


June 26, 2024

TO: Members of the Board of Trustees

FROM: Anne D'Alleva, Ph.D. 
Provost and Executive Vice President for Academic Affairs

RE: Reappointment of Professor Robert Bird to the Eversource Chair in Business Ethics in the School of Business

RECOMMENDATION:

That the Board of Trustees reappoint Professor Robert Bird to the Eversource Energy Chair in Business Ethics in the School of Business.

BACKGROUND:

Established in 2000, this Chair is supported by an endowment from the Northeast Utilities Corporation to recognize a researcher and teacher having made significant contributions to business ethics. The Chair will provide intellectual leadership for existing courses, offer specific dedicated classes, conduct and oversee faculty research, as well as publish in business ethics. This appointment will be effective from August 23, 2024, through August 22, 2027.

The decision to reappoint was made following the School of Business policy. Dean Elliott is making his recommendation based on consultation with the associate deans and the relevant department head in the School of Business.

Professor Bird is a tenured Professor in the Marketing Department who is nationally recognized within his profession as a leader in the field and a very accomplished scholar with 10 publications since 2018 (66 total to date). Professor Bird's research examines business ethics on a global scale, including the impact of compulsory licensing laws on the availability of pharmaceutical drugs in developing countries; the obligation and opportunity in global human rights; and the procedural and substantive justice issues underlying fair and unfair termination of employees in the workplace arena.