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Warmest Fall 2022 Greetings!

Welcome to the first issue of *Donahue Connections*, a newsletter for sharing Donahue Center announcements, events, and opportunities.

As we approach the Center's 5-year anniversary, we are energized by the variety of collaborative efforts that steward learning, support research, generate impact, and grow community in the dynamic and transdisciplinary arena of business ethics and social responsibility!

Please enjoy celebrating the many initiatives and accomplishments of our UMass Lowell students, faculty, and community highlighted in this issue of *Connections*.

With gratitude,

Co-Directors

[Elissa Magnant, J.D.](#) & [Erica Steckler, Ph.D.](#)



SPECIAL ANNOUNCEMENTS

Manning School of Business Joins United Nations PRME Global Initiative!



The Donahue Center for Business Ethics and Social Responsibility proudly stewards engagement by Manning School of Business in the [United Nations \(UN\) Principles for Responsible Management Education \(PRME\)](#) global initiative!

Manning School of Business joins over 860 leading business and management schools across 99 countries in the shared commitment to build a more sustainable future by implementing [Six Principles](#) and supporting the achievement of the [Sustainable](#)



Faculty Leadership Opportunity - PRME Working Groups

[PRME Working Groups](#) provide opportunities to contribute expertise by collaborating with colleagues around the globe on issues related to the SDGs. PRME Working Groups develop and publish resources relevant to increasing

PRME Resources for the Classroom

As a signatory of PRME, Manning faculty gain valuable opportunities to contribute to and benefit from an extensive network of resources for advancing responsible management education. Stay tuned for more information regarding PRME resources and best practices for integrating ethics, responsibility, and sustainability goals in your classes!

Enjoy getting acquainted with PRME Working Groups at <https://www.unprme.org/prme-working-groups>. Please email DonahueCenter@uml.edu if you are interested in participating!



**Mark your Calendar
for Ethics Fest 2022**

**Thursday, November 3, 2022
10:30am - 2:00pm
Moloney Hall, University Crossing**

Would you like to lead an Ethics Fest 2022 Engagement Station?

Join us! Leading an Engagement Station at **Ethics Fest 2022** is an opportunity to creatively engage with UMass Lowell students around topics of ethics and social responsibility that influence the research, initiatives, and work you are involved with and passionate about. UMass Lowell faculty, centers, and offices are welcome to participate!

Leading an Engagement Station involves:

1. Identify an ethics-related topic of your choosing; and then
2. Design an interactive 3-5-minute exercise, game, trivia, role play, mini-case study, or anything else that engages students

For more information about leading an Engagement Station, please email DonahueCenter@uml.edu.

Feeling inspired? [Click here](#) to reserve your Engagement Station and submit your ethics-related topic.

Add Ethics Fest to your Syllabus

Bring your Classes to Ethics Fest 2022

Ethics Fest 2022 occurs over two class periods: 11:00am – 12:15pm & 12:30pm – 1:45pm. We invite you to bring your class, and we are happy to register you and your students for this event! If you cannot bring your class or do not hold a class during these times, please consider offering students extra credit to register and attend if it works for their schedules. We can provide faculty with class lists of students who scan in.



ETHICS FEST 2022
DATE: Thursday, November 3
TIME: 10:30am – 2:00pm
PLACE: Moloney Hall, University Crossing

Please email DonahueCenter@uml.edu to register your class or offer your students extra credit for attending.

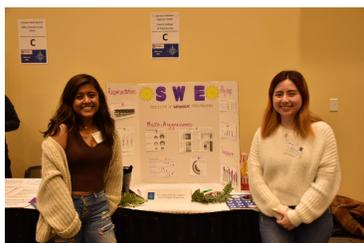
November 2021 Donahue Center Ethics Fest – Inaugural Gathering

The Donahue Center launched **Ethics Fest** on November 4, 2021, with well over 300 participants at this campus-wide event in University Crossing. Following an introduction by Manning School of Business Dean Sandra Richtermeyer, UMass Lowell Chancellor Jacqueline Moloney shared remarks to open the inaugural gathering. Students, faculty, and staff from across the university were in attendance.

This collaborative event featured a curated collection of interactive ‘engagement stations’ with ethics-related content and contexts. Topics ranged from ethics in business and entrepreneurship, income inequality, and job searches, to environmental and sustainability challenges, the use of artificial intelligence in decision making, and COVID-19 considerations. Event highlights included opportunities for students to engage with ethics topics, interact with faculty members and staff, and network with peers. Students received Ethics Fest t-shirts for participating in at least six stations.

The Donahue Center plans to host Ethics Fest annually!

Read more here: [Students Explore the Gray Areas at Ethics Fest](#) (UMass Lowell feature article – November 15, 2021)



January 2022 Lessons Learned: Leadership Talk with CEO Cindi Bigelow – Fireside Conversation & Chancellor’s Luncheon

On January 26, 2022, UMass Lowell welcomed Cindi Bigelow, President and CEO of [Bigelow Tea](#), to campus. In a conversation moderated by Center Co-Director Erica Steckler and [Student Leader of the Women in Finance Committee of Joy Tong Women in Business](#) Kristen Reardon, Cindi shared leadership insights and lessons learned along the journey of a successful multi-generation family-owned firm. Approximately 100 students, alumni, faculty, and staff attended the event in University Crossing in-person, with others in attendance via livestream. Following the leadership talk, Chancellor Moloney hosted a student luncheon featuring further discussion of leadership opportunities and challenges.



This set of events was co-sponsored by the Manning School of Business, Joy Tong Women in Business, Donahue Center for Business Ethics & Social Responsibility, and UMass Lowell Office of Alumni Relations.

Read more here: [Bigelow CEO Spills the Tea on Leadership with Students](#) (UMass Lowell feature article – January 31, 2022)

February 2022 Donahue R.E.A.D.S. – Inaugural Event

On February 10, 2022, the Donahue Center organized and facilitated the inaugural Donahue R.E.A.D.S event in Alumni Hall with students, faculty, and staff. Donahue R.E.A.D.S explores topics of Responsibility, Ethics, Advocacy, Discovery and Stewardship. This event featured the book *“What We Owe Each Other – A New Social Contract for a Better Society”* by Minouche Shafik. Insights from Shafik’s book catalyzed discussion and idea-sharing focused on the positive transformation of society.

The conversation sparked opportunities for participants to consider and voice their thoughts about the modern global economy and their role in impacting it. Students discussed their experiences, perspectives, and personal commitments in working toward change.

We look forward to future Donahue R.E.A.D.S. events together!



April 2022 Nancy Donahue Celebration of the Arts



*Nancy Donahue with Donahue Center Co-Directors
Erica Steckler and Elissa Magnant*

On April 21, 2022, Donahue Center Co-Directors Elise Magnant and Erica Steckler attended the Nancy Donahue Celebration of the Arts that showcased the work of talented UMass Lowell student actors, designers, musicians, visual artists, and creative writers. The event honored Mrs. Donahue, renowned Lowell philanthropist, who generously funded the renovation of Durgin Concert Hall on South Campus.

Read more here: [Nancy L. Donahue Celebrates the Arts with \\$2 Million Gift](#) (UMass Lowell feature article – April 28, 2022)

The Donahue Center was established through the generosity of Nancy and Richard Donahue with the mission to enhance our collective understanding and application of the value of doing well by doing good.

Six Manning School of Business Students Earn NASBA Ethical Leadership Certification

Congratulations to students **Vathanak Hok, Mina Lam, David Levine, Ivan Melendez, Eric Sloss, and Jinhua Yan** who earned the National Association of State Boards of Accountancy (NASBA) Center for the Public Trust's [Ethical Leadership Certification](#) in 2022. This certification, in collaboration with the business honor society Beta Gamma Sigma, helps students learn to identify ethical issues, hone their skills in responding to ethical dilemmas, and enhance ethical decision-making. Students participate voluntarily in this professional certification program by completing training modules and exams in six topical areas.

Vathanak, an international student from Cambodia, majoring in Business with a concentration in Marketing, is scheduled to graduate in 2023.

Mina is pursuing a double concentration in Finance and Marketing, and is the founder and president of the UMass Lowell Japanese Students Association. She is scheduled to graduate in 2023.

David is a student in the Honors College and is majoring in Business Administration with a concentration in Accounting. He is scheduled to graduate in the spring of 2023.

Ivan is scheduled to graduate in the spring of

**Student
Invitation! Complete the
Ethical Leadership
Certification (FREE!)**

The Donahue Center will sponsor the first 20 students who complete the National Association of State Boards of Accountancy (NASBA) Center for the Public Trust's Ethical Leadership Certification Program (normally a \$50 cost).

The Ethical Leadership Certification Program is an online tool that helps college students identify ethical issues, gain skills to respond to ethical dilemmas, and enhance ethical decision-making abilities. This program also helps students build their resumes and communicate their values to future employers.

Students are encouraged to complete this ethics certification program. Please email the certificate of completion and your payment receipt to donahuecenter@uml.edu.

[Click here](#) for more information and to register.

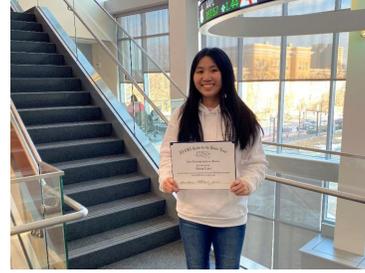
Questions? – Contact the Donahue Center at donahuecenter@uml.edu.



2023 and is studying Criminal Justice with a minor in Business Management.

Eric is scheduled to graduate in the summer of 2022, and is studying Business Management, Leadership Processes and Organizational Strategy.

Jinhua is an international student majoring in Business Administration with a concentration in Marketing, and is scheduled to graduate in 2023.



Mina Lam with her Ethical Leadership Program Certificate

Faculty and Doctoral Student Research Grants Fall 2022 Awards

The Donahue Center proudly supports research aligned with the mission of the Center. Since June 2018, the Center has awarded 18 grants to faculty to conduct ethics-related research projects. Faculty research grants have funded UMass Lowell undergraduate and graduate research assistants, as well as global collaborations led by UMass Lowell faculty. Grant recipients for the most recent cycles are listed below.



Sept 2022 – Aug 2023 Interdisciplinary Faculty Research Awards

- Dr. Ann Kronrod (Marketing, Entrepreneurship, and Innovation) with Dr. Yuan Zhang, Associate Professor of Nursing at the Zuckerberg College of Health Sciences, "Using Marketing Technology to Foster Healthy Sleep Habits"
- Dr. Mark Yicheon Yim with doctoral student Sameed Khan (Marketing, Entrepreneurship, and Innovation), "Virtual Reality Distorts a User's Perceptions of the Real World: Presenting Experimental Evidence"
- Dr. Harry Zhu (Operations and Information Systems) with Dr. Benyuan Liu, Professor, Department of Computer Science, Kennedy School of Sciences, "Ethics and Artificial Intelligence in Business"

Summer/Fall 2021 Faculty Research Awards:

- Dr. Ann Kronrod with doctoral student Yiping Li (Marketing, Entrepreneurship and Innovation), "The Signaling Effect of Color Saturation in Promoting Pro-social Behavior"
- Dr. Spencer Ross (Marketing, Entrepreneurship and Innovation), "Corporate Social Responsibility or Purpose-Driven Marketing? Re-aligning Company-Consumer Ethics"
- Dr. Julie Zhang with doctoral student Cuibing Wu (Operations & Information Systems), "CEO Influence on Social Media"

In June 2021, the Center launched its first **Dissertation Research Grant**. This award encourages and supports current Ph.D. students with dissertation research that furthers ethics-related scholarship.

July 2022 - June 2023 Dissertation Research Awards

- Debra Lee Surface (Marketing, Entrepreneurship, and Innovation), "Essays in Green Marketing: Corporate Social Responsibility Strategies, Competitive Advantage, and Consumer Discernment"
- Sambit Tripathi (Management Information Systems), "Analysis of User Generated Content in Digital Platforms"
- William Zhou (Marketing, Entrepreneurship, and Innovation), "Corporate Green Transition and Technological Innovation"

July 2021 – June 2022 Dissertation Research Award:

- David Greenway (Management), "The Lived Experience of Moral Injury in Organizations"

Student News





Congratulations and best early career wishes to Meaghan O'Brien! Meaghan worked in the Donahue Center as a Student Research Assistant from Spring 2018 through Spring 2022. As the Center's first Manning Business and Entrepreneur Scholars in Training (BEST) program student participant, Meaghan conducted comparative market research to better understand the landscape of university business ethics centers. Her contributions included assistance with case study projects and support of Center events and activities. Meaghan graduated from UMass Lowell with her B.S. (May 2021) and MBA (May 2022) degrees from the Manning School of Business. She is currently the Director of Procurement and Compliance with the Lowell Regional Transit Authority.

Read more here – [Meaghan O'Brien](#) (UMass Lowell profiles - 2022)

Congratulations to Thomas Stranberg, Yuvraj Aurora, and Prabakar Adithya on their graduation from UMass Lowell with their Manning School of Business degrees! The Donahue Center is very proud of their many accomplishments, including two first-place finishes at the 2021 International Business Ethics Case Competition. The Center looks forward to celebrating all of their future achievements and successes.

Read more here – [Twice as Nice: Business Students Earn Two Wins at Ethics Case Competition](#) (UMass Lowell feature article - May 4, 2021)

Center Co-Directors News



ELISSA MAGNANT

Attended Bentley University's 18th Annual Global Business Ethics Teaching Workshop on June 6-8, 2022. This week-long Business Ethics Teaching Workshop brings together approximately 20 professors each year from various academic disciplines to learn about and share innovative teaching methods and class discussion tools.

Awarded the 2021-2022 Student Organization Faculty Advisor of the Year at UMass Lowell's 35th Annual Student Leadership Banquet. Elissa received this award in recognition of the profound impact she makes as the faculty liaison to the Joy Tong Women in Business student leadership organization..

Recognized as one of the Manning School of Business faculty recipients at the Second Annual UMass Lowell OERscar Awards for the 2021-2022 academic year. The OERscars recognize UMass Lowell faculty who use Open Educational Resources (OERs) in their courses to make course learning materials more affordable for students. The event, organized by students from the university's Student Government Association and MASSPIRG chapter, is attended by leaders from UMass Lowell and the Massachusetts Department of Higher Education. Deborah Casey, Assistant Teaching Professor, Marketing, Entrepreneurship & Innovation, was also awarded an OERscar.



Certificate of completion, Hoffman Center for Business Ethics - Global Business Ethics Teaching Workshop at Bentley University.



Faculty Advisor of the Year, Elissa Magnant, at UMass Lowell's 35th Annual Student Leadership Banquet.



2021-2022 Manning OERscar Award Winners, Elissa Magnant and Deborah Casey. Pictured with Dean Sandra Richtermeyer and Manning students Mina Lam, Rebecca Zhou, & Heer Patel.



ERICA STECKLER

Awarded a Fulbright Grant by the Franco-American Fulbright Commission for Educational Exchange to conduct research in France during the 2022-2023 academic year. Erica will be hosted by [ESSEC Business School](#) and [CY Cergy Paris University](#) to conduct field research that advances global insights in areas of corporate sustainability and organizational authenticity.

Co-edited "Volume 2: Sustainable Development Goals (SDGs)" of the 3-volume set of World Scientific Encyclopedia of Business Sustainability, Ethics and Entrepreneurship (2022) with Andrew Ward (Lehigh University). Volume 2 features thought-leading sustainability research that advances the United Nations 2030 Agenda. To preview the volume, download the introductory chapter co-authored by Erica here: <https://lnkd.in/gYgTvS73>. Learn more about this three-volume Encyclopedia set here: <https://www.worldscientific.com/worldscibooks/10.1142/12405#t=aboutBook>

Co-edited "Alternative Theories of the Firm" (2021) with Michael Pirson (Fordham University) and David Wasieleski (Duquesne University). This volume is part of Routledge's Humanistic Management series and features 14 chapters of leading-edge research by 23 authors, including recent work by prominent corporate activist David Korten. Chapters provide insights to researchers, students, and business professionals interested in leadership, strategic management, and the intersection of corporate interests and the well-being of society. <https://www.routledge.com/Alternative-Theories-of-the-Firm/Pirson-Wasieleski-Steckler/p/book/9781032077857>

Nominated and elected to serve on the leadership team of the Academy of Management (AOM) Social Issues in Management (SIM) Division for a 4-year term beginning in August 2022.



Co-edited 3-volume set, "World Scientific Encyclopedia of Business Sustainability, Ethics and Entrepreneurship" (2022).



Co-edited volume, "Alternative Theories of the Firm" (2021).

What's the Donahue Center up to? Please visit these webpages.

[Business Ethics Case Competitions](#)

[Business Ethics Undergraduate Projects](#)

[Events & Collaborations](#)

[Lasted News](#)



The Donahue Center for Business Ethics & Social Responsibility

[Elissa Magnant, J.D., Co-Director](#)

[Erica Steckler, Ph.D., Co-Director](#)

[Sandra Savage, Program Administrator](#)

Questions? Comments?

Ideas? DonahueCenter@uml.edu

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