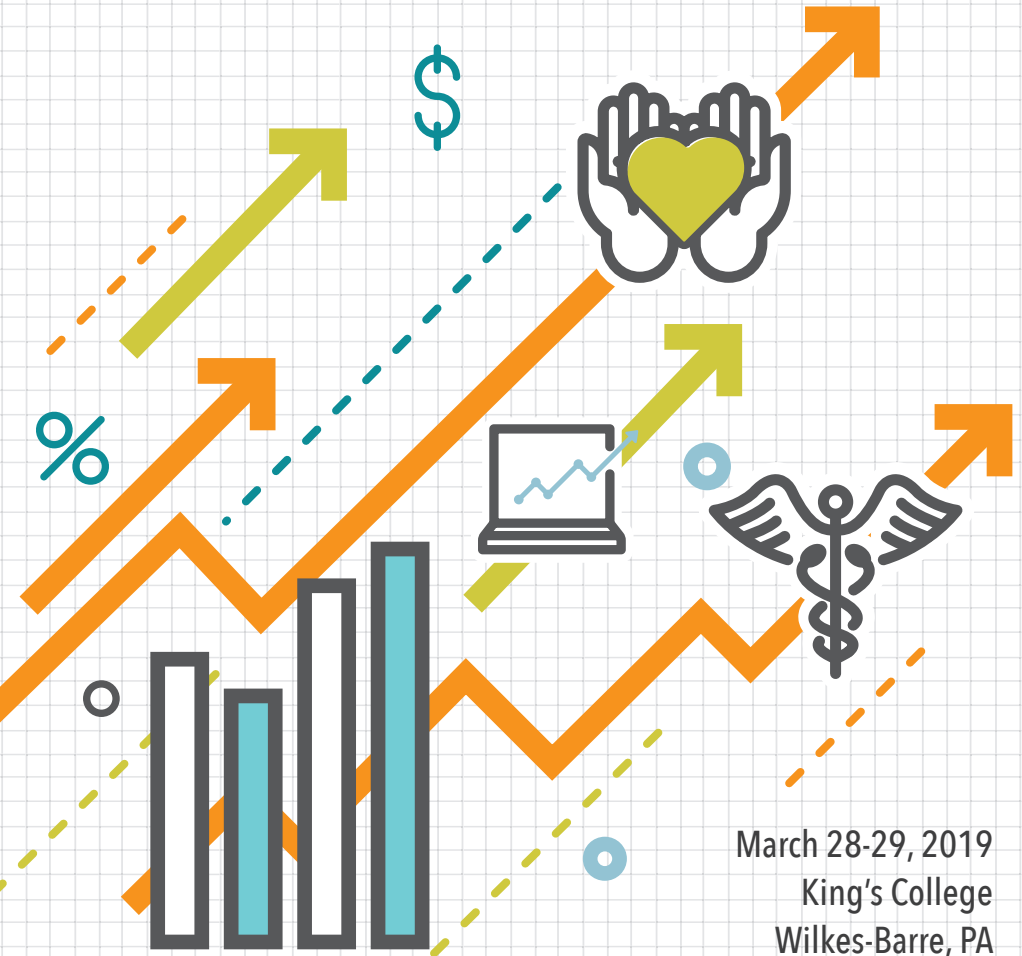


# THE HORIZONS OF **BUSINESS** **EDUCATION:**

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

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8:30 a.m.

Sheehy-Farmer Campus Center, 3rd Floor

WELCOME

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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

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9:45-10:45 a.m.

Sheehy-Farmer Campus Center, 3rd Floor, Snyder Room

**"The Return on Investment of a Non-Profit Career"**

**WILLIAM D. CORCORAN**, *Pastor, St. Boniface & Saint Lawrence  
Catholic Parish, Williamsport, PA, 2018-; President and CEO of ANERA  
(American Near East Refugee Aid), 2007-2017; Vice President, Child  
Fund International, 2001-2006*

*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

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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

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12:00-12:45 p.m.

Sheehy-Farmer Campus Center, 3rd Floor

## SESSION III

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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

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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

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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

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### 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**

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8:00 a.m.

Sheehy-Farmer Campus Center, 3rd Floor

**SESSION I**

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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**

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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

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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

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12:00-12:50 p.m.

Sheehy-Farmer Campus Center, 3rd Floor

## SESSION IV

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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

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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

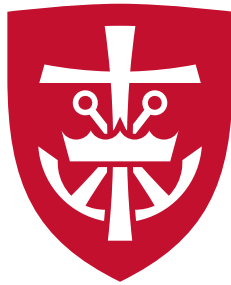
*Moderator: MARGARITA ROSE, Professor of Economics,  
College of Arts and Sciences, King's College*

#### **"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*



# KING'S COLLEGE

TRANSFORMATION. COMMUNITY. *HOLY CROSS.*