THE HORIZONS OF BUSINESS EDUCATION:
Conference on Non-Profit Leadership and Social Entrepreneurship

March 28-29, 2019
King’s College
Wilkes-Barre, PA
THE HORIZONS OF BUSINESS EDUCATION:
Conference on Non-Profit Leadership and Social Entrepreneurship

King’s College, March 28-29, 2019
Sheehy-Farmer Campus Center, 3rd Floor

Sponsored in part by

Geisinger
THURSDAY, MARCH 28

REGISTRATION AND CONTINENTAL BREAKFAST

8:30 a.m.
Sheehy-Farmer Campus Center, 3rd Floor

WELCOME

9:30 a.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

BERNARD PRUSAK, Professor of Philosophy and Director,
McGowan Center for Ethics and Social Responsibility,
King’s College

BARRY WILLIAMS, Professor of Accounting and Dean,
William G. McGowan School of Business, King’s College

SESSION I

9:45-10:45 a.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

“The Return on Investment of a Non-Profit Career”


Are motivated and driven business professionals needed in the non-profit sector? Does working in the non-profit sector lead to high job satisfaction? YES and YES!

ABSTRACT: As markets rapidly evolve, the formation of skill sets suitable to a viable long-term career is by no means obvious. This practitioner will suggest that a mixed formation of business tools and a mission orientation will maximize job satisfaction. Such a person would be motivated by a cause and the methodology of what Stephen Covey termed Servant Leadership, but steeped in the hard realities of results-driven accountability. The magnitude of the nonprofit economy and the competition for donor dollars will demand that mission-driven agencies reflect the financial...
precision, transparency, and marketing savvy of any commercial enterprise. Accordingly, the blending of the two worlds, business and nonprofit, is no longer an oxymoron but a necessity for the marketplace and the securing of future employment. Academic institutions, particularly faith-based ones, should encourage that cross-breeding of disciplines. The end result will be more efficient charities that retain fulfilled workers. But should they depart, they will have the cross-training suitable to enter the for-profit world with credibility.

SESSION II

11:00 a.m.-12:00 p.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

“Social Entrepreneurship for Development: The Changing Landscape”

M.D. KINOTI, Associate Professor of Non-Profit and Non-Governmental Organization Management, College of Business and Economics, Regis University

What’s the best way to solve deep-rooted social problems? Charity? Social entrepreneurship? What’s the difference that makes a difference?

ABSTRACT: This talk explores the meaning and development of social entrepreneurship (SE) and market-based approaches as alternative models for sustainable community development. It defines and locates SE in comparison to the traditional non-profit approach of national and international non-governmental development organizations. Although these organizations have historically relied on relief and charity models to deliver social and economic development, some are turning to SE as an opportunity to diversify and deepen their impact. They do so through using profit-making as one way among others to address intractable problems. The talk concludes with a brief discussion of the vision of Regis’s College of Business and Economics: “To help business become stewards of society with the goal of improving the quality of life on Earth.”

LUNCH

12:00-12:45 p.m.
Sheehy-Farmer Campus Center, 3rd Floor
SESSION III
12:45-1:45 p.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

“Poverty Solutions: Social Entrepreneurship and the Market”

KIM LAMBERTY, Director of University Programs, Catholic Relief Services, and President, Just Haiti

Are free markets the solution to poverty? Maybe so!—but only if markets can also be free of exploitation.

ABSTRACT: There has been great progress over the last decades in reducing global poverty. However, the progress has been uneven. More than half of the extreme poor live in sub-Saharan Africa, where the number of poor has actually increased since 1990. The majority of the global poor live in rural areas, are poorly educated, are employed in the agricultural sector, and are children. In the agricultural sector, many small-scale farmers in developing countries produce cash crops for consumption in the developed world (such as coffee, cacao, fruits, and cotton), yet still cannot earn enough income to take their families out of poverty. Social entrepreneurship has stepped in to develop market-based solutions that attempt to increase prices for the rural poor. This talk will assess the market as a solution to poverty, with the premise that the market is not in itself negative. The key is the nature of the market: if it does not pay workers or farmers enough to live on, then the market just perpetuates poverty. A completely free-market system frequently exploits the producer, who is the most vulnerable in the supply chain.

SESSION IV
2:00-3:00 p.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

“Integrating Non-Profit Leadership and Social Entrepreneurship into Catholic Business Education: What’s Distinctive about It?”

NICHOLAS SANTOS, S.J., Assistant Professor of Marketing, College of Business Administration, Marquette University

What’s Catholic about a Catholic business school? Two arguments for why the “CBS” should expand its curriculum

ABSTRACT: This conference is focused on three aspects of non-profits and social entrepreneurship: understanding what they are; job and career possibilities in them; and their impact on society.
It is also hoped that our conversations will motivate Catholic business schools (CBSs) to incorporate non-profit leadership and social entrepreneurship into their curricula, thus expanding the horizons of their students to see those fields as viable career possibilities. What, though, is distinctively Catholic about non-profit leadership and social entrepreneurship? In other words, why should CBSs, in particular, incorporate such programs into their curricula? There are many non-Catholic and secular business schools that have stellar programs in non-profit leadership and social entrepreneurship. With that question in mind, this talk has two main objectives. The first is to argue that integrating non-profit leadership and social entrepreneurship into the traditional business school curriculum enhances the value offering of the CBS. The second is to argue that such integration enables the CBS to provide a business education that is better aligned with Catholic social thought, in particular with respect to its vision of economic activity as contributing to the common good.

SESSION V
3:30-4:45 p.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

“Better Together: The Synergies between Entrepreneurship and Social Innovation”

KELSEY OTERO, Associate Director, Social Entrepreneurship Initiative, Office of Research and Innovation, Marquette University

Business and social change: better together!

ABSTRACT: In 2017, Marquette University launched a new innovation center, the 707 Hub, which uniquely teamed business and social entrepreneurship within a shared space. As the Kohler Center for Entrepreneurship and the Social Innovation Initiative have discovered, social innovators can learn a lot about business practices and bringing ideas into action, and entrepreneurs can learn a lot from people who are passionate about social issues. Kelsey Otero, Associate Director of Social Innovation and co-lead for the 707 Hub, will reflect on the synergies between the disciplines, opportunities to collaborate and expand programming on campus, and why all colleges and universities should be elevating social innovation work on campus.
“Programming Social Entrepreneurship on College Campuses”

BIRTON COWDEN, Assistant Professor, Leven School of Management, Entrepreneurship, and Hospitality, and Research Director, Robin and Doug Shore Entrepreneurship Center, Kennesaw State University

Thinking entrepreneurially about social entrepreneurship centers

ABSTRACT: How does social entrepreneurship fit into the overall mission of an entrepreneurship center? Where do you find the students on campus interested in social entrepreneurship? Do these students differ from those interested in traditional entrepreneurship? What programs or events can be offered to attract students and get them to work on social ventures? Birton Cowden will provide his thoughts on these questions in this interactive discussion about social entrepreneurship.

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**RECEPTION**
5:00-6:00 p.m.
Sheehy-Farmer Campus Center, 3rd Floor

**BANQUET**
6:00-8:00 p.m.
Sheehy-Farmer Campus Center, 3rd Floor

**Welcome**

JACK RYAN, C.S.C., President, King’s College

**Address**

ELLEN GALLAGHER, Senior Vice President and Chief Financial Officer, American Museum of Natural History
FRIDAY, MARCH 29

CONTINENTAL BREAKFAST
8:00 a.m.
Sheehy-Farmer Campus Center, 3rd Floor

SESSION I
9:00-9:50 a.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

Panel on Non-Profit Leadership
Do you have what it takes? Local CEOs share insights and challenges.

Moderator: JOAN BLEWITT, Associate Professor of Management, William G. McGowan School of Business, King’s College
LYNN EVANS BIGA, Executive Director, Luzerne County Head Start
GENE BRADY, Executive Director, Commission on Economic Opportunity
PAUL LUMIA, Executive Director, North Branch Land Trust

SESSION II
10:00-10:50 a.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

Panel on Non-Profit Healthcare Philanthropy
What’s profit have to do with it? Mission and margin in health care

Moderator: MICHELE MCGOWAN, Associate Professor of Healthcare Administration and Graduate Program Director, William G. McGowan School of Business, King’s College
JOHN COSGROVE, Executive Director, AllOne Foundation and Charities
LAURA DUCCESCHI, President and Chief Executive Officer, Scranton Area Foundation

NANCY LAWTON-KLUCK, Chief Philanthropy Officer, Geisinger Health System

LATIDA SMITH, President and Chief Executive Officer, Moses Taylor Foundation

SESSION III
11:00-11:50 a.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

Panel on Social Entrepreneurship
On disrupting social dysfunction

Moderators: BIRTON COWDEN and KELSEY OTERO

JESSE HARVEY, Founder and Director, Journey House Recovery; Founder and Director, Church of Safe Injection

KRISTOPHER JONES, KBJ Capital, Special Guest App, and LSEO.com

DON WEBSTER, Executive Director, tecBRIDGE

LUNCH
12:00-12:50 p.m.
Sheehy-Farmer Campus Center, 3rd Floor
SESSION IV
1:00-1:50 p.m.
Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

Panel of King’s College Alumni and Alumnae
Oh, the places you can go!

Moderator: J.C. BLEWITT, Assistant Professor of Management, William G. McGowan School of Business, King’s College

ELLEN GALLAGHER, Senior Vice President and Chief Financial Officer, American Museum of Natural History

BRIAN RINKER, Senior Vice President, Highmark Blue Cross Blue Shield

JANET SCHWARZWALDER, Director, Corporate Finance, American Red Cross

ALAN SIEGFRIED, formerly Auditor General of the Inter-American Development Bank; Vice Chair of the UNICEF Audit Advisory Committee; Director of Bon Secours Baltimore Health System; and Partner at Ernst & Young
SESSION V
2:00-2:50 p.m.
Sheehy-Farmer Campus Center, 3rd Floor

Student Research Presentations
New perspectives, new horizons

FITZGERALD ROOM

Moderator: AMY PARSONS, Professor of Marketing, William G. McGowan School of Business, King’s College

“Social Entrepreneurship in the Public Accounting Industry: A Two-Part Stakeholder Analysis”
REBECCA KINZINGER, class of 2020, major in Accounting, minor in Forensic Accounting

“Imagery Usage in Non-Profit Advertisements: A Case for Millennial Consumers”
KYLE MCKIERNAN, class of 2020, majors in Management and Marketing

WALSH ROOM

Moderator: MARGARITA ROSE, Professor of Economics, College of Arts and Sciences, King’s College

“The Profits of Non-Profits: The Rationales and Justifications for Non-Profit Financial Growth”
MEGAN MCGOWAN, class of 2019, majors in Accounting and Marketing, minor in Philosophy

“Microfinance in Uganda: Differences in Savings and Credit Cooperative Members’ Use, Perceptions, and Benefits”
JOSHUA FRANKEVICH, class of 2020, majors in International Business and Marketing, minor in Economics