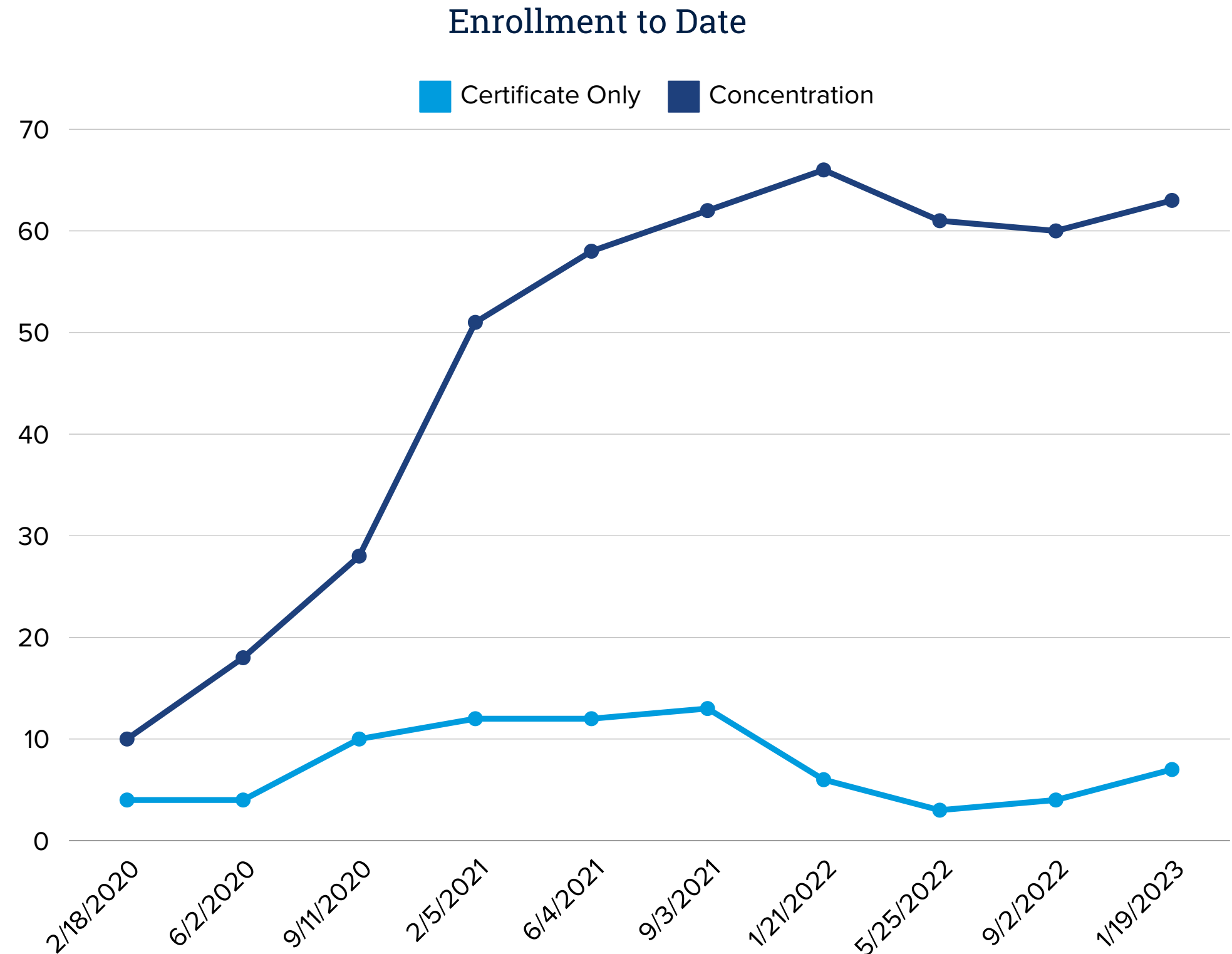
Graduate students take the three courses specifically for the certificate or as a concentration in another Master's program.

Total enrollments since the program began in 2020:

552 *total*

477 *concentration*

75 *certificate only*



Penn State Executive Programs

Building a Sustainable Supply Chain Short Course

Overview

The Center partners with Penn State Executive Programs to offer Building a Sustainable Supply Chain, a 3-day short-course that is offered as an open enrollment program and can be customized for specific clients.

Enrollment
to date:

340

Open Enrollment Instructors



Erik Foley
Instructor of Management,
Director of Center for the
Business of Sustainability



Dan Guide
Chaired Professor of Operations
& Supply Chain Management



Saurabh Bansal
Associate Professor of Supply
Chain Management

Veteran's Administration Instructors



Lori Francis
Associate Professor of
Biobehavioral Health (HHD)



Erin Kitt-Lewis PhD, RN
Assistant Research Professor,
College of Nursing

Global Reach of Major Sustainability

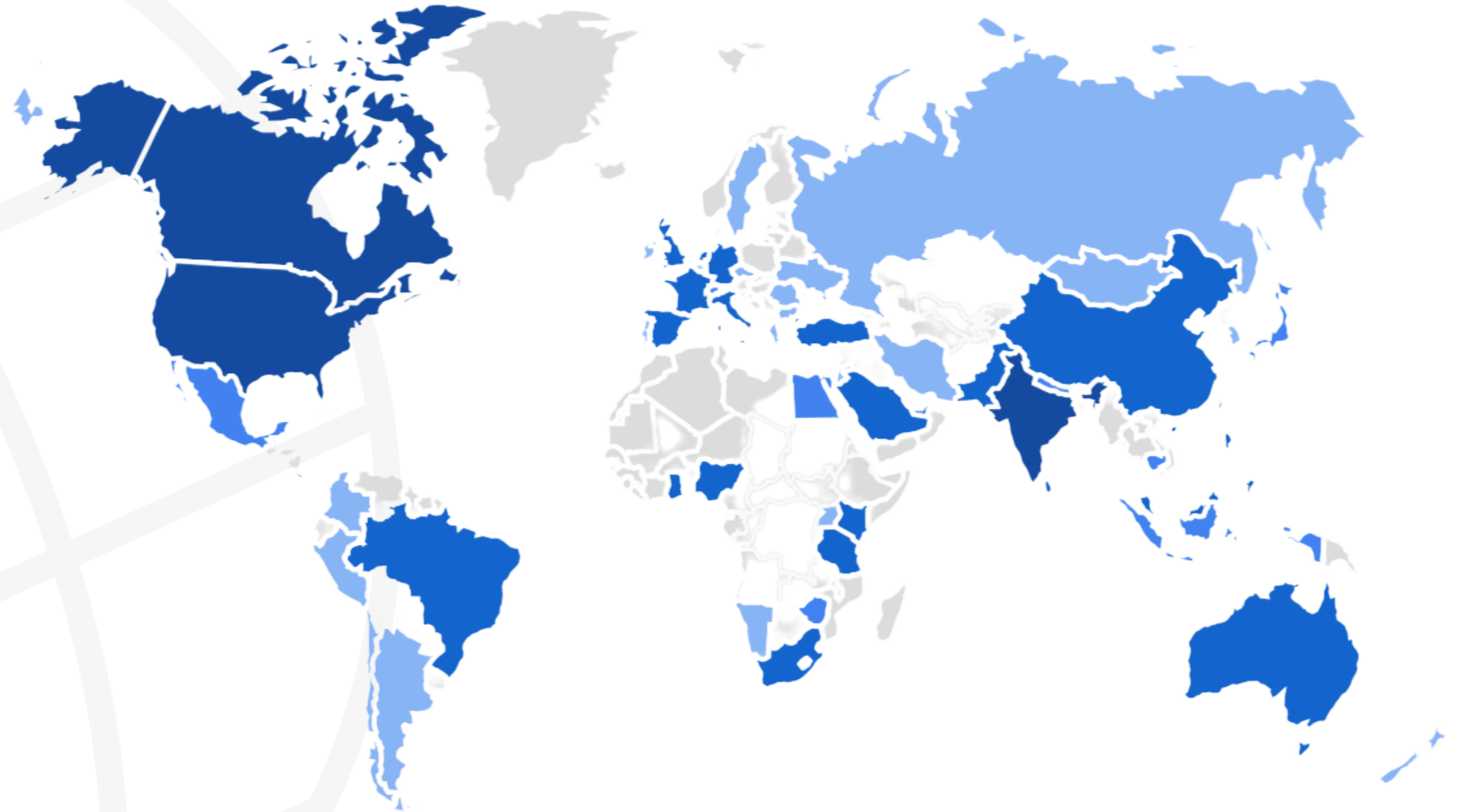
Visitors by Country

26,000+

unique visitors

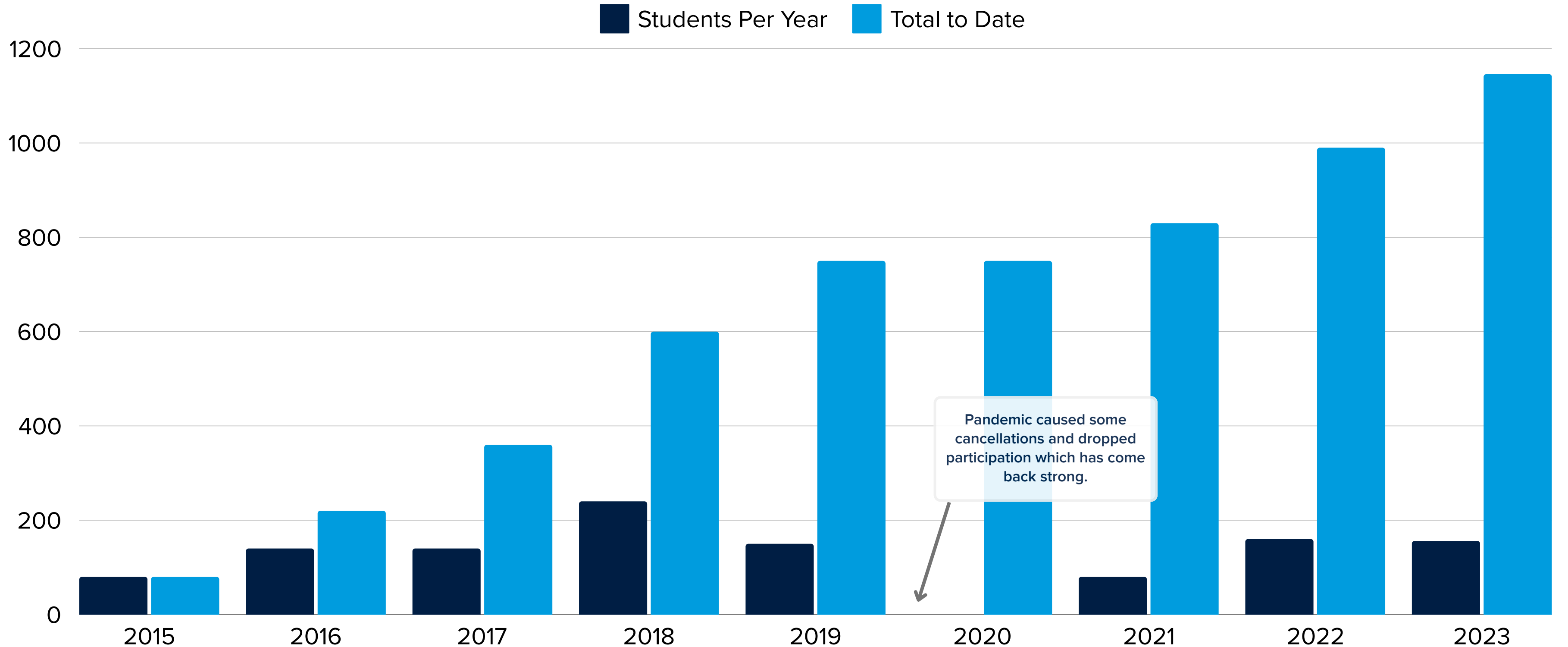
81,700+

total views



1,146 MBA and Undergrads Reached by Sustainability Case Competitions

Since 2015, Smeal's sustainability case competitions have reached nearly one thousand undergraduate and MBA students.



Smeal Sustainability Alumni Network

The Smeal Sustainability Alumni Network (SSAN) is a growing community of alumni working in, or wanting to learn about, careers in sustainability and ESG. Supported by Smeal's Office of Development and Alumni Relations and the Center, SSAN holds regular networking and educational events.

Current number
of members:

240

Join Today



SSAN Leadership

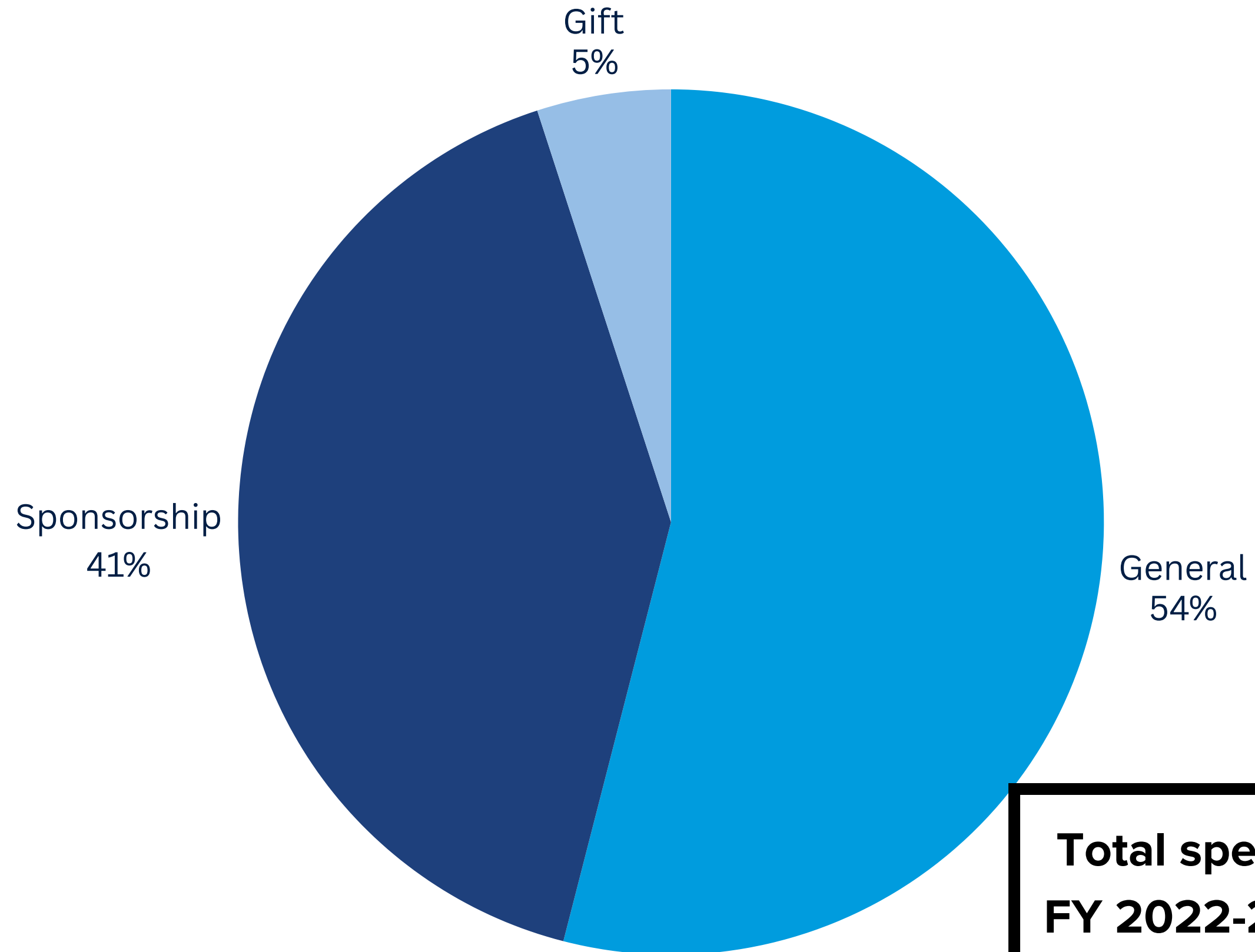


Madelyn Koch

Marketing '15

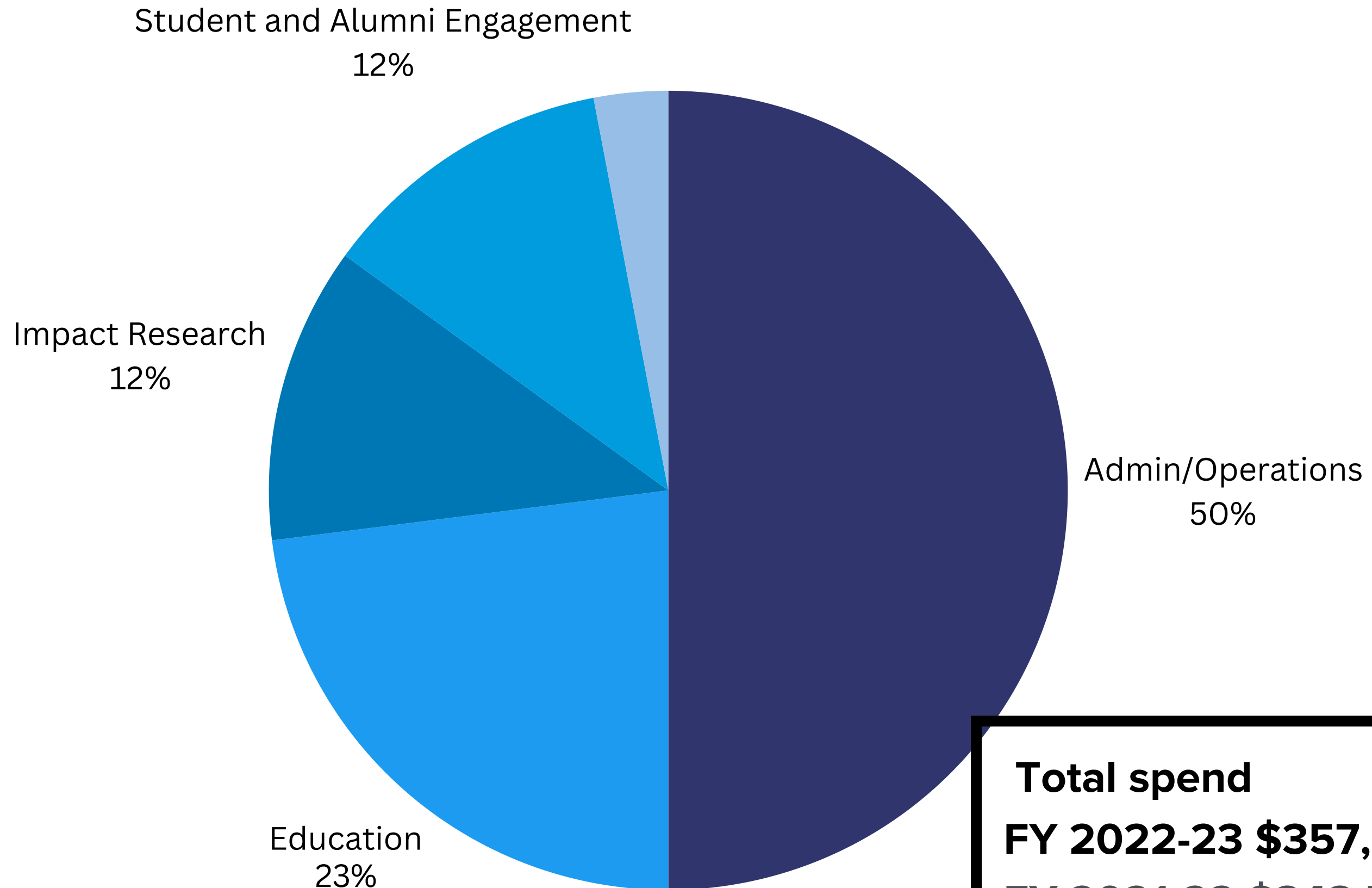
Program Coordinator, Center for
Sustainability, Energy, Efficiency &
Design (SEED), Thomas Jefferson
University

2022-23 spending by source of funds



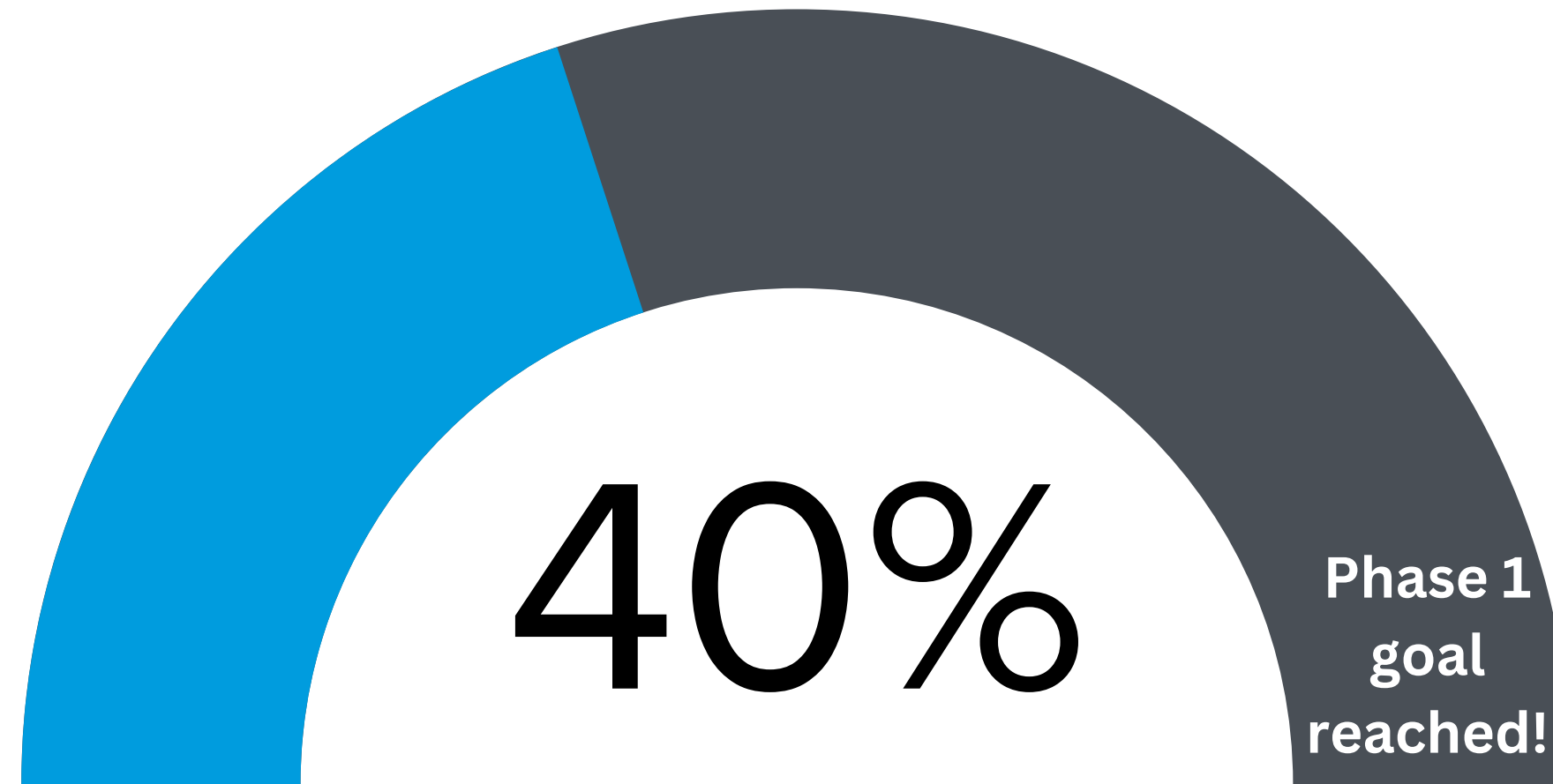
Total spend
FY 2022-23 \$357,760
FY 2021-22 \$343,514

2022-23 expenses by Areas of Work



Total spend
FY 2022-23 \$357,760
FY 2021-22 \$343,514

Progress Toward Phase 1 Fundraising Goal



\$2 million in commitments to date is 40% of the college's \$5 million goal for Phase 1 funding (last year we were at 32%)

Communications

The Center works with the Smeal PR and Marketing Team to engage with internal and external partners via LinkedIn, Instagram, and Twitter, our blog TripleBottomLion and various email promotions.



@smealsustain

Followers: 149

Growth: 8%



Center for the Business of Sustainability

Followers: 595

Growth: 14%

