

(B) Academics

REFLECTING ON OUR EVOLUTION:

Accelerating the Future of Business
as a Force for Good



IMPACT REPORT

2025

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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



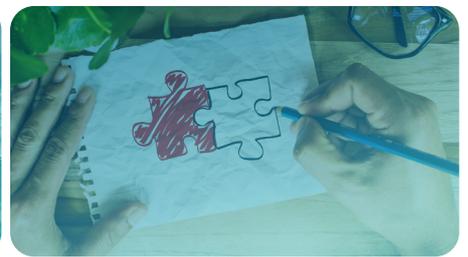
Teaching & Curriculum Innovation

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

Reflecting on Our Evolution

Dear B Academics Members, Institutional Supporters and Friends,

What an incredible year it has been! As B Academics progresses toward its ten-year milestone in 2026, we are reflecting deeply on our evolution and doubling down on our commitment to accelerating business as a force for good. Thank you for your unwavering support; it fuels our continuous growth and transformation.

As I complete my third year as President and Board Chair of B Academics, I am filled with gratitude for the passion, collaboration, and commitment that drives 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 2025 Impact Report:

- Expanded the Summer B Impact Teams Program, successfully engaging 13 students globally and assisting four companies on their path toward B Corp certification.
- Welcomed strategic support from two Duke MBA students through the Fuqua On Board program to evaluate membership engagement and fundraising priorities.
- Hosted our Annual Teaching Roundtable, focused on “Navigating Disruption: Adapting B Corp Education Amidst Changing Standards, Policies, and Climate Realities”.
- Convened our Research Roundtable and a Professional Development Workshop at the Academy of Management Annual Meeting in Copenhagen.
- Engaged over 2,300 people through our newsletter, supported by 116 individual members and 11 institutional supporters.
- Launched a new Academic Collaboration Board, Membership Office Hours, and formalized the Research Reading Group.
- Engaged in new partnerships and in-kind

sponsorships with the certified B Corps Ecolytics, Paradox Consulting Partners and ImpactGC

- Participated in the SEA Change accelerator program.
- Launched the development of our inaugural B Corp Case Competition (Spring 2026), bridging classroom theory with global competition.
- Achieved the 2025 Candid Platinum Certification, showcasing organizational transparency.
- Appointed three new 2026 Board Members to strengthen organizational governance.
- Finalized a five-year strategic plan with the help of certified B Corp Paradox Consulting Partners to guide our mission and future expansion.

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. Together, we are shaping the future of higher education!



Summer
Brown

*President and Board
Chair, B Academics
DePaul University*

Donate today

“

Your passion and support are the driving force behind our success

Summer Brown

We Couldn't Have Done it Without You: Thank You to Our Supporters

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 2025, we were fortunate to have eleven institutional supporters and three in-kind supporters, whose contributions made the impacts outlined in this report possible. We would like to thank and recognize our 2025 Institutional Supporters!



Poole College of Management

PLATINUM



GOLD



SILVER



BRONZE

We are deeply grateful to our three in-kind partners, all certified B Corps, whose specialized expertise fuels our progress. We want to thank Ecolytics for their collaboration in our Summer BIT program and community events, where they provided vital data-driven insights to our students and academic community. Our gratitude extends to Paradox Consulting Partners for their seamless guidance through our five-year strategic planning process during the fall, and to ImpactGC for their essential low bono legal counsel around intellectual property protection for B Academics.



[Learn more about Institutional Support](#)

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



Rachel Haynes
Treasurer
North Carolina State University



María Ballesteros-Sola
Chair, Membership Committee
California State University Channel Islands



Samuele Tini
Chair, Membership Committee
University of Warwick



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



Saheli Nath
Vice Chair, Research Committee
University of Central Oklahoma



Nathan Stuck
Chair, B Local Engagement Committee
Profitable Purpose Consulting



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



Jake Mosley
Vice Chair, Student Engagement Committee
University of Georgia



Martina Pasquini
Chair, Global Engagement
IE University (Spain)



Paolo Braguzzi
Vice Chair, Global Engagement Committee
Università degli Studi di Verona



Emily Landry
Chair, Research Committee
Washington and Lee University



Natalia Vidal
Vice Chair, Research Committee
University of New Mexico



Adriana Amado Suarez
Chair, Communication Committee
University Camilo José Cela



Natalia Hopkins
Vice Chair, Communication Committee
AB COM y Asociados SA



Carla Pennano
Vice Chair, Communications Committee
Universidad del Pacífico



Suman Murthy
Fuqua on Board students
Duke University



Rebecca Tummers
Fuqua on Board students
Duke University

Meet Our Executive Team



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.

2016



Inaugural Roundtable in Philadelphia

2017



Roundtable in Toronto

2018



- Roundtable in New Orleans
- Organizational & Funding Structure Working Group kick-off
- Survey to network

2019



- Roundtable in Los Angeles
- Received Collective Action Award from B Lab
- Incorporated as a 501c3 nonprofit

2020



- Pivoted online
- Launched a new website
- Launched B Academics Spain

2021



- Launched paid Individual Membership
- Hosted virtual Research Roundtable
- Hosted virtual Teaching Roundtable

2022



- Formalized Institutional Membership
- Organized our first face to face hybrid Roundtable since 2019
- Expanded our global reach to all continents
- Welcomed new board members

2023



- Hired first executive team 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.

2024



- 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

2025



- Launched Research Reading Group, Membership office hours, and Academic Collaboration Board

2025 Impact by the Numbers



Internal Meetings

Board	Executive committee	Committee Meetings
6	6	38



Events

Total Events Hosted	Event Registrants	Event Attendees
18	600+	500+



Membership Growth

Individual Members	Institutional Supporters	In-Kind Supporters	Committee Members
116	11	3	90



B Impact Teams

BIT Workshops	BIT Programs	Summer BIT Students
3	28	25



Global Reach

Countries	Total Website Visits
60+	36,000+

Newsletter Subscribers
2,300+

Social Media Engagement
2,300+ + LinkedIn followers, 100+ YouTube Subscribers



2025 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 Mexic

Key Achievements:

- Activated member research collaboration through virtual quarterly committee meetings. Currently this committee has 67 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.
- Formalized 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.
- 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 2025 Academy of Management Annual Meeting titled "Managing with Purpose: Situating B Corps Within the Landscape of Purpose-Driven Organizations" in Copenhagen, Denmark.
- Hosted the 2025 Mid Atlantic B Corp Workshop held at George Washington University that brought together researchers and B Corp leaders to share teaching, research and industry knowledge.

AOM Event Organizers:



Leonardo Boni



Joel Gehman



Martina Pasquini



Garima Sharma



Emily Landry



Natalia Vidal



Alyssa Menz

Mid Atlantic Workshop Organizers:



Joel Gehman



Garima Sharma



Nima Farshchi



Emily Landry



Suntae Kim



David Lucas



Joe Weinstein



Todd Schifeling



Annual Meeting of the Academy of Management (AOM) 2025 in Copenhagen, Denmark

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

Key Achievements:

- Launched 2nd Summer B Impact Teams Program with 13 students, 4 companies and 10 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 “Navigating Disruption: Adapting B Corp Education Amidst Changing Standards, Policies, and Climate Realities”.
- Presented at 32nd Annual International Vincentian Business Ethics Conference (IVBEC) hosted by DePaul University.

“

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

Teaching Roundtable Attendee



B Academics Japan Chapter event co-hosted by The Japan Research Institute, Limited (JRI) and B Market Builder Japan (BMB) in Marunouchi, Tokyo.



The session emphasized that the act of engaging with B Corps—whether through education, research, or business involvement—can become a powerful educational tool in itself. Many attendees resonated deeply with this idea, nodding as they considered how such learning might influence the next generation.

Excerpt from article written by Makiko Hashizume from The Japan Research Institute

Teaching Roundtable event organizers:



Dr. Kristin Joys



Saheli Nath



Jessica Yinka Thomas



Nima Farshchi



Jen Jones



Megan Buchter



Rachel Haynes

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.

Co- Chairs: Martina Pasquini, IE University (Spain) and Paolo Braguzzi, Università degli Studi di Verona

Key Achievements:

- Published article “How Japan is Advancing the B Corp Movement Through Academia” written by the team at the Japan Research Institute
- Engagement of new members in the committee representing Spain, UK, Asia and Latin America.
- Continued development of 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, pre-work for the publication of a book of cases, and participation in research conferences.

B Local Engagement Committee: Bridging Communities and Building Equity

Strategic priority: 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 inspire the next generation of sustainable leaders.

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.
- Launched B Local Academic Chair Quarterly Meeting.
- Continued to build relationships between universities and B Locals.
- Hosted the BLD Southeast Conference in St. Petersburg, FL at University of South Florida campus.
- Continued to deepen relationships with HBCUs, laying the foundation for a more diverse pipeline of B Corp engagement and academic collaboration.



B Corp Leadership Development Southeast (BLD SE) 2025 hosted at University of South Florida St. Petersburg

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.

Vice Chair: Jake Mosley, University of Georgia

Key Achievements:

- Worked with two Duke Fuqua on Board students to support the development of an organizational fundraising strategy.
- Supported B Local engagement HBCU initiative through continued development of leadership programming.
- Collaborated with the Membership Committee on the development of the Inaugural B Corp Case Competition.
- Collaborated with the Teaching and Curriculum Innovation Committee on the Summer B Impact Team.

Summer BIT Company Participants



Summer BIT Student Participant University Affiliations





B Academics Executive Director presenting for B Lab France Team.



B Academics 2025 Awards

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: Maria Ballesteros-Sola, California State University Channel Islands

Key Achievements:

- Hosted the second 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: Michael Conger, University of Miami
 - B Impact Team of the Year: University of Illinois Chicago B Impact Clinic
 - Publication of the Year: "Do prosocial certified companies walk the talk? An analysis of B Corps' contributions to Sustainable Development Goals"
 - Committee Member of the Year: Leonardo Boni
 - B Local of the Year: Florida for Good
 - Board Member of the Year: Veronica Devinin & Martina Pasquini
 - Course of the Year: University of Florida & DePaul University
 - Student of the Year: Yi Ming & Alyssa Menz
- Launched quarterly membership office hours to help current and prospective members learn and navigate our organization.
- Launched Academic Collaboration Board to connect members to and B Corps to new opportunities.
- Developed the Inaugural B Corp Case Competition to engage faculty and students on a real B Corp live case. The case depicts AndCo Hospitality, a leading B Corp headquartered in Miami (Florida). Officially case competition to be completed in 2026.

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: Adriana Estrella Amado Suarez, University Camilo José Cela

Vice Chair: Natalia Hopkins, AB COM y Asociados SA

Key Achievements:

- Expanded our digital footprint, achieving 36,000+ website visits, engaged 2,300+ LinkedIn followers with event updates and success stories, and reached 2,300+ newsletter subscribers monthly. Our YouTube channel also hosted educational webinars and interviews, garnering growing interest.
- Amplified our storytelling through our B Local Engagement Chair, Nathan Stuck, who was featured on the Beyond the B Podcast, reaching a global audience.
- Partnered with several committees to promote events and new initiatives such as the Academic Collaboration Board, B Corp Case Competition, 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.

B Academics Vice President as a featured panelist at the Build It Boldly x B Local Mid-Atlantic tour in Alexandria, Virginia.



Board & Governance

Our organization is run by a full volunteer board of directors from 7 different countries. We hosted a strong slate of the candidates for the 2025 Board Election. As a result of the election, eight new board members were elected and five returning board members were re-elected to start their terms in January 2026. To provide continuity to our operations only half of the Board positions are open for elections each year.

Under the leadership of B Academics President Summer Brown, the organization achieved significant improvements this year during her third year in the role.

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 2026.

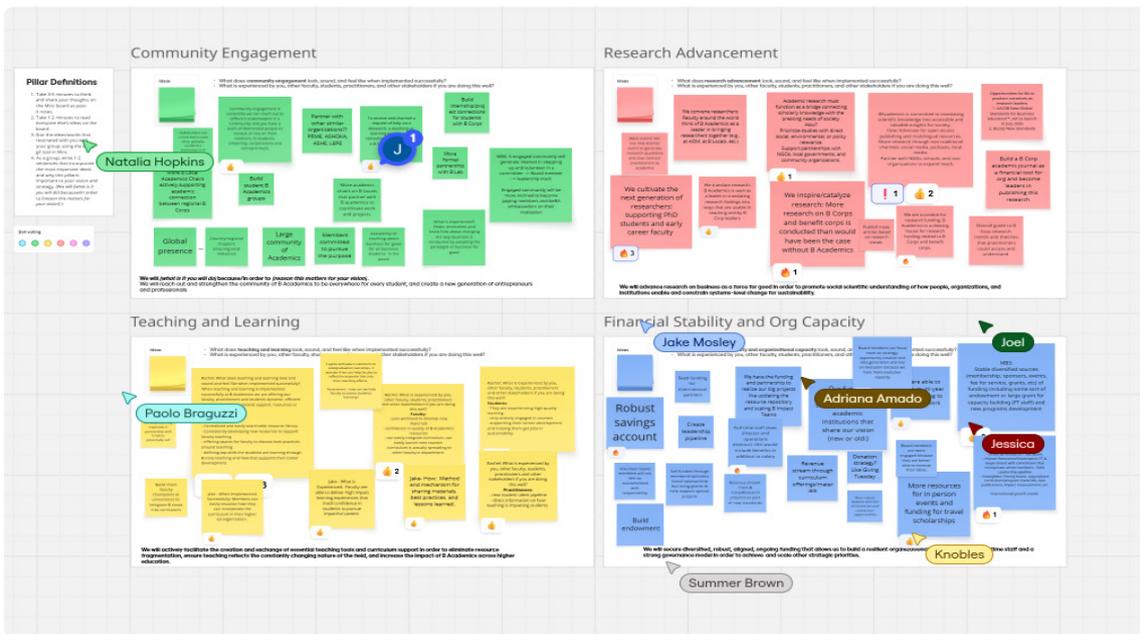
In December 2025, we welcomed two ex-officio board members, Suman Murthy and Rebecca Tummers, through the Duke Fuqua on Board (FOB) program. These students collaborated closely with our Executive Director to support the development of a fundraising strategy. Their active involvement in B Academics provided valuable insights that will shape our 2025 strategic priorities.



B Academics Operations Director presenting at SEA Change NC Cohort Showcase.

In August 2025, our Operations Director participated in the SEA Change Accelerator program. We are incredibly grateful for this experience, which provided a unique platform to collaborate with and learn from fellow social enterprises as we strengthen our organization.

We also had the pleasure of partnering with certified B Corp Paradox Consulting Partners to develop our strategic plan for the next five years. We are incredibly grateful for their expert guidance and unwavering support as we navigate this next chapter.



Strategic planning session led by Paradox Consulting Partners.

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 Platinum Certified



B Academics was honored to be chosen as one of the featured pitches for SEA Changes final showcase.

Rachel Haynes, Operations Director

Financial Statements

This year marked a significant financial turning point for our organization, as we successfully achieved a break-even position while maintaining a healthy net revenue. This fiscal stability was anchored by exceeding our annual goal for institutional support and further amplified by a record-breaking Giving Tuesday, which served as our highest donation year for the event to date. Coupled with the receipt of our highest individual donation in the organization’s history, these milestones have provided the essential foundation for our programs and operations, ensuring a sustainable and impactful future.

Revenue

Donations, Grants & Events	\$1,718.51
Institutional Support	\$22,650.00
B Impact Teams Programs	\$7,750.00
Membership Dues	\$10,850.00
Gross Revenue	\$42,968.51

Expenditures

Contractors	\$36,000.00
Credit Card and Banking Fees	\$982.57
Website & Operating Expenses	\$4,827.95
Total Expenditures	\$41,810.52

Net Operating Revenue	\$1,157.99
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Interest Earned	\$87.06
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Net Revenue	\$1,245.05
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(B) Academics

Join Us in Making an Impact

Help us continue advancing academic study and global impact. Donate today!

[Donate today](#)

[Become a member](#)

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

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