Wicked Problems, Wolfpack Solutions • Global Change

Redesigning Capitalism: Business as a Force for Good

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ABSTRACT

The recent global pandemic, economic crisis and racial justice uprisings have revealed a deep, fundamental problem in our economic system, which has long rewarded maximizing wealth over well-being and has prioritized individualism over interdependence. Jessican Yinka Thomas, MBA explores a new model of business, B Corporations (B Corps), and a global movement focused on redesigning capitalism in a way that uses the power of business as an engine to drive positive social and environmental change.

Jessica Yinka Thomas serves as director of the Business Sustainability Collaborative and assistant professor of the practice in the Poole College of Management at NC State where she teaches social innovation and environmental sustainability. Thomas leads the nationally recognized B Corp Clinic, an experiential learning consulting program where students work with local and global companies to drive social and environmental impact. She serves as president and board chair of B Academics, a global network that works to unite academics studying and teaching about B Corporations. Thomas received her MBA from The Fuqua School of Business at Duke University, and her bachelor's degree in engineering from Stanford University.

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Redesigning Capitalism: Business as a Force for Good (Jessica Yinka Thomas)
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TRANSCRIPT**SUPPLEMENTAL MATERIALS**

1. Learn more about the [Business Sustainability Collaborative](#) and get involved by joining the mailing list
2. [Learn more about B Corporations and the B Corp movement](#)
3. [Find out more about B Academics and how to get involved](#)
4. Visit [Professor Thomas' author website](#)