

## Access to Experts



**Christopher Adkins**

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Christopher P. Adkins, PhD., is Executive Director of the Undergraduate Business Program at the College of William & Mary (Mason School of Business). His research and teaching integrate insights from cognitive neuroscience, behavioral economics and social psychology to enhance business decision-making, particularly in the areas of ethics, sustainability, and social entrepreneurship. Current research projects include: the role of emotional memory in ethical decision-making, empathic stakeholder analysis for value creation, and the interaction of pro-social and pro-self dispositions and behavior in entrepreneurial settings. In his teaching, Chris has pioneered the application of the MBA-level Giving Voice to Values approach with undergraduates. With sustainability consulting firm Saatchi S, Chris led the first personal sustainability program at a university. He is the co-founder of the Corporate & College Collaborative for Sustainability, a partnership of business leaders, faculty and students for innovation in sustainability education. Chris holds a PhD. and B.A. from William & Mary, and a M.A. from Boston University.

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