

A YEAR OF GROWTH AND TRANSFORMATION



(B) Academics
Studying business as a force for good

IMPACT REPORT

2024

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Advancing the state of academic study into business as a force for good.

Our Vision

B Academics is a network of educators, researchers, students and practitioners from around the world who are committed to accelerating the sustainable business movement by studying B Lab, 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 engagement.

Strategic Priorities



Teaching & Curriculum Innovation
To develop, implement, and highlight relevant and engaging curricula and best practices related to B Corps, benefit corporations, and B Impact teams / experiential learning.



B Local & B Lab Engagement
To collaborate with B Lab Global and B Locals to help them employ the full potential of the academic community for the B Corp movement and groom the next generation of Sustainable leaders.



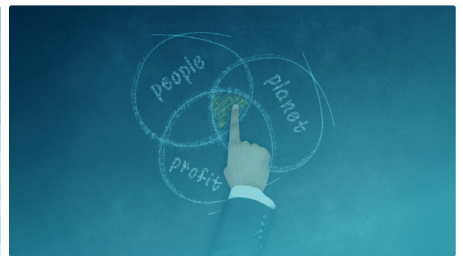
Global Engagement
To initiate contact, continue interactions, and forge partnerships with external stakeholders who support entrepreneurs, students, faculty, and others involved in business as a force for good.



Funding Structure & Opportunity
To develop B Academics organizational and funding structure and opportunities for collaboration with existing academic and professional networks.



Event Hosting
To facilitate events to advance the B Academics mission and strategic priorities and connect the global B Academic community, B Academics holds an event every quarter.



Research Collaboration
To catalyze, develop, and disseminate rigorous academic research related to Certified B Corporations, Benefit Corporations, and Impact Investing.



Student Engagement
Establish a working subcommittee to generate ideas and execute initiatives designed to engage, connect, and learn from students.



Membership Engagement
Develop a membership platform and value proposition that builds off of the B Academics strategic priorities to engage and build a global community of B Academics.



Communication Development
Contribute to the purpose of B Academics managing relationships and increasing the stakeholders engagement by creating and strengthening participation and mutual understanding through our communication strategies.

Looking Back on a Year of Growth and Transformation

Dear B Academics Members, Institutional Supporters and Friends,

What an incredible year it has been! Thank you for your unwavering support, we've celebrated significant achievements, including the evolution of our B Impact Teams programming into a comprehensive suite of offerings, the launch of exciting new events, and the introduction of enhanced membership opportunities.

As I complete my second year as President and Board Chair of B Academics, I am filled with gratitude for the passion, collaboration, and commitment that fuels our work. Together, we are equipping faculty, students and businesses with the tools to drive meaningful change.

None of this would have been possible without the unwavering dedication of our supporters, and I am proud to share a few highlights from our 2024 Impact Report:

- Launched the **Summer B Impact Teams Program**, engaging 12 students globally and assisting 3 companies toward B Corp certification.
- Welcomed strategic support from two Duke MBA students through the **Fuqua On Board program** to evaluate student engagement priorities.
- Hosted our **Annual Teaching Roundtable**, focused on systems-level change, in partnership with PRME, AACSB, and Ashoka.
- Convened our **Research Roundtable** and a **Professional Development Workshop** at the Academy of Management Annual Meeting in Chicago.
- Introduced new member-focused events: the **All Members Meeting and Chat with the Board Series**.
- Partnered with B Academics Spain to **publish Ser Empresa B Corp en España**.
- Engaged over **2,500** people through our newsletter, supported by **163** individual members and **13** institutional supporters.
- Launched a new **membership directory**, **membership quarterly newsletter** and **social media campaign highlighting our members**.
- Achieved the 2024 **Candid Platinum Certification**, showcasing organizational transparency.

These achievements reflect the collective efforts of our diligent staff, brilliant board of directors, dedicated institutional supporters, individual members, and everyone in the B Academics network. Your passion and support are the driving force behind our success.

As we celebrate this year's accomplishments, I look forward to the continued growth and evolution of B Academics in 2025 and beyond. Together, we are shaping the future of business education.

All my best,
Summer Brown
President and Board Chair, B Academics
DePaul University



Summer Brown

*President and Board Chair,
B Academics
DePaul University*

Donate today!

Thank You to Our Institutional Supporters

We Couldn't Have Done it Without You:

Since 2019, a [number of institutions](#) have supported our mission. We thank them for their support and engagement as we couldn't be where we are today without them. In 2024, we were fortunate to have thirteen institutional supporters and two in-kind supporters, whose contributions made the impacts outlined in this report possible. We would like to thank and recognize our 2024 Institutional Supporters!

Institutional Supporters

 Poole College of Management	PLATINUM
  	GOLD
   	SILVER
    	BRONZE

fairware[®] 

We extend a special thank you to Beneficial State Bank (certified B Corp) for their ongoing institutional support, as well as for being our trusted banking partner. Their commitment to our mission strengthens our work in countless ways. A special thank you also goes to Fairware (certified B Corp) for providing our first-ever swag this year, helping us showcase our vision with style and impact. Lastly, we extend our heartfelt thanks to thinkPARALLAX (certified B Corp) for their invaluable support in bringing this impact report to life!

Meet Our Outstanding Board of Directors



Jessica Yinka Thomas
Past President
North Carolina State University



Summer Brown
President & Board Chair
DePaul University



Joel Gehman
Vice President
George Washington University



Anna Papazian
Treasurer
Loyola Marymount University



Samuele Tini
Chair, Membership Committee
University of Warwick



Michael Conger
Vice Chair, Membership Committee
Miami University



Kristin Joys
Chair, Teaching and Curriculum Innovation Committee
University of Florida



Saheli Nath
Vice Chair, Teaching and Curriculum Innovation Committee
University of Central Oklahoma



Emily Landry
Chair, Research Committee
Washington and Lee University



Natalia Vidal
Vice Chair, Research Committee
University of New Mexico



María Belén Barroso
Chair, Communication Committee
Universidad de Málaga



Verónica Devenin
Chair, Global Outreach and Engagement Committee
EADA Business School



Martina Pasquini
Chair, Events
IE University (Spain)



Nathan Stuck
Chair, B Local Engagement Committee
Profitable Purpose Consulting



Christine Briscoe
Vice Chair, B Local Engagement Committee
Peak Purpose Ltd



Adrienne Hines
Chair, Student Engagement Committee
Emory University



Jake Mosley
Vice Chair, Student Engagement Committee
University of Georgia



Jason Yoon
Fuqua on Board
Duke University



Katie Ellison
Fuqua on Board
Duke University

Meet Our Exceptional Staff




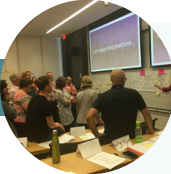







Jessica Yinka Thomas
Executive Director
North Carolina State University



Rachel Haynes
Operations Director
North Carolina State University

Our Evolution Through the Years

What started in 2016 as an informal gathering of academics who were engaged in teaching and researching certified B Corporations has today evolved into a full membership-based organization. We are proud of our work and progress in the last five years and even more excited about the road ahead.

<p>2016</p>  <p>Inaugural Roundtable Philadelphia</p>	<p>2021</p>  <ul style="list-style-type: none"> • Launched paid Individual Membership • Hosted virtual Research Roundtable • Hosted virtual Teaching Roundtable
<p>2017</p>  <p>Roundtable Toronto</p>	<p>2022</p>  <ul style="list-style-type: none"> • Formalized Institutional Membership • Organized our first face to face hybrid Roundtable since 2019 • Expanded our global reach to all continents • Welcomed new board
<p>2018</p>  <ul style="list-style-type: none"> • Roundtable New Orleans • Organizational & Funding Structure Working Group kick-off • Survey to network 	<p>2023</p>  <ul style="list-style-type: none"> • Hired first staff roles • Launched a brand new website • Brought on first Fuqua on Board students • Earned 2023 Candid Gold Certification • Conducted events and collaborations globally, strengthening the network and international presence.
<p>2019</p>  <ul style="list-style-type: none"> • Roundtable Los Angeles • Received Collective Action Award from B Lab • Incorporated as a nonprofit 	<p>2024</p>  <ul style="list-style-type: none"> • Launched Summer B Impact Teams Program • Achieved 2024 Candid Platinum Certification • Hosted First All Members Meeting & Awards • Published Ser Empresa B Corp en España • Introduced New Membership Features: Member Directory, Quarterly Membership Newsletter, and Chat with the Board Series • Launched B Academics Italy
<p>2020</p>  <ul style="list-style-type: none"> • Pivoted online • New website • B Academics Spain - Pilot 	

2024 Impact by the Numbers

Our core programmatic areas are organized around committees led by a chair. This year we had several chairs and co-chairs make exceptional progress on our 8 strategic priorities.

Total Events Hosted

13

Event Registrants

600+

Membership Growth

163

individual members, 13 institutional supporters, 3 in-kind supporters

Global Reach

60+

countries

Total Website Visits

46,000

Newsletter Subscribers

2,400+

Social Media Engagement

2,010

LinkedIn followers, 300+ YouTube views

Summer B Impact Teams Participants

12

students, 3 businesses

Global B Impact Teams Programs

30

programs around the world



Champions retreat engagement roundtable in Vancouver, CA.

2024 Chairs' Progress Reports

Our core programmatic areas are organized around committees led by a chair. This year we had several chairs and co-chairs make exceptional progress on our 8 strategic priorities.

Research Collaboration Committee: Advancing Knowledge Through Collaborative Research Initiatives

Strategic Priority: Catalyze, develop, and disseminate rigorous academic research related to Certified B Corporations, Benefit Corporations, and Impact Investing.

Chair: Dr. Emily Landry, Washington and Lee University

Vice Chair: Dr. Natalia Vidal, University of New Mexico

Key Achievements:

- Activated member research collaboration through virtual quarterly committee meetings. Currently this committee has 66 members.
- Continued work on key projects like the B Lab data project (e.g., appending identifiers to datasets) and B Corp database project with the University of New Mexico.
- Established a new B Corp Research Paper Reading Group with virtual meetings that invite authors to meet with B Academics members to discuss their papers and experiences with the publication process.
- Established a new working group for scholars who study B Corps in the healthcare industry.
- Revived the Research Translation working group and began work to provide practitioner summary of key B Corp research papers.
- Hosted a Professional Development Workshop at the 2024 Academy of Management Annual Meeting titled "Institutional Leadership and Policy Innovations for Purpose-driven Business: The Case of "B Corps"" in Chicago Illinois.

AOM Event Organizers:



Leonardo
Boni



Joel
Gehman



Garima
Sharma



Emily
Landry



Martina
Pasquini

Teaching & Curriculum Innovation Committee: Empowering the Next Generation of Changemakers

Strategic Priority: Develop, implement, and highlight relevant and engaging curricula and best practices related to B Corps, benefit corporations, and B Impact teams/experiential learning

Chair: Dr. Kristin Joys, University of Florida

Vice Chair: Dr. Saheli Nath, University of Central Oklahoma

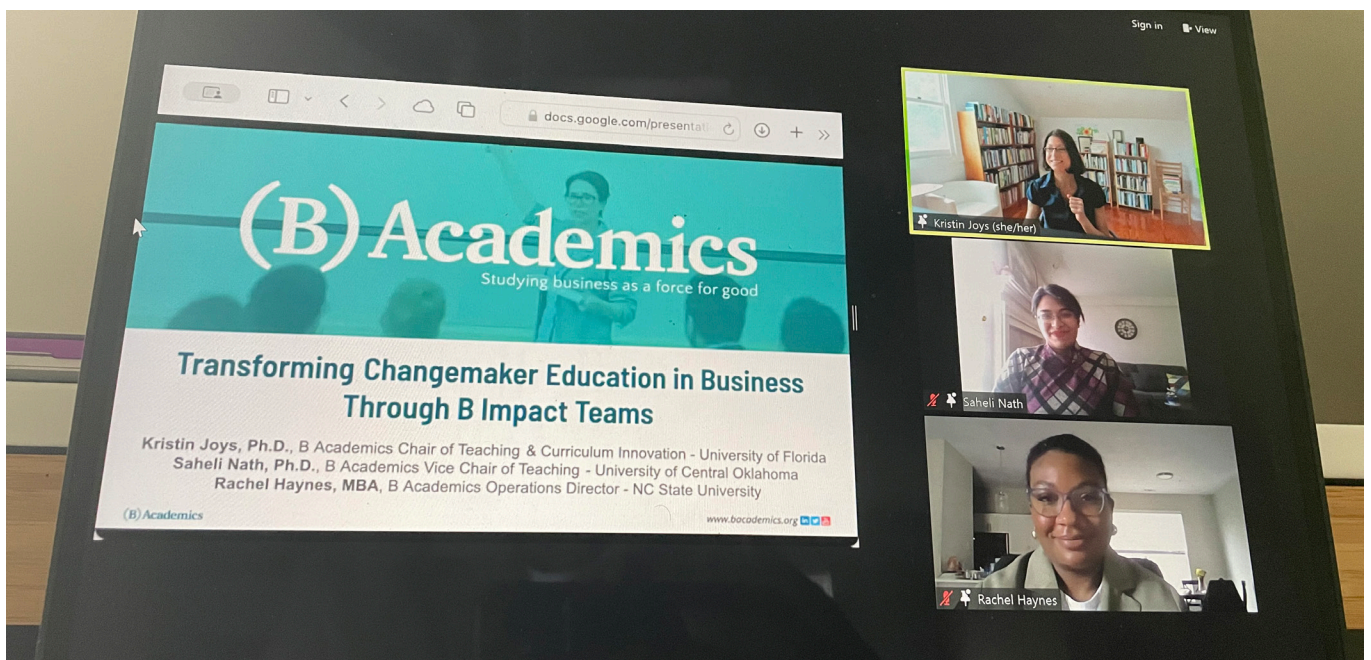
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This was a top shelf roundtable—impressive, inspiring, and full of great information. Thank you, thank you.

Teaching Roundtable Attendee

Key Achievements:

- Launched Summer B Impact Teams Program with 12 students, 3 companies and 8 mentors resulting in a 4.4 out of 5 program satisfaction rate.
- Hosted new customizable B Impact Team workshops, biannual BIT Conversation Series, and quarterly B Impact Teams office hours to share best practices and provide a community for those launching and running BIT programs globally.
- Hosted annual Teaching Roundtable focused on the pivotal role of academia and B Corps as catalysts for systems change through the lens of other values-aligned organizations like AACSB, Ashoka, and PRME. The event had 86 registrants.
- Presented at AshokaU CERF conference on B Impact Teams.
- Published an article, [Transforming Changemaker Education in Business Through B Impact Teams](#), in the Social Innovations Journal.
- Published a [white paper](#) written by Nozomi Whitterspoon from the Japan Research Institute (JRI) on JRI's adaptation of the B Impact Teams model for a 2 day course.



Dr. Kristin Joys, Dr. Saheli Nath and Rachel Haynes presenting at Ashoka event.

Global Engagement Committee: Connecting Globally and Acting Locally



Strategic Priority: Expand the network of B Academics around the world, facilitating the creation of local B Academics, and alliances with existing academic networks and other organizations that are supportive of entrepreneurs, students, faculty, and others involved in sustainability and social responsibility.

Chair: Dr. Veronica Devenin, EADA Business School

Key Achievements:

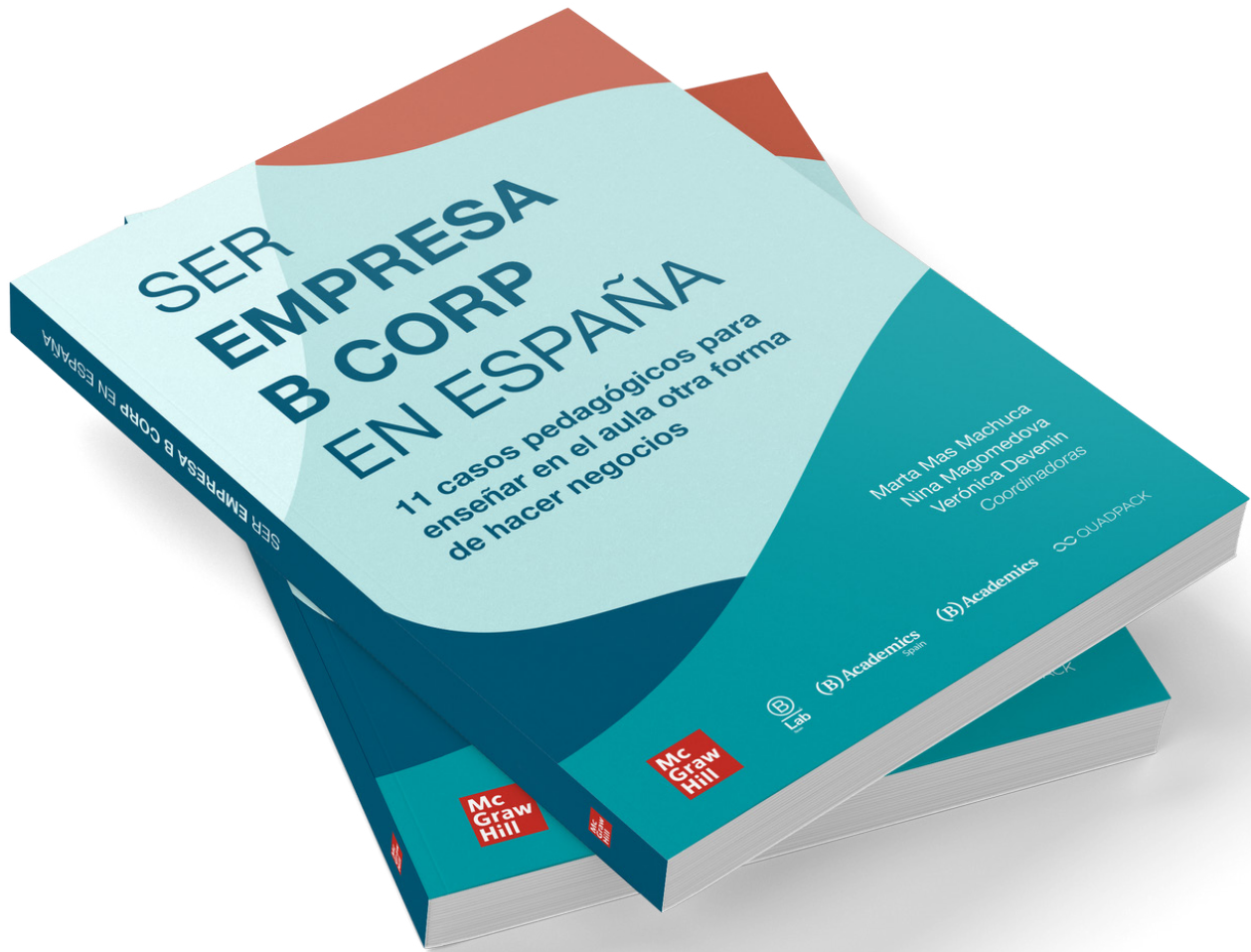
- **Hosted Global Event 2024:** Focused on South-South collaboration, this event engaged 89 participants and featured esteemed speakers Maria Emilia Correa and Francisco Murray. Co-organized with NODOS and Sistema B Internacional, the agenda addressed inspiring students, public policy influence, and fostering collaboration.
- Published *Being a B Corp in Spain*, in partnership with B Academics Spain and B Lab Spain, this open-access book includes 11

B Corp case studies and teaching notes, freely available online. Launched events across Spain which attracted over 350 attendees, including 160 academics.

- Launched B Academics Italy, led by Martina Pasquini and Paolo Braguzzi. Officially established in 2024 with 12 academics from 8 institutions. Key initiatives include research on B Lab Europe data, gamified teaching tools, and participation in research conferences.



Launch of Ser Empresa B Corp en España at Laie, a B Corp bookstore in Barcelona.



B Local Engagement Committee: Bridging Communities and Building Equity

Strategic Priority: Develop, implement, and highlight relevant and engaging curricula and best practices related to B Corps, benefit corporations, and B Impact teams/experiential learning

Chair: Nathan Stuck,
Profitable Purpose Consulting
and the University of Georgia

Vice Chair: Christine Briscoe,
Cultivate Capital

Key Achievements:

- Engaged with B Locals across North America and saw two additional B Locals add Academic Chairs & Committees.
- Continued to build relationships between universities and B Locals.
- Hosted an engagement roundtable at Champions Retreat, uniting 15 academics, B Corp practitioners, and community members to discuss collaboration opportunities.
- Hosted the BLD Southeast Conference in Atlanta, featuring a fireside chat with Executive Director Jessica Yinka Thomas and scholar Chris Marquis to discuss his new book, *The Profiteers*.
- Hosted BLD Southeast Engagement Roundtable bringing together academics and students from the southeast.
- Continued to deepen relationships with HBCUs, laying the foundation for a more diverse pipeline of B Corp engagement and academic collaboration.



BLD SE Lunch in Atlanta, GA.

Events Committee: Bringing Our Network Together to Activate and Inspire

Strategic Priority: Facilitate events to advance the B Academics mission and strategic priorities and connect the global B Academic community.

Chair: Dr. Martina Pasquini, IE University Spain

Key Achievements:

- All Members Meeting, February 22nd (55 registrations)
- B Academics Engagement Roundtable, March 22nd (15 registrations)
- Chat with the Board Series: Summer Brown and Michael J. Dorff, on “Becoming a Public Benefit Corporation,” April 17th (12 registrations)
- B Impact Teams Webinar, April 25th (10 registrations)
- B Impact Teams Conversation, May 14th (24 registrations)
- Chat with the Board Series: Michael Conger on “The Evolving Role of Social Enterprises and B Corps in Society,” July 22nd (14 registrations)
- B Academics AOM 2024 August 10th (30 attendees)
- BLD SE Keynote with Jessica Yinka Thomas and Chris Marquis, September 12th
- BLD SE B Academics Lunch, September 12th (13 registrations)
- Chat with the Board Series: Jessica Yinka Thomas and Susmita Kamath on “The Evolution of the Standards,” October 10th (35 registrations)
- B Academics Teaching Roundtable, October 24 (86 registrations)
- B Impact Teams Conversation, November 4th (10 registrations)
- Global Event 2024: LATAM, December 12th (89 registrations)



B Academics Teaching Roundtable



Fireside Chat with Jessica Yinka Thomas and Chris Marquis at BLD SE in Atlanta, GA

Student Engagement Committee: Inspiring Future Business For Good Leaders

Strategic Priority: Establish a working subcommittee to generate ideas and execute initiatives designed to engage, connect, and learn from students.

Chair: Adrienne Hines,
Emory University Alumni

Vice Chair: Jake Mosley,
University of Georgia

Key Achievements:

- Successfully worked with Fuqua on Board Students to collect research on needs and interests of student demographics.
- Recommendation to decentralize the committee was accepted and will be implemented in 2025.
- Supported B Local engagement HBCU initiative through continued development of leadership programming.
- Successfully connected YSCC (Yale Sustainable Consulting Collective) with PSU (Portland State University) Net Impact Chapter for peer-to-peer learning.
- Connected with David Havelick at Harvard's Office of Sustainability, and was invited to connect with student leaders.
- Mentored 4 students in the Summer B Impact Teams program.

Summer BIT Company Participants



Summer BIT Student Participant University Affiliations



Membership Committee: Expanding Our Value

Strategic Priority: Develop a membership platform and value proposition that builds off of the B Academics strategic priorities to engage and build a global community of B Academics.

Chair: Samuele Tini,
University of Warwick

Vice Chair: Dr. Michael Conger,
University of Miami

Key Achievements:

- Hosted the first All Members Meeting to bring together members for updates on the organization as well as award the first year of B Academics Awards.
- **Awards:**
 - Instructor of the Year: Dr. Kristin Joys
 - B Impact Team of the Year: NC State B Corp Clinic
 - Publication of the Year: "The Consequences of Financial Leverage: Certified B Corporations' Advantages Compared to Common Commercial Firms"
 - Committee Member of the Year: Adrienne Hines
- B Local of the Year: B Local Georgia
- Board Member of the Year: Joel Gehman
- Launched membership directory to all members to find collaborators for various research and teaching interests.
- Launched quarterly membership newsletter to keep members informed on member benefits.
- Launched Chat with the Board Series, which is an event for members to discuss specific teaching or research-related topics led by our board members.
- Launched member feature campaign to highlight the work of our global members through social media.

(B)Academics

CHAT WITH THE BOARD SERIES

Wednesday, April 17th at 12PM PST



Michael B. Dorff
Southwestern Law
School
Professor of Law



Summer Brown
B Academics
President

Chat with the Board Series featuring Summer Brown and Michael Dorff

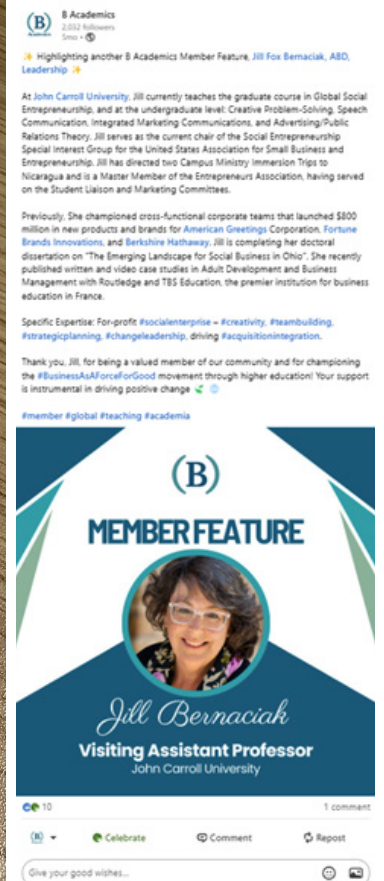
Communication Committee: Amplifying Our Impact through Storytelling

Strategic Priority: Contribute to the purpose of B Academics managing relationships and increasing the stakeholders engagement by creating and strengthening participation and mutual understanding through our communication strategies.

Chair: Dr. Maria Belen Barroso, University of Malaga

Key Achievements:

- Expanded our digital footprint, achieving 46,000 website visits, engaged 2,010 LinkedIn followers with event updates and success stories, and reached 2,400 newsletter subscribers monthly. Our YouTube channel also hosted educational webinars and interviews, garnering growing interest.
- Launched the first-ever B Academics swag line with Fairware to strengthen brand identity and boosted event attendance by 15% across 13 key events, including the Annual Teaching Roundtable and Global Event.
- Launched the first-ever B Academics swag line with Fairware to strengthen brand identity and boosted event attendance by X% across 12 key events, including the Annual Teaching Roundtable and Global Event.
- Partnered with several committees to promote events and new initiatives such as the Chat with the Board Series, a quarterly member newsletter featuring exclusive member highlights and opportunities, and amplified academic research on Certified B Corporations, Benefit Corporations, and purpose-driven companies through our communication platforms, increasing visibility and access for the B Academics community.



Board & Governance

Our organization is run by a full volunteer board of directors from 7 different countries. As we entered our fifth year of formal operations, we hosted a great slate of candidates for a 2024 Board Election. The election included returning and new candidates. We will welcome eight new and five returning board members starting in January 2025. To provide continuity to our operations only half of the Board positions were up for elections.

Under the leadership of B Academics President Summer Brown, the organization achieved significant improvements this year during her second year in the role. We are thrilled to announce that Summer has been reelected to serve a second term, continuing to guide our efforts toward advancing the B Corp movement in academia.

In 2023 we hired our first staff members, Jessica Yinka Thomas as our Executive Director and Rachel Haynes as our Operations Director. Both staff members have continued to contribute to the operational success of the organization through attending every committee meeting, board and executive committee meetings, and launching new programs and initiatives. We look forward to their continued support and impact in 2025.

In December 2023, we welcomed two ex-officio board members, Katie Ellison and Jason Yoon, through the Duke Fuqua on Board (FOB) program. These students collaborated closely with Adrienne Hines, Chair of the Student Engagement Committee, to assess our impact on our student audience. Their active involvement in B Academics provided valuable insights that will shape our 2025 student strategic priorities.

We also achieved the nonprofit Platinum Status awarded by Guidestar as a recognition of our governance practices that ensure our organization is managed in an ethical, transparent and accountable manner.

Thank you to all our [current and past board members](#) who have contributed to the success and growth of our organization.

** B Academics is a 501(c)3 nonprofit organization GuideStar Gold Certified*



Financial Statements

Revenue (US Dollars)	
Event & Program Revenue	\$6,100.00
Institutional Support	\$11,975.00
Membership Fees	\$12,550.00
Donations	\$25.00
Total Revenue	\$30,650.00
Expenses	
Advertising & Marketing	\$825.10
Credit Card Fees and Bank Charges	\$956.01
Contractors	\$36,425.00
Insurance	\$1,356.00
Software Licenses and Website	\$2,900.72
Other Expenses	\$803.67
Total Expenses	\$43,266.50
Net Operating Revenue	-\$12,616.50
Interest Earned	122.56
Net Revenue	-\$12,493.94



Join Us in Making an Impact

Help us continue advancing academic study and global impact.

[Donate today!](#)

[Become a Member](#)

Thank you for being part of the *business as a force for good movement!*

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