

*Sustainability & Social Responsibility:* Business, government, and individuals must work together harmoniously for the long-term welfare of society. When this triadic relationship is out of balance, society suffers. Companies must be allowed to provide products and services to individuals and other companies at a profit to their shareholders, but their efforts must minimize harmful impacts on communities, workers, and the environment.

We conduct research relating to corporate social responsibility, company-nonprofit partnerships, and company operations that benefit the environment. We have received major government grants to research water management and use issues, cause-related marketing (a company/nonprofit marketing alliance) and company support for employee volunteerism. We have examined diverse issues in the realm of social and environmental sustainability, such as how to encourage hotel guests to reduce their towel usage and thus reduce water use, how to encourage individuals to bring reusable bags when grocery shopping, and how to encourage recycling.

We seek to make our research accessible and actionable. For example, our research on company support for volunteerism has helped both companies and nonprofits to understand what can be gained from such efforts, and what the risks are as well. In this case, we shared our research with the community by way of a collaborative seminar, bringing together companies and nonprofits for the benefit of both.