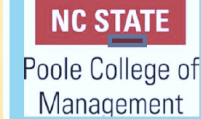


2019 Global B Corp Academic Community Roundtable

September 16, 2019
Los Angeles, CA

Roundtable Sponsors



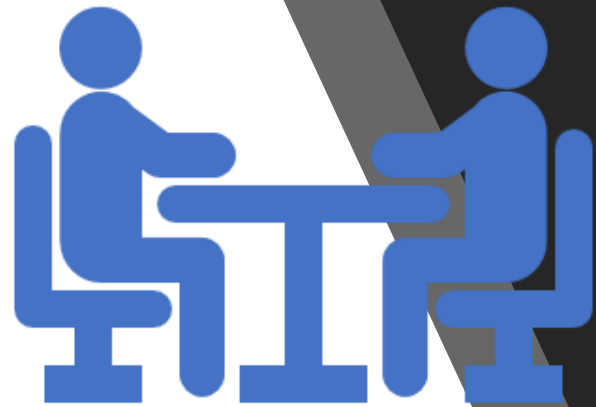
For sponsorship opportunities contact
Maria.Ballesteros-Sola@csuci.edu

“Seeing the Full Picture: Drivers, Processes and Outcomes of the B Corp Movement.”

Event Planning Committee

- Co-chair - **Emily Medley Landry**, University of Tennessee, Knoxville
- Co-chair - **Garima Sharma**, University of New Mexico
- **Maria Ballesteros-Sola**, California State University, Channel Islands
- **Maria Emilia Correa**, Academia B
- **Rosanna Garcia**, University of Denver
- **Joel Gehman**, University of Alberta, Alberta School of Business
- **Kristin Joys**, University of Florida
- **Jessica Thomas**, North Carolina State University
- **Maira Ruggi**, Federal Technological University of Paraná - UTFPR / ISAE Business School
- **Fiona Wilson**, Peter T. Paul College of Business & Economics, University of New Hampshire

Highlights & Reminders



- Opportunity to interact with B Locals during lunch and breaks
- Share widely!
 - #BAcademics, #ChampionsRetreat
- Be mindful of virtual participants
 - Speak loud and clear!
- Opening reception

8:30 – 9:00 am Opening Remarks

8:30-8:35 am Welcome from Roundtable Chairs- **Emily Medley Landry**, B Academics Chair for B Local and B Lab Engagement and **Garima Sharma**, B Academics Chair for Research

8:35-8:40 am Welcome from local sponsor - **Maria Ballesteros-Sola**, B Academics Chair for Events and Membership and **Susan A. Andrzejewski**, Interim Dean & Associate Professor of Marketing MVS School of Business & Economics, California State University Channel Islands

8:40-8:55 am Keynote from B Lab - **Bart Houlihan**, Co-Founder B Lab

8:55-9:00 am Update on B Academics Strategy - **Jessica Thomas**, B Academics President



Bart Houlihan

Jessica
Thomas



9:00 - 9:45 am
Session on B
Lab Standards

- 9:00 - 9:30 am “Using the B Impact Assessment Data for Research” - **Michelle Bradley**, B Lab Measurement and Evaluation Data Analyst
- 9:30 -9:45 am Q + A - **Michelle Bradley** and **Courtney Morrissette** from the B Lab Standards Management Team

9:45 - 10:00 am: Break



Research Session



Quick Summary

- 24 submissions
- 18 accepted
- 16 on the program
- Presentations: 10-11:15 am
 - “Albatross or Secret Sauce? The Impact of Benefit Legislation on B Corp Certification” **Joel Gehman**
 - “Renewing Vows: Explaining Bolstering Commitment to Doing Good” **Garima Sharma**
 - “The Financing of B Corps versus Commercial Ventures” **Ana Siqueira**
 - “The Mysteries of Hybrids Revealed: A Survey on Social and Economic Objectives of B-Corporations” **Martina Pasquini**

Small Group Discussions

11:15-12:30 pm

Table A Facilitator: Rosanna Garcia	Table B Facilitator: Garima Sharma	Table C Facilitator: Chris Marquis
“Benefit Corporation Legislation: Assessment of a U.S. Legal Export” Juan Diego Mujica Filippi	“ABC of social entrepreneurship in Chile: entrepreneurs’ definition/s of success” Ieva Zebryte	“Governance Models for Sustainability: Comparing B Corps and Cross-sector Partnerships” Eduardo Ordonez-Ponce
“The Sustainable Business Movement: The Case of B Corp Certification in Thailand” Trin Thananusak	“Opportunities and Obstacles for Innovation in B Corps and Other Social Enterprises” Jill Bernaciak	“The Prevalence of B Corp Movement: What Factors Influence Geographical Distributions of B Corporations?” Yon Jung Choi
“Assessing Benefit Corporation Legislation as a Model for Reform of Corporations Law in Australia” Apurva Sharma	“Comparing European vs. USA vs. LATAM certified B Corps” Maria Ballesteros-Sola	“De-certification of B Corps: Exploratory study” Aynur Nabiyeva
“The Environmental, Worker and Overall Performance of Employee-Owned B Corps” Sarah Stranahan	“Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps” Youthika Chauhan	“Local Challenges within an Emerging Institutional Field: B Corp Movement in New Mexico” Natalia Vidal

12:30 - 1:30 pm: Lunch served buffet style, included with paid registration

12:30 - 1:30 pm: Working Lunch for Founding Board - Vote to Approve Bylaws and Board Roles

[1:00 - 1:40 pm: B Academics Facilitate Deep Dive on University Partnerships at B Local Summit - Rosanna Garcia, Emily M. Landry, Jake Mosley, Fiona Wilson]

bacademics.org 2019 Global B Corp Academic Community
Roundtable #bacademics

**Cameron Madill, B Local
Chair PDX**

1:30 - 2:00 pm: Session on B Locals and
B Academics

bacademics.org
[#ChampionsRetreat](#)
[#BAcademics](#)



Cameron Madill

2:00 - 2:30
pm: Break

B Local Summit on a simultaneous break to promote connections between B Academics and B Corps

Teaching Session



2:45 - 4:00 pm:
Teaching
Presentations
and Discussions

Case Study Discussion

- **Sarah Stranahan**, The Democracy Collaborative
- **Justin Wolske**, California State University, Los Angeles

Syllabus Presentations

- **Jill Bernaciak**, Bowling Green State University
- **Renée Carrelo**, Instituto Universitario Escuela Argentina de Negocios
- **Calvin Chung**, Mary Baldwin University
- **Martin Staubus**, University of California San Diego
- **Raúl Álvarez**, Pontificia Universidad Católica de Chile (online)
- **Maksim Belitski**, University of Reading?
- **Ron Dufresne**, Saint Joseph's University
- **Fleur Fallon**, Torrens University Australia Laureate International Universities (online)

4:00 - 5:00 pm -
University and B
Corp Engagement
Session

- **Fiona Wilson**, Executive Director, Center for Social Innovation and Enterprise, Affiliate Clinical Associate Professor of Social Innovation, Social Entrepreneurship, and Sustainability, Department of Management, The Peter T. Paul College of Business and Economics, Faculty Fellow, Carsey School of Public Policy, University of New Hampshire
- **Kristin E. Joys**, Director, Social Impact & Sustainability Initiative, Social Entrepreneurship Lecturer, Entrepreneurship & Innovation Center, Warrington College of Business, University of Florida
- **Jake Mosley**, Director, Full-Time MBA, MSBA Student Services, Terry College of Business, University of Georgia
- **Jessica Yinka Thomas**, Director, Business Sustainability Collaborative, Lecturer, Department of Management, Innovation and Entrepreneurship, Poole College of Management, North Carolina State University

The Lombardi House
Champions Retreat Opening Reception
5-7 pm

LYFT code: BCORPCR19

In closing...thank you and
see you next year!

