

CREST Residential Fellowship Application Cover Sheet
Academic Year 2010-2011

Name Janet Spitz
Rank Assoc. Professor
Department Business
Campus address 401 Western
Campus phone [REDACTED] Home phone [REDACTED]
Email address [REDACTED]
Previous CREST Residential Fellow? yes If yes, give year 2007
Title of Research Project Support for Sustainability: Vision
or Mirage?

Application materials:

- a. One copy of proposal narrative of roughly 1,500 words with cover sheet attached. Proposals should describe the project clearly and concisely for a multidisciplinary evaluation panel and address its relevance to current directions of research in the field. Please double-space proposals and use a 12-point type.
- b. One copy of bibliography not to exceed one page.
- c. One copy of *curriculum vitae*

Note to department heads:

- a. Residential Fellows will be released from one course during the fellowship year.
- b. This semester will tentatively be Fall 2010 or Spring 2011 (please circle one)

Department Head signature [Signature]
Printed Simona Sung

If appointed in two departments:

Additional Department Head signature _____
Printed _____
Signature of Applicant [Signature]

Applications must be received by Monday, November 30, 2009

Please mail to:

Dr. John Williams-Searle, Director
Center for Citizenship, Race, and Ethnicity Studies (CREST)
The College of Saint Rose
432 Western Avenue
Albany, NY 12203-1490

College of Saint Rose CREST Application

November 29, 2009

A. Objective.

The idea of Sustainability – particularly global sustainability – continues to gain legitimacy and recognition across academic fields, as well as in the general population: the U.S. Government now maintains a Sustainability website, for example (EPA, 2009) while Arizona State University hosts a School of Sustainability (ASU, 2009). The extent to which sustainable approaches receive particularly business support, especially in a globalized business context, however, is less well understood. Nearly all corporate websites make claims to sustainability, but those claims may appear somewhat at odds with the same organizations' actual business behavior. Other firms show commitment to aspects of sustainability through their production or installation of alternative energy products such as wind turbines, solar panels, algae biomass refinement and the like. Even firms engaged in alternative energy production, however, may generate considerable hazardous materials in so doing, and may engage in processes that embrace sustainable practices to a lesser or greater extent.

Almost no empirical data has emerged about support for business sustainability within the business community itself; of course opinion pieces on both sides of the argument abound (The Economist, 2005), as do "how-do" articles (see for ex the journal, Greener Management International). The opposition to sustainable climate policy as well as opposition to the Living Wage movement by the U.S. Chamber of Commerce, representing 300,000 businesses, is well known (Broder, 2009).