



--Request for Proposals--
All submissions are due by **October 30, 2009**

Academic Partners for Social Impact Management Faculty Networks

About the Center for Business Education

The Aspen Institute Center for Business Education (**Aspen CBE**) equips business leaders for the 21st century with the vision and knowledge to integrate corporate profitability and social value. We help business educators incorporate issues of social and environmental stewardship into teaching and research by offering targeted resources, networks, and a platform to share cutting edge practice among peers.

As part of the Aspen Institute Business and Society Program, **Aspen CBE** maintains close ties with over 150 MBA programs in 28 countries. Our websites draw over 100,000 visits monthly and our events and networks attract over 1,000 participants each year.

Why Faculty Networks?

In a nutshell, the goal of Aspen CBE is to leverage the tremendous power of business education to make the world a better place. Many Aspen CBE programs work at a distance – school rankings, online case libraries, or faculty awards, for example. However, we find that some of our most important work comes from bringing small groups of people together, in person, to make transformative innovations in teaching and research. We call these transformative groups *Faculty Networks*. We believe Faculty Networks can:

- find new ways to integrate social and environmental issues into core teaching and research
- develop new teaching materials and methodologies
- act as a catalyst for communities and networks of faculty that will provide ongoing support after the formal program ends
- encourage more doctoral students and junior faculty to focus their research on social and environmental themes
- encourage research that is responsive to current felt needs among business practitioners

Faculty Networks Overview

For ten years, in partnership with dozens of institutions and hundreds of individuals (e.g. academics, deans, business leaders, NGO representatives), Aspen CBE has helped cultivate and manage faculty networks to support innovative research and to develop cutting edge curriculum. Our goal is always to better integrate environmental and social issues into the core of business education. Examples of some of our networks include:

- Teaching Innovation Program India - a consortium of 8 business schools and 5 businesses in India developing a pilot set of curriculum that integrates local issues around business ethics, community, and the environment into mainstream MBA courses
- Stakeholder Marketing Consortium - a partnership with Boston University's School of Business to support faculty researching different approaches to communicating environmental and social values to stakeholders such as consumers, regulators, activists, investors, etc.
- Corporate Governance & Accountability Program - an effort to move alternative theories of corporate governance from the periphery to the core of business education
- Global Scholars Network - a partnership with NYU that engaged faculty from economics and finance, attracted partnering institutions and funding sources, and resulted in a number of published academic papers

More information about our networks can be found at <http://www.aspenbe.org/networks/index.html>

Partnership Overview

Aspen CBE seeks proposals from qualified business schools or business faculty that would be interested in serving as Academic Partners in developing a new faculty network. Such a network would have the aim of promoting teaching and/or scholarship around the intersection of business and society including environmental sustainability, social issues in business, CSR, governance, etc.

Aspen CBE does not have funding to support new networks. Rather, we seek partners to develop attractive concepts and pursue funding jointly. Inclusive of Aspen staff expenses, Networks typically cost \$100,000 per year.

Within the “business and society” framing, our interests are very broad. Typical networks, however, have the following characteristics:

- a multi-year, though time-limited, structure
- regular in-person gatherings of faculty and business practitioners, punctuated by other initiatives
- aim to support research or curriculum development
- focus on incorporating business and society issues into mainstream disciplines
- have clear goals throughout the network's active phase, as well as a plan for post-network activities
- bring together faculty from a variety of institutions
- establish new relationships between faculty, especially junior/senior faculty collaborations, that will extend beyond the reach of this piece of work
- incorporate business practitioners either as a sounding board to discuss the relevance of research to the marketplace or to test out interest in new areas of scholarship
- limited to no more than 20 faculty members and 10 practitioners, although may incorporate much larger convenings to disseminate knowledge
- all outputs are public, and disseminated as broadly as possible

Partnership Roles and Responsibilities

- The Academic Partner will serve as the content area expert, and will take the lead on establishing the vision and mission of the Faculty Network.
- Aspen CBE will provide day-to-day management, offer access to our global network of faculty and business executives, disseminate learning through our newsletters and websites, and help with event logistics.
- The Academic Partner and Aspen CBE will work together to structure the network, define meeting agendas and raise funding. (Funding typically comes from private foundations or from a consortium of several corporations with an interest in the specific topic.)

- While Aspen CBE and the Academic Partner will have different responsibilities, we will serve as equal partners, and receive equal recognition, in leading the network.

Proposal Requirements

Proposals for faculty networks should be limited to no more than 3 pages in length. They should include:

- the proposed name of the network
- a designated faculty lead who will be a primary contact for Aspen CBE
- brief narrative overview of the topic, goals, and structure of the Faculty Network, identifying Aspen CBE's role
- some specific outcomes we may expect at the conclusion of the active phase of the network
- specific names of faculty and businesses that might become involved, and in what capacity
- timeline
- budget overview
- existing and potential sources of funding

Proposals, and all inquiries, should be emailed to Laurie Ginsberg, Senior Program Manager, Faculty Networks, at laurie.ginsberg@aspeninst.org