



**BENTLEY**  
UNIVERSITY

**W. Michael Hoffman**  
Center for Business Ethics

THE

*Ethics Buzz*

- THE HCBE STUDENT-RUN NEWSLETTER -

## **BENTLEY STUDENT ENTREPRENEURS BUILD A BRAND WHILE GIVING BACK TO THEIR COMMUNITY**

### **Watch out Supreme and Kith - Jefe**

**Clothing has some tricks up their sleeve that we ALL could learn from!** Two Bentley students, **Joshua Elysee (junior)** and **Leonardo Paul (senior)** co-founded the Jefe Clothing brand together, offering various selections from casual to luxury streetwear for both men and women. Elysee is from Medford, MA and will be graduating next year with a Marketing major, a Diversity & Society LSM, and a Finance minor. Paul is from Malden, MA and will be graduating this year also with a Marketing major and a Law minor.

**They started Jefe Clothing to empower people to take the lead in whatever they desire.** The brand's slogan, "More than a Boss", was carefully chosen to express the brand's mission. Ultimately, these young entrepreneurs aim to be the ultimate lifestyle brand that will continue to inspire others to explore their full potential.



### **COMMENDABLE ACT OF KINDNESS**

#### **Back-to-School Giveaway at the Cambridge Community Center**

Both Elysee and Paul attended Prospect Hill Academy for grade K-12 in Cambridge, MA. and wanted to give back to the community that helped shape who they are today. **On August 25, 2019, Jefe Clothing held the first annual Back-to-School giveaway at the Cambridge Community Center where they gave out 50 backpacks and over 200 school supplies to kids in grades K-7.** The event was packed with plenty of games, snacks, and performances from young local artists in The Hip Hop Transformation (THHT), a summer program offered by the Center that teaches teens the history of hip-hop culture.

As the brand continues to develop, they value the importance to differentiate themselves from other local brands in the industry. In being

"More Than a Boss", they wanted to demonstrate that you don't necessarily have to be at a large and successful company to start giving back to the community. They stated, "We figured that it'd be a great start to give back to the community we grew up in as it would inspire the youth and our peers to do the same."

**Jefe Clothing is now widely represented across Bentley's campus and Greater Boston area.** Be sure to check out their website. Follow them on Instagram and Twitter for the latest scoop on their next collection. We suggest you be quick to snag new products because **their items sell out shortly after being released!** To learn more about Jefe Clothing, click on the social media icons linked below, or go directly to their website by [clicking here](#).

If you would like to nominate another student or a student organization to be featured in this newsletter, [please submit a form here](#).



## BROWN BAG SERIES

**MANAGERIAL  
DISCRETION AND  
CORPORATE  
IRRESPONSIBILITY**

**Jegoo Lee**  
Stonehill College  
HCBE Visiting Scholar

Oct 17, 2019  
12:30-1:50pm in AAC254  
For more information,  
[click here](#).

## BROWN BAG SERIES

**'... AND THERE BE  
DRAGONS': MODERN  
CORPORATIONS AS  
POLITICAL ACTORS**

**Kendy Hess**  
College of Holy Cross  
Associate Professor

Nov. 5, 2019  
2:00-3:30pm in AAC254  
For more information,  
[click here](#).

## BROWN BAG SERIES

**CORPORATE  
RESPONSIBILITY IN THE  
21ST-CENTURY  
REGULATORY STATE**

**Aaron Ancell**  
Bentley University  
Assistant Professor

Dec 3, 2019  
2:00-3:30pm in AAC254  
For more information,  
[click here](#).



**PROFESSOR DARYL KOEHN**

**Verizon Lectureship: What's Ethically Wrong with Behavioral Economics?**

Not since Lord John Maynard Keynes launched his revolution in the 1930s, has the field of economics seen such buzz as with the ascendance of behavioral economics, which increasingly is used to guide business strategy and public policy. Prof. Koehn, however, will draw on virtue ethics to challenge the prevailing behavioral economics orthodoxy.

She will argue that such an approach can lead to a misunderstanding of the role of character and life goals in guiding ethical choices.

**Nov 19, 2019 @ 3:30pm in Wilder Pavillion, Adamian Academic Center**

For more info, [click here](#).



On September 17th, five Bentley University professors got together in the Wilder Pavillion to discuss the science behind opioid addiction and the moral responsibility that drug companies have for the opioid crisis. Johnson & Johnson was recently ordered to pay \$572 million dollars for its role in the opioid crisis. The five Bentley professors discussed what the verdict meant for Big Pharma and how the opioid crisis is affecting our communities.

To watch the video of the event, please [click here](#)



LEFT TO RIGHT: Prof. Zoe Wagner, Prof. Liz Brown, Prof. Jeff Moriarty, Prof. Andy Aylesworth, and Prof. Miriam Boeri





Institutional investors are increasingly integrating **environmental, social, and governance** (ESG) factors into their investment process. Many investors recognize that ESG data is vital to understand the corporate purpose, strategy, and management quality of companies.

On Monday, October 7, the HCBE co-hosted a panel discussion and networking event with the Bentley Sustainable Investing Group. The panel featured **Amber Fairbanks, Asha Mehta, Fred Isleib, and Paul Hilton**, who discussed various topics pertaining to ESG such as its importance, reliability, and how sustainable development goals (SDGs) can be integrated into the investment process.

To watch the video of the event, please [click here](#).



SEATED LEFT TO RIGHT: Amber Fairbanks, Paul A. Hilton, Fred Isleib, and Asha Mehta.



The legalization of marijuana has been a business issue that has ethical implications in which are not settled. Some are completely against it while others are in complete support of it. Although many states have either decriminalized small amounts of marijuana or legalized the substance entirely, a few ethical issues that are still in need of consideration include who can use it, and how should it be used.

The following articles showcase various perspectives. **To read the article, click the image.**



## TELL US WHAT YOU THINK!

Submit a post discussing your perspective of this controversial topic to be entered in a giveaway for a

**\$50 Amazon gift card!**

According to Business Insider, the legal marijuana industry could be worth \$77 billion by 2022. **From your perspective, what ethical principles should guide businesses in this new economic sector?**

[Click here to submit a discussion post!](#)

Selected highlights of the discussion posts will appear in the next issue.

\*\*\*Deadline October 31, 2019\*\*\*

## ABOUT THE W. MICHAEL HOFFMAN CENTER FOR BUSINESS ETHICS

Established in 1976 at Bentley University, the W. Michael Hoffman Center for Business Ethics (HCBE) is among the world's oldest and most highly-respected research and educational institutes. Over the years, HCBE has set many milestones in the development of the business ethics movement. [Learn More](#).

**VISIT US!** HCBE has an extensive business ethics library, and all students, staff, faculty, and the general public are welcome to visit and make use of our resources as well as those on [our website](#).

**W. Michael Hoffman**  
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**(781) 891-2981**



Contributors to this edition of the newsletter are current HCBE Leon Sullivan Scholars: **Lisa Quang and Joey Zhuo**. Lisa also serves as the HCBE's advisor, coordinator, and editor of the newsletter.

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