# Corporate Social Responsibility & Sustainability – Paper Awards 2006

## GENERAL INFORMATION AND GUIDELINES

### Overview

The Corporate Social Responsibility (CSR) & Sustainability paper awards are available to Columbia MBA students who are interested in research work connected to specific U.S. or international companies or organizations. Projects with consulting firms are also eligible. Students may submit papers which are also eligible for course credit, or connected to independent studies, internships or other paid/unpaid employment prior to graduation. This research work should result in a rigorous paper which focuses on and analyzes a topic related to CSR, sustainability, corporate citizenship, or social impact management issues. Paper topics may cover areas including, but not limited to: community involvement, environment, business ethics, governance, labor and workplace practices, sustainability in product development, cause related marketing, international expansion in emerging markets, and partnerships and alliances with nonprofit and public organizations.

These awards are provided to students who deliver high quality papers which:

- Highlight and analyze innovative approaches and practices being considered or used by companies or nonprofit/public sector organizations;
- Examine the impact of these issues in functional areas (such as finance, marketing, strategic planning, operations etc) within or with relevant organizations; and
- Address, and in some cases quantify, the relationship between financial and social/environmental objectives of the company, organization or relevant stakeholder groups.

### Eligibility

To be considered for a CSR & Sustainability paper award, you must be enrolled in the Columbia MBA or EMBA Program. Dual degree students should have commenced or completed at least one term of Business School courses. Papers can be written individually or by teams of no more than four qualifying MBA or EMBA students.

### Selection

Selection is based on the quality of insight and analysis on the following questions:

- What were the innovative approaches and practices being considered or used by the organization?
- What impact did CSR and sustainability issues have on various business units/departments/ functional areas within the organization, and on profitability or financial sustainability of the relevant organization?
- What is the link to community benefits achieved by the organization and/or the project?
- How does the organization evaluate and/or measure its activities and social/environmental impact?

Papers should focus on analyzing a particular issue and not merely describe the project, activity or position.

The selection committee is composed of Columbia Business School faculty. It is anticipated that around four awards of $1,500 will be available for the best papers submitted, though the faculty

judging committee has the discretion to award different amounts, depending on the number and quality of papers received.

## Paper Submission Process

Students who wish to write a paper should draft a one page summary of the proposed paper topic and then set up an appointment for feedback with a faculty member who will be judging these awards. A finalized version of the description of the paper topic should be provided no later than 6 weeks prior to the paper deadline (either **March 9** or **July 21**, depending on your graduation date – please see below). Students may also contact the Social Enterprise Program for assistance with connecting to relevant organizations that the student has already identified.

Before or during the writing of your paper, you should inform the relevant people within and with any related organization(s) that you intend to write a CSR / Sustainability paper about their organization, and the selection criteria outlined above. Whether students approach an organization with the possibility of writing a CSR / Sustainability paper, discuss writing a paper after the project or employment has been secured, or decide to write a paper during their employment / project, is at the discretion of the student(s). However these discussions with the organization(s) should occur before the paper is finalized.

For students graduating in May this year, papers are due on the last day of classes **April 20, 2006**. For students returning in the fall semester, papers are due on the first Friday after the commencement of classes: **September 1, 2006**. The one page Executive Summary of your paper should be shared with the relevant organization(s) prior to submission. Whether the full paper is shared with the organization(s) is at the student's discretion.

The paper should include a one page Executive Summary. The paper should be no more than 10 pages (double spaced, 12 point font, excluding Executive Summary, exhibits and appendices). Three paper copies (including one unstapled / unbound copy) should be submitted together with an electronic copy by the deadline.

All submissions should be provided in hard copy to: Room 317 Uris Hall, and sent via email to sn2010@columbia.edu

The decision of the judges is final, and winners will be notified by email and on the Social Enterprise Program website.

## Publication

A profile of participating students, one page Executive Summaries, and the full winning papers may be used, in whole or in part, in *The Bottom Line*, the Social Enterprise Program website or other publications promoting these awards. In addition, winners may be asked to participate in activities highlighting CSR and sustainability issues at the School.

## If you have any questions, please contact Sandra Navalli at: sn2010@columbia.edu

# CSR & Sustainability Paper – Cover Sheet

**(Due no later than 6 weeks prior to submission of your final paper)**

Name(s) _____

CBS lifetime email(s) _____

Primary Contact – Local Address _____

City, State, Zip _____

Telephone _____

Concentration(s) _____

Degree: MBA/Joint _____

Term at Columbia Business School _____

Organization _____

Division/Department/Area _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____

Does the organization(s) know that you intend to write a paper for the purposes of these awards? _____ (Yes / No)

Signature _____ Date _____

Please attach a one page description of your paper topic.