



Message from the CESR Executive Director



Happy Summer to CESR Friends and Family,

The Boulder skies finally have returned to blue (mostly) after the barrage of fires over the state of Colorado, including the Flagstaff one in our backyard. We are thankful to thousands of firefighters who have worked tirelessly in beastly heat to protect our land and property!

Great things continue to percolate at CESR, even though the hustle and bustle of students in our hallways won't begin for another six weeks. We have begun to lay the groundwork for our exciting new program, **The CESR Stampede**, a week of special events in April 2013 focused on values, social responsibility, and ethics in business that will be open to the community.

We continue to make progress on external visibility and collaboration, important goals of the Center. We have received growing coverage by the media, even including *Le Monde* (France)! Our Curriculum Think Tank, focused on sharing pedagogy on values, ethics, and social responsibility with representatives from eight different schools across the country, is just around the corner (July 25-27)! Cathleen Burns (Accounting Division) recently completed the maiden voyage of an extraordinary CESR-cross-listed MS/MBA class, "Nonfinancial Reporting," which received great reviews from students eager to learn cutting edge material. Jeff York (Management and Entrepreneurship Division) presented his CESR-funded research on sustainability at a conference at Yale University, while John Lynch (Marketing Division) published a "Letter to the Editor" in *Science* calling attention to ethics among some journal editors.

Thanks to such amazing colleagues and staff, our special students, and the support of our friends, our Center is thriving.

Warm Regards,

Donna Sockell

Leeds Takes the Lead on Ethics Within Academia



Professor John Lynch, Director of the Center for Research on Consumer Financial Decision Making at Leeds School of Business, wrote a letter to the editor published in *Science Magazine*. He decried the practice of some journal editors to increase their journals' impact factors by coercing authors to add frivolous citations to recent works in their journals. A handful of business journals are named as among the worst offenders. In a survey of authors, three of the top nine offenders were marketing journals that were not sufficiently confident of their prestige and who used this practice to raise their position in the academic firmament. As a former head of the Policy Board of the *Journal of Consumer Research*, Lynch attests that business journal editors have a strong self-interest in stamping out coercive citation, and they have taken concrete steps to do so over the past two years.

CESR Alumni Profile: Dillon Long



Dillon Long is a recent graduate of Leeds, having completed the five year concurrent BS/MS program in accounting. After graduating last month, he headed to the Big Apple where he started work at PricewaterhouseCoopers' New York Metro office on the real estate tax team as an associate. "CESR has made a major impact on my college career from the very start. If it weren't for Donna, her hard work developing the Center, and the fact that she cares for the students more than anybody I have ever met, I would not be nearly as successful as I have up to this point."

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CESR Stampede in April SAVE THE DATE!

Join CESR for a weeklong examination of values in business April 15th - 19th. Visit a CESR class, attend the Net Impact

Case Competition and Conscious Capitalism Conference, and network with like-minded professionals. More information coming soon...

Nonfinancial Reporting Class: A Huge Success

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CESR at City Club



CESR greatly values opportunities to engage our community in thoughtful discourse about socially conscious business education. One such event occurred on Friday, May 4th at Boulder's City Club, located in the historic Highland Building in the heart of Boulder. During a well-attended lunch presentation, Donna Sockell, CESR Executive Director, shared information about CESR's role in infusing values and social responsibility throughout the business curriculum at the Leeds School of Business, at the University of Colorado, Boulder. Eric Stout, Chair of CESR's Junior Board, gave City Club members a first-hand taste of CESR's Leadership Challenges class by leading participants through a mini-case.

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CESR at Yale!



Dr. Jeffrey York, CESR Faculty Affiliate, presented his paper "The Emergence of Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry" at the Yale School of Management's 4th annual Alliance for Research on Corporate Sustainability (ARCS) Conference in May. ARCS is a consortium of universities that share a strong commitment to research on business and sustainability. The conference brings together scholars from a variety of disciplinary and methodological perspectives interested in advancing research on corporate sustainability.

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Philanthropy Goal Surpassed for CESR

The State of Colorado currently accounts for less than five percent of the University of Colorado's budget. Fortunately, private donors have stepped in to provide the resources needed for programs like CESR to excel. This year alone, CESR has raised over \$200,000 in private funds. This represents a 13 percent increase over this year's fundraising goal, and a 26 percent increase over last year's efforts. This is an impressive accomplishment for a Center established just over two years ago! Continued donor support will be critical as we grow our programs and our impact in the future.

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Donor Interview: CESR's Francy Milner and Colleen Seltz

Francy Milner, CESR Associate Director, and Colleen Seltz, CESR Program Coordinator, donate to CESR annually as do the majority of CESR faculty and staff.

Why do you two as CESR faculty and staff donate to CESR?

Francy: I donate to CESR because I believe that a values-based education is critical to the future of



business and to the success and well-being of our students. Young people today are looking to create new solutions to global and environmental problems. Our CESR courses challenge them to think creatively to solve these problems... and to address the kinds of ethical issues that they will face, whether in the corporate or nonprofit world or in their own businesses. Some of our graduates have come back to tell us that our courses were life-changing and that they are seeking or have found work in businesses that will make a positive social and financial impact on the communities in which they operate. These are the kinds of future business leaders that we can support through our donations to CESR.



Colleen: I was drawn to work here because I am passionate about ethical leadership and corporate and personal social responsibility and CESR is a leader in this area. The values-infused curriculum and social entrepreneurship courses really inspire me and give Leeds students the tools and skills to make a difference. So many of our students and alumni are doing such amazing things to create positive and sustainable change in the world! As a Leeds alumna and staff member, I donate because I truly believe in CESR's mission and the value of the Leeds education. Also, I love the matching function. Because of the generosity of one of our wonderful Leeds donors, any amount that faculty and staff give is doubled. I love that kind of investment!



Cathleen Burns, Senior Instructor of Accounting, taught the new and path-breaking CESR-inspired course, "Nonfinancial Reporting" last spring to rave reviews from Leeds MS and MBA students. The course covers the growing practice of integrated financial and non-financial reporting to communicate how global business leaders perform across an expanded set of expectations from shareholders and other stakeholders. Cathleen remarked, "At the Leeds School we don't just teach what's on the CPA exam now, but what will be on the exam in the future. This course positions MS Accounting and MBA students for global careers where integrated reporting is already becoming common practice." Cathleen will be working with Catherine Milburn, CESR Faculty and Associate Director, to develop and launch a similar course for undergraduates.

Welcome to CESR!



Anneli Spielman has joined the CESR team as Program

Coordinator. She comes to us with five years' experience from the Chicago Booth School of Business, working in alumni affairs and student relations. She holds a master's degree in psychology from Northwestern and a

bachelor's degree in
journalism from CU
Boulder. Welcome!

Contact Us! We love hearing from you. For further information about CESR or to be involved in the Center,

please email us at cesr@colorado.edu, or call 303-492-3324. Join us on

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and



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Our lively social media presence is expanding exponentially!



CESR Staff

Center for Education on Social Responsibility, Leeds School of Business

