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FOR IMMEDIATE RELEASE

B Academics Holds Mid-Atlantic B Corps Research and Practice Workshop

Workshop brings together B Corps and Academics in the region

April **XX**, 2023 – Durham, NC – In collaboration with Kogod School of Business at American University in Washington, DC, B Academics is holding its first in-person event of the year, on Friday, April 28 from 9:00 am to 4:30 pm.

“In this day long workshop, we will bring together current and aspiring B Corps and benefit corporations, convenors such as B Local Mid-Atlantic and Bethesda Green, and academics interested in research, pedagogy, and outreach related to responsible business,” says Emily Landry Chair of the B Academics Research Committee and Joel Gehman, Vice President of B Academics and speaker at this event. Landry and Gehman join organizers from a total of six universities in the DC-Maryland-Virginia(DMV) area: George Washington, Georgetown, Johns Hopkins, and the University of Maryland, and Washington & Lee, in addition to American University.

Our distinguished panel of researchers and speakers include George Chmael II (Chair of B Local Mid-Atlantic), Kim Goddu-Alexander (Partnerships Chair at B Local Mid-Atlantic), Joel Gehman (George Washington University), Suntae Kim (Johns Hopkins University), Joachim Krapels (Director of Insights, B Lab), Garima Sharma (American University), Emily Landry (Washington & Lee University) and Joe Weinstein (Georgetown University).

“Following the day-long workshop, is a closing reception and networking event you won’t want to miss. You’ll have the opportunity to forge new relationships with local B Corp leaders, discover new opportunities for research projects, and pedagogical engagement.” says Gehman.

For more details and to register for this in-person event, please visit:

<https://bacademics.org/mid-atlantic-event/>

About B Academics

The vision of B Academics is to advance the state of academic study into business as a force for good. The Global B Corp Academic Community (B Academics) is a network of educators and researchers from around the world who are committed to accelerating the sustainable business movement by studying the global movement of B Corporation certification and benefit corporations. B Academics work with each other, the global B Lab network, and the B Corp

community to share best practices and identify opportunities for collaboration with regard to research, teaching, and experiential learning. Learn more about us at <https://bacademics.org/>

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