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Tags: academia, Beyond Grey Pinstripes, Corporate Social Responsibility, csrwire, Duquesne University, greenwashing, sustainability

### About the Author



**Emily DeMasi** Emily McKinin DeMasi is a 2011 MBA/ MA Public Policy candidate and Peace Corps Fellow at Duquesne University in Pittsburgh, PA. Her thesis work concerns Corporate Social Responsibility in the United States. She also works as a Research Fellow at Bridgeway Capital, a Community Development Financial Institution (CDFI) in downtown Pittsburgh. Emily has worked as an Associate in a Private Equity Placement Firm in NY and as a Water and Sanitation Volunteer in Ivory Coast, West Africa. She hopes to combine her business background with her passion for development and inspire others in the fields of Sustainability and CSR.

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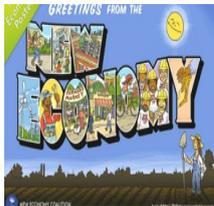


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Mike • 4 years ago

I've always believed capitalism, though flawed (like all systems), is the best system. People can create change with their wallets, much faster than writing laws or waging war.

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elaine cohen • 4 years ago

emily, many thanks for referring to my posts on Green MBA's and the sustainability Initiatives Report. Wish you luck with your multi-color MBA :) Even so, going mainstream starts at the fringe. The real change will come when businesses demand that MBA grads have sustainability knowledge as part of their basic education - it has to be a pull from biz rather than a push from young activists or intelligent academics. elaine

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Emily DeMasi → elaine cohen • 4 years ago

Thanks for the comment Elaine! I agree mainstream starts at the fringe and look forward to the day when businesses demand sustainability knowledge from MBA grads. Until then, a two-pronged approach couldn't hurt :)

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