

F. Byron (Ron) Nahser
DePaul University
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Education

PhD, DePaul University, 1995.
Supporting Areas of Emphasis: Philosophy – American Pragmatism

MA, Mundelein College (Now part of Loyola University Chicago), 1982.
Major: Religious Studies

MBA, Northwestern University, Kellogg School of Management, 1968.

BA, University of Notre Dame, 1962. Major: Communication Arts

Professional Positions

Academic - Post-Secondary

Senior Fellow, Institute for Nature and Culture, and Director, Urban Sustainable Management Programs, DePaul University. (2015 - Present).

Fellow, World Business Academy, (1988-present)

Strategic Advisor, U.N. Principles for Responsible Management Education Secretariat. (2012 - Present).

Professor of Pragmatic Philosophy and Ecological Economics, Center for Confucian Entrepreneurship and East Asia Civilizations; and Mentor of Morningside Cultural China Scholars Program, Zhejiang University. (2016- Present).

Senior Wicklander Fellow, Institute for Business and Professional Ethics, and Director, Urban Sustainable Management Programs, DePaul University. (2008 - 2015).

Provost Emeritus, Presidio Graduate School. (2008 - Present).

Provost, Co-CEO, Presidio School of Management. (2004 - 2008).

International Honorary Dean. Cotrugli Business Academy, Zagreb, Croatia. (2003-2008).

Visiting Writer, Worcester College, University of Oxford. (Summer 1993)

Research Associate - Institute for Applied Social Logic (Charles S. Peirce Method of Inquiry), (1991 – 2001).

Executive in Residence – with Dr. Jack Ruhe. St. Mary's College, South Bend, IN. (1998 – 2006) ,

Executive in Residence, Kellstadt Graduate School of Business, DePaul University. (1982 - 1994).

Professional

Executive Director, Corporantes, Inc. (1994 - Present)

President and CEO, The Nahser Agency/Advertising, Inc. (1984-2004)
Various positions, Frank C. Nahser, Inc. (1963-1984)

Senior Fellow, Oxford Leadership Academy. (1989-present)

Founding Member. Business Executives for Economic Justice, Chicago, IL. 1988

Chapter Chairman, American Association of Advertising Agencies – Board of Governors, Chicago, IL. 1996-2000.

Founding Trustee, Fellow, and Curator of the Willis Harman Archives. World Business Academy 1987 – present)

Member – Beta Gamma Sigma International Honor Society, inducted at DePaul University (1988)

Fellow – One Planet Education Network, Geneva Switzerland. (2018-present)

Member of Board of Directors. Merlin's Muffler & Brake Shops, Inc. 2005-2008.

Partner - Jackson Hole Mountain Guides, Jackson, WY. 1974-1983.

Apprentice-Teacher, Tai Chi Foundation. New York City, NY. 2016-

Member, Board of Trustees, Founding Member, Socratic Institute, Shimer College. 1988-1995.

Member of Board of Directors. Grumman/Butkus Associates, Evanston, IL. 2010 - 2017.

Member, Alumni Advisory Board, Kellogg School of Management, Northwestern University 1990 -2010.

Member Pete Henderson Society, 2010-present. Kellogg Leadership Forum 2000-

Member, Dean's Advisory Council. Kellstadt Graduate School of Business, DePaul University. 1983-Present

Member, Board of Directors, Marillac House, Chicago, IL 1967-1975.

Staff Sergeant, United States Air Force, 640th Hospital Reserve, Non-Commissioned Officer in Charge, Honorable Discharge. 1962-1968.

Teaching

Teaching Experience

DePaul University

ECO 798, SPECIAL TOPICS, Ecological Economics: A Macromarket Perspective, 2 courses.

FIN 559, CREATING SUSTAINABLE VALUE, 4 courses.(Inquiry lectures.)

GSB 595, DEVELOPING SUSTAINABLE STRATEGIES – Capstone/Practicum, 5 courses.

MGT 798, SPECIAL TOPICS, Sustainable Management, 1 course.

MGT 799, INDEPENDENT STUDY, 1 course.

MKT 798, SPECIAL TOPICS,- Marketing in a Changing Social Environment. 12 courses.

MLS 409, ENVIRONMENT AND SOCIETY, 4 courses.

MLS 490, SPECIAL TOPICS/CONTROVERSIES, 1 course.

MLS 452, BUSINESS, SOCIETY, AND SUSTAINABLE DEVELOPMENT: A Macromarket Perspective, 1 course.

MPS 604, SPECIAL TOPICS, Developing Sustainable Strategies. 4 courses.

Presidio Graduate School

SUS 6060 Managerial Marketing, 5 courses

SUS 6150 Integrative Capstone Course, 6 courses

Northwestern University - Kellogg School of Management – Executive MBA

EMP55 Leadership and Ethics – with Professor David M. Messick, 1 course

Stanford Graduate School of Business

Advertising and Communication Management: Marketing Communication for Emerging, Values-oriented Companies – with Professor Michael Ray, 1 course

Notre Dame University – Mendoza College of Business

Ethical Dimensions of Leadership – with Fr. Oliver Williams CSC, 3 courses
Executive Integral Leadership – with Leo Burke, 3 courses

St. Mary's College – Notre Dame, IN.

Leadership and Corporate Culture – with Professor Jack Ruhe, 9 courses

University of South Florida – Muma College of Business

Leadership and Strategy – with Professors William Locander and James Stuart, 2 courses

Research

Published Intellectual Contributions

Book Chapters

Kelley, S. P., & Nahser, F. B. (2016). Integrating PRME in Practice through Pragmatic Inquiry: A Sustainable Management Case Study. *Educating for Responsible Management Practice: From Theory to Practice*. Editors: Roz Sunley, Senior Lecturer at the University of Winchester, UK and Jennifer Leigh, Professor at the Nazareth College of Rochester, NY, USA (Ed.) Saltaire: Greenleaf.

Nahser, F. B. (2014). Consumption in the un-commons: the economic case for reclaiming the commons as unique markets. Editors: Patrick Murphy and John Sherry. *Marketing and the Common Good*, Routledge Publications.

Nahser, F.B. (2012) What is the good life in a finite world: Engaging Chinese Scholars with a Pragmatic Approach to Economics. In *Science, Wisdom and the Future*. Editors: Cheryl Genet, et.al. Collins Foundation Press.

Nahser, Ron and Jack Ruhe. (2005) "Business as a Calling: a Pedagogical Method and Practice." In: "Business as a Calling: Interdisciplinary Essays on the Meaning of Business From the Catholic Social Tradition." University of St. Thomas, John A. Ryan Institute for Catholic Social Thought.

Nahser, F. B. (2002). Pragmatic Inquiry in Business: Religious Foundations and Practical Applications. In *Praxiology: The International Annual of Practical Philosophy and Methodology*. Volume 10. Transaction Press.

Books

Nahser, F. B. (2013). *Learning to Read the Signs: Reclaiming Pragmatism for the Practice of Sustainable Management*. 2nd edition. Routledge Taylor & Francis Group. PRME Principles For Responsible Management Series. Greenleaf Publications.

Nahser, F. B. (2009). *Journeys to Oxford: Nine Pragmatic Inquires into the Practice of Values in Business Education*. New York: Global Scholarly Publications.

Pragmatic Inquiry®; CORPORANTES PathFinder Lab Journal and Field Notebook ,1992 - Present

Editorial and Review Activities

Nahser, F.B. (2019) Review of "A Circular Economy: A User's Guide", *Mint Magazine*, December.

Nahser, F. B. (2014). Social Economic Perspectives: An Interdisciplinary Review. *Review of Social Economy*, 3.

Nahser, F. B. (2012). Such a Tide as Moving Seems Asleep: A Review of Seven Books that Attempt to Awaken It. *Journal of Environmental Investing*, 3.

Nahser, F.B. Leo V. Ryan CVS, Wojciech W. Gasparski. Co-Editors, Book, "Praxiology and Pragmatism. The International Annual of Practical Philosophy and Methodology, 10th Edition." (2002).

Refereed Journal Articles

Nahser, F. B. (2014). The Practice of Ecological Economics: A Response to The President's Message and James Montgomery's Letter. *Environmental Practice*, 16, 1-9.

Kelley, S. P., Nahser, F. B. (2014). Developing Sustainable Strategies: Foundations, Method, and Pedagogy. *Journal of Business Ethics*, 123, 631-644.

Nahser, F. B. (2012). Ethics and Economics: A Unique Opportunity for NAEP Members. *Environmental Practice*, 14, 224-32.

Nahser, F. B., Ruhe, J. (2001). Putting American Pragmatism to Work in the Classroom. *Journal of Business Ethics*, 34, 317-30.

Presentations Given – selective, starting with the PhD studies, 1989.

Nahser, Ron, "What's your challenger question?" Discovery Workshop (via zoom), Digital Creative Institute, San Antonio, TX. (February, 2020)

Nahser, Ron, "Frances E. Willard and how she thought: What can we learn from her practice of inquiry?" Keynote address at the Women's Christian Temperance Union Annual Meeting. Skokie IL. (Sept. 2019)

Nahser, Ron. "Q: What's Next for Management Education? A: Reclaiming Economics as the Practice of Moral Philosophy." (Peer reviewed conference.) "To What End? Narrative, Institutions and Practices". DeNicola Center for Ethics and Culture, University of Notre Dame, South Bend, IN. (July 2019)

Nahser, Ron, "the Practice of Pragmatism in Management Education and Entrepreneurship: as illustrated by Thomas Jefferson in the Declaration of Independence". University of Virginia, (July 2019), (Via video)

Nahser, Ron, "What's my big idea for changing the world?" Inquiry Workshop in "Innovation and Sustainability Management – Silicon Valley Program." Presidio Graduate School, San Francisco, CA. (Dec. 2018)

Nahser, Ron, "All the World's an Ad!" Understanding the Hidden Power of Advertising: How It Continues to Shape Our Values and How YOU Can Use It." Women Leadership America. Keynote Address at Annual Meeting. Chicago, IL.(Sept. 2017)

Nahser, Ron, Ken Stickers, Scott Kelley: "Pragmatic Inquiry in the Business Curriculum: Teaching Sustainability" (Panel Peer Reviewed) Society for the Advancement of American Philosophy Annual Conference, Indianapolis, IN. (April 2017)

Nahser, F.B. "How Can New Confucian Humanism Educate the Capitalist to Become an 'Engaged Scholarly Entrepreneur' and Redeem American MBA Mentality?" , Modern Confucian Entrepreneurship and Cultural Identity Conference. Zhejiang University, Hangzhou China. (November 2016)

Nahser, F. B., Developing Hangzhou Strategies toward a Sustainable Socio-Eco-nomic Civilization Workshop: "Creative Strategic Leadership and True Pragmatic Arc of Inquiry." Confucian Entrepreneurship Center, Zhejiang University, Hangzhou China. (May 2016)

Nahser, F. B., "Marketing Ethics: We're all talk!" Ayer College, Northwestern University, Evanston, IL.(October, 2015).

- Nahser, F.B. "Creative and Pragmatic Inquiry for a More Sustainable World Bridging East and West." Mind, Consciousness, Creativity 2015 International Symposium, HenNan Academy, Shanghai, China. (October 2015)
- Nahser, F. B., "Learning to Read the Signs: Pragmatism, Sustainable Management, and the Common Good," Wayne Leys Memorial Lecture and the John Dewey Center, Southern Illinois University, Carbondale, IL. (March 2015).
- Nahser, F. B., "Pragmatic Inquiry and PathFinder, the Role of American Philosophy in Management Education" Faculty Workshop, Southern Illinois University, Carbondale, IN. (March 2015).
- Nahser, F. B., "Human Flourishing in a Finite Ecology: how do today's managers face the ethical challenges of the global environment." 21st International Vincentian Business Ethics Conference DePaul University, Institute for Business Ethics, Chicago, IL. (November 2014).
- Nahser, F. B., "The New Global Landscape: Rethinking Sustainable Management," Ancell Forum on Sustainability, Corporate Social Responsibility & Ethics, Western Connecticut State University, Danbury, CT. (November 2014).
- Nahser, F. B., "What is Happiness in a Finite Ecology," Kyoto University, Kyoto, Japan. (October 2014).
- Nahser, F. B., "Challenging Marketers to Think afresh about their Goals: What is Happiness in a Finite World," 3rd World Marketing Summit, Tokyo, Japan. (September 2014).
- Nahser, F. B., "Are you asking the right questions? A Sustainable Management Workshop". W.W. Grainger, Lake Forest, IL. (August 2014).
- Nahser, F. B., ""Not just thinking outside the box...but make the box bigger". European Foundation for Management Development, 50+20, , Vrelick University, Brussels. (June 2013).
- Nahser, F. B., "Sustainable Management at DePaul – an Update from 3 Perspectives." Academic Council, DePaul University, Chicago, IL. (November 2012).
- Kelley, S. P. (Author & Presenter), Nahser, F. B. (Author & Presenter), "Developing Sustainable Strategies: foundations and method", 19th International Conference Promoting Business Ethics, Niagara University, DePaul University, St John's University, Buffalo, NY. (October 2012).
- Nahser, F. B., ""The Future We Want' & 'Pragmatic Arc of Inquiry'," UN PRME Rio+20 Conference Rio de Janeiro, Brazil (June 2012).
- Nahser, F.B. "Consumption in the un-commons: The economic case for reclaiming the *commons* as unique *markets*." Marketing and the Common Good Conference, Notre Dame, IN (April 2012)
- Nahser, F.B. "The Good Life in Sustainable Communities: Interventions in the *Demand Belief* Systems." General Systems Seminar: Meaning in a Complex World, Marlboro Graduate School, Brattleboro, VT. (December, 2011)
- Nahser, F.B. "What is the Good Life in a Finite World? A Pragmatic Inquiry into Market Economics as the Path to Sustainability." 4th Annual Environmental Expo: An Education in Sustainability, Chicago, IL (November, 2011)
- Nahser, F.B. "What is the Good Life – and your role - in a Finite World", Medill School of Journalism, Northwestern University, Evanston, IL. (March 2011)
- Kelley, S. P. (Presenter), Millan Brusslan, E. (Presenter), Nahser, F. B. (Presenter), , "The Integrity of Creation and Sustainable Development: Approaches to the True, the Good, and the Beautiful," World Catholicism Week DePaul University, Chicago, IL. (April 2010).
- Nahser, F.B. "What is Flourishing in a Finite Ecology", Marlboro Graduate School, Brattleboro VT.

(March 2010)

Nahser, F.B. "Philosophies and Logic of Economic Models: Capitalism and Marxism in an Age of Ecological Crisis." Marlboro Graduate School, Marlboro Graduate School, Brattleboro VT. (February 2010)

Nahser, F. B., "Re-framing the Discipline of Economics in an Age of Globalization and Ecological Crisis," Economic Crises and the Globalization of Economic Theories Conference, Fordham University, New York. (April 2009).

Also given at the Reflection on the Challenges of Globalization: History and Economic Theory Seminar, The Central Institute of Socialism and at Renmin University, Beijing, China; East China Normal University, Shanghai and City University of Hong Kong. (July 2009)

Nahser, Ron. "Educating Leaders of Faith and Character:" Faculty seminar at University of St. Thomas, Houston, TX. (Nov. 2008).

Nahser, F. B. (Presenter), Ruhe, J. (Presenter), Kelley, S. P. (Presenter), "Pragmatic Inquiry in Business Ethics: Synthesizing Business and Vocation in Service of the Common Good," Business Education at Catholic Universities, Notre Dame University, South Bend, IN. (June 2008).

Nahser, Ron and Jack Ruhe. "Can Character Be Taught in Business Schools? Maybe, but our evidence indicates that it can be *un*-taught." Institute on College Student Values, Florida State University, Tallahassee, FL (Feb. 2007).

Nahser, F. B., 8th International Conference on Social Values in Education and Business, "Where do Conflicts Begin? An Inquiry into the Need for Inquiry in Management Education," University of Oxford, England. (July 2006).

Nahser, F.B. XV Economic Forum, "Advertising, Values and Society", Krynica, Poland. (Sept. 2003-2005.)

Nahser, F. B. "The Essence of Leadership: Ignite Your Vision and Values to Drive Business Performance." Kellogg Leadership Forum, "Leading with Values and Vision: The Business Case." Kellogg Graduate School, Evanston, IL. (October 2004).

Nahser, F. B., 7th International Conference on Social Values in Education and Business, "Marketing as Storytelling: Pragmatic Inquiry's Religious Foundations and Practical Applications," University of Oxford, England. (July 2004).

Nahser, F.B. Launch of Cotrugli Executive MBA Program. "Driving Sustainable Organization Performance by Igniting Your Values and Vision." Zagreb and Porec, Croatia. (March 2003)

Nahser, F. B. "Learning to Read the Signs: How your values drive your business and personal decisions." Loyola University Family Business Center(. November 2002)).

Nahser, F. B., 6th International Conference on Social Values in Education and Business, "Uncovering the Values Driving Organizational, Career and Personal Strategies: The Case for PathFinder Pragmatic Inquiry," University of Oxford, England. (July 2002).

Nahser, F. B. "Develop Your Question About Leadership Education". Business Education Leadership Conference. Martha's Vineyard MA. (June 2001)

Nahser, F. B., 5th International Conference on Social Values in Education and Business, "Business as a Calling; The Calling of Business: A Pedagogical Model and Practice," Department of Educational Studies, University of Oxford, England. (July 1999). Also given at IAJBS and CJBE Annual Meeting, Duesto University, Bilbao, Spain (July, 1999)

Nahser, Ron. "The Role of Advertising in the Culture of Consumption." "Theory of Consumption" Conference . American Association of Advertising Agencies – with the Department of Advertising,

University of Illinois, Urbana-Champaign. (June 1998)

Nahser, F. B., 5th International Conference on Social Values in Education and Business, "Pragmatism: Putting Philosophy to Work in Business," University of Oxford, England. (July 1999).

Nahser, F. B. (Ron) Nahser, "Ethics in Advertising: A Study Day." Catholic Press Association. "Advertising: The Symbol Makers in God's World". University of Dayton. (July 1997.)

Nahser, F. B., 4th International Conference on Social Values in Education and Business, "What's Really Going on: Creating the Need for Philosophical Inquiry, And How to do it," University of Oxford, England. (July 1997).

Nahser, F. B., 3rd International Conference on Social Values in Education and Business, "Learning to Read the Signs: Reclaiming Pragmatism for American Business and Education," University of Oxford, England. (July 1995).

Nahser, F. B., Business Executives for Economic Justice Conference. "Truth in Advertising Vs. Advertising That Is Truthful." The Crossroads Center for Faith and Work, Chicago, IL. (Oct. 1994.)

Nahser, F. B., 2nd International Conference on Social Values in Education and Business, "Peircean Pragmatism and the Social Values of American Business," University of Oxford, England. (July 1993).

Nahser, F. B., International Conference on Social Values in Education and Business, "Pouring Old Wine into New Wineskins...Again! A Commentary on Rerum Novarum: On the Condition of the Working Class," Cambridge University, England. (July 1991).

Nahser, Ron. "Great Books, the Search for Meaning and Vocation." Commencement Address, Shimer College, Waukegan, IL (June, 1989).

Research in Progress

"The Battle for the Soul of Capitalism: '...pursuit of happiness' and the unfolding drama of learning." (Planning).

This long essay will be a third analysis of the method of practicing pragmatic inquiry developed by Dr. Nahser and used as a basis for developing sustainable strategies. The essay, with Dr. Scott Kelley, will follow the historical development and application of pragmatism - this unique American contribution to the history of philosophy - and how it has helped guide a response to pressing social and environmental challenges, beginning with US Declaration of Independence and "...the pursuit of happiness".

"Organizations, Society and Sustainable Development: A Macromarket Perspective."

This course - having been taught twice on the DePaul Economics Department, and recently taught in the IDS/MLS program, is being considered as a core course treating economics as a "great idea", evolving from a course "Great Ideas, Business and Society" -GSB540/MLS452 - taught at DePaul from 1983-1989. The premise is that economics and marketing have emerged as the major frameworks for organizing social life and its impact on the environment. We now need to reclaim economics as the practice of moral philosophy, indeed a great idea.

"Pragmatic Inquiry as the Practice of the Confucian 'Great Learning'"

Based on recent work with students and faculty at Zhejiang University, Hangzhou, China, we see that American Pragmatic Philosophy is analogous to the practice of the learning as inquiry outlined in the Confucian "Great Learning" and in the present "Ecological Civilization."