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**PUBLIC
ENGAGEMENT**

CONFERENCE · MARCH 6-8 · NEW YORK CITY & ONLINE

MANAGEMENT

&

SOCIAL JUSTICE

**THE
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SCHOOL**

Conference Booklet
2025

Friday, March 7 & Saturday, March 8

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ABOUT

Hello,

Welcome to the 2025 Management and Social Justice Conference! When I launched the Management and Social Justice Collective nearly five years ago, I wanted to create a new platform for examining the importance and impacts of management through the lens of social justice. Out of this project, The New School Management and Social Justice Conversation Series emerged as a way to advance the conversation online. A short time later, we held the inaugural Management and Social Justice Conference in 2023.

Expanding on that discourse, this year, my colleagues and collaborators on this platform are focusing the 2025 Management and Social Justice Conference on the role of technology in management and social justice. We could not have foreseen the current state of geopolitics when we selected this topic, but gathering to explore these important topics, in this moment, feels especially timely and needed.

Thank you for joining us for this year's conference, online and in person. The Collective has brought together thousands of participants from 66 countries over the past five years, and the network is growing. Members of the organizing committee include: Dr. Simy Joy (independent scholar), Dr. Anita Howard (Case Western Reserve University), Dr. Joanne Scillitoe (California State University, Northridge), and Akhil, S.G. (Case Western). Our slate of events, which includes this year's conference, is growing as well. Welcome and see you soon!



Latha Poonamallee

Chair, Management and Social Justice Conference

Professor of Management and Social Innovation and Chair of Management Programs, The New School

Presented by:

Parsons School of Design and the Schools of Public Engagement at
The New School

Best Research Paper prize sponsored by Springer.

NEW YORK CITY



The main space for the 2025 Management and Social Justice Conference is The New School, in the University Center located at 63 5th Avenue.

The check-in table for the conference will be in the lobby of the University Center.

CONFERENCE SCHEDULE DAY 1

FRIDAY, MARCH 7TH

LOCATION: STARR FOUNDATION HALL, UNIVERSITY CENTER, ROOM UL102

08:00 AM - 09:00 AM: **Check in and Breakfast Hour**

Check in at the lobby of the University Center, 63 5th Ave, New York
Breakfast is available in the UC Cafe on lower level of the University Center.

09:00 AM - 09:30 AM: **Keynote: Dr Mishack T. Gumbo**

Starr Foundation Hall, University Center, Room UL102

INDIGENOUS TECH MANAGEMENT & EDUCATION: DR MISHACK T. GUMBO ; INTRODUCED BY JOANNE SCILLITOE



Dr Mishack T. Gumbo

Professor of Indigenous Technology Knowledge Systems Education - UNISA

Research Professor Mishack T. Gumbo is experienced with a demonstrated history of working in the higher education industry. Skilled in Research Design, Academic Publishing, Teacher Training, Academic Writing, and Mentoring. Strong education professional with a BA, UED, Ort-Internat Cert in TE, BEd Hons, MEd TE, MEd ODL, MPhil AT, PhD Indigenous Tech & Cur focused in Indigenous Technological knowledge Systems Education, Technology Teachers' Pedagogical Content Knowledge.

09:30 AM - 10:30 AM: **Paper Session 1**

- *Ethical AI Bots as Peripheral Connectors to Counter Risks in Digital Entrepreneurship in Metaverses: Malavika Sundararajan; Binod S.*
- *Misinformation and Marginalization: The Perilous use of Tech by political consultancies in India: Tathagata Bhowmik*
- *Amazon: Its People, River and Forests: Digital Divide: Ensuring Equitable Access to Technology: Celia Matsunaga*
- *Giving Voice to Virtuous Values in Management: Confronting the Technical Imperative: Cathy Driscoll*
- *Bridging the Digital Divide in Healthcare: A Case Study of Health Attai: Srividya Bhavani, Rajan Dewar, Dr. Bhama Devi*
- *Gender Violence Medical School Campuses; Utilizing Tech and Social Engineering for Mitigation: Project Greenlight and Case Examples from East and West: Rajan Dewar*

CONFERENCE SCHEDULE DAY 1

10:30 AM - 10:45 AM: Break

10:45 AM - 12:15 PM: Workshop 1

Teaching and learning frameworks for equitable community engagement

Presenters: Michele Kahane, Cynthia Lawson Jaramillo, and Evren Uzer, Parsons School of Design

The Teaching and learning frameworks for equitable community engagement” is a 90 minute workshop that will introduce management, business, art, and design educators and practitioners a framework towards ethical and mutually beneficial partnerships. The workshop modules include reflective exercises to address positionality, establishing partnerships, and leveraging organizational and institutional resources.

12:15 PM - 01:30 PM: Lunch

01:30 PM - 02:00 PM: Post Lunch Collective

02:00 PM - 02:30 PM: Keynote: Dr. John Gershenson

Starr Foundation Hall, University Center, Room UL102



HUMANITARIAN ENGINEERING: DR. JOHN GERSHENSON; INTRODUCED BY SIMY

Dr. John Gershenson

Director of the Humanitarian Engineering & Social Entrepreneurship Program - Penn State University

Dr. John Gershenson is the Director of the Humanitarian Engineering and Social Entrepreneurship (HESE) Program at Penn State University. He has a B.A. in physics from Cornell University, an M.S. in mechanical engineering from The Ohio State University, and a Ph.D. in mechanical engineering from University of Idaho. His research—which includes work on product/process architecture, lean/sustainable design and manufacturing, and appropriate technologies—includes more than 75 peer-reviewed publications and he has been principal investigator or co-principal investigator on proposals valued at more than \$10 million.

He has strong experience in developing technologies and their applications in Kenya, including as CEO of a startup. Dr. Gershenson’s research lab is currently developing 3D printing of medical technologies for use in rural healthcare clinics, particularly in East Africa. The HESE program is also very active in medtech, agtech, and edtech.

CONFERENCE SCHEDULE DAY 1

02:30 - 03:45 PM: Paper Session #2

- *An Ambidextrous Lens of Managing Entrepreneurial Ecosystem Development Towards Greater Social Equity; Joanne Scillitoe; Sarah Kimakwa*
- *Automation, Economic Justice, and Universal Basic Income: Reimagining Wealth Redistribution; Rejitha Nair*
- *Empowering Tribal Youth: Educational Gaps Bridging Through Technology and Social Justice in Jharkhand, India; Niraj Kumar Singh*
- *Ocean Health Data; Rohit Gavali*
- *From Data to Change: Transforming Organizational Structures Through Social Issue Data Design; Marta Stelmaszak; Sarah Lebovitz; Erica L. Wagner*

03:45 - 04:00 PM: Break

04:00 - 05:30 PM: Workshop #2

Decolonizing Technology and Emotional Well-being: Inclusive Design for Healing and Liberation

Panelists: Kierstin Gray, CPO, MindHeart AI; Sara King (CEO, MindHeart AI)

The design of technology and AI often reflects biases and colonial legacies that marginalize and alienate users from culturally diverse and underrepresented backgrounds. MindHeart aims to address these disparities by designing tools that prioritize emotional and spiritual health through inclusive practices rooted in empathy, accessibility, and the values of interconnectedness. In this presentation, we will introduce MindHeart AI, the world's first technology company for spiritual health, and our approach to liberatory technology for spiritual health and emotional well-being. We argue that technology can and should serve as a tool for personal and collective healing, particularly for marginalized communities who face trauma and systemic inequities.

CONFERENCE SCHEDULE DAY 2

SATURDAY, MARCH 8TH

08:30 - 09:00 AM: Breakfast

09:00 - 09:30 AM: Keynote: Sachin Malhan

Starr Foundation Hall, University Center, Room UL102



TECHNOLOGY, LAW & JUSTICE: SACHIN MALHAN; INTRODUCED BY AKHIL

Sachin Malhan
Co-Founder - AGAMI

Sachin Malhan is the founder of Agami, an initiative focused on driving innovation and change-making in law and justice systems. Seven years in, Agami's impact on improving access to justice is widely recognized. More at www.agami.in.

Before Agami, Sachin led the Changemakers program at Ashoka, where he connected high-potential changemakers with resources to drive social change. Prior to Ashoka, he was an entrepreneur, founding three ventures in education, online communities, and the talent industry, achieving notable social and commercial impact.

09:30 - 11:30 AM: Workshop #3

Future AI Artifacts: Designing the Museum of AI-Ethics

Presenter: Andrew Shea, Parsons School of Design

The "Future AI Artifacts" is a dual-component engagement for the 2025 Management & Social Justice Conference that combines a curated student-created exhibition with an interactive workshop. The project invites participants to explore the socio-ethical implications of AI through speculative artifacts that envision potential futures. The exhibition will feature artifacts designed by Parsons graduate students in Andrew Shea's AI Ethics course, showcasing their critical reflections and creative interpretations of AI's social impacts. These artifacts will remain on display throughout the conference, with students serving as docents to guide attendees through the exhibit.

The workshop will build on this exhibition, inviting attendees to create their own speculative artifacts, fostering dialogue and collaboration across disciplines. This initiative provides a dynamic platform to engage with the ethical dilemmas of AI in a participatory, creative, and educational manner, merging speculative design with critical inquiry.

CONFERENCE SCHEDULE DAY 2

11:30 - 12:00 PM: Break

12:00 - 1:00 PM: Paper Session #3

- *Social Justice by Promoting Tech Entrepreneurship Among Women and Historically Repressed Castes and Tribes in South India: Rajan Dewar*
- *What Is It, and How Did this Technological Police Reform Save Countless Lives?: Peter Zayas*
- *Technology in Welfare: Insights from India's Direct Benefit Transfer System: Rejitha Nair*
- *'Bending' Traditional Management Practices in Transnational Social Justice Organizations - Zoom a While?: Barbara Williams*

Closing remarks : Latha Poonamallee

FULLY ONLINE ASYNCHRONOUS SESSIONS

Welcome Remarks: Latha Poonamallee

Chair of the Management and Social Justice Conference

Welcome Remarks: Yvonne Watson

Executive Dean of Parsons School of Design, The New School

Online: Keynote: Dr. Param Srikantia



**AMERICA'S SOCIAL JUSTICE CRISIS: A
MULTI-DISCIPLINARY PERSPECTIVE:
PARAM SRIKANTIA**

Dr. Param Srikantia

*Professor - Baldwin Wallace Carmel Boyer
School of Business*

Dr. Param Srikantia is a professor in the Baldwin Wallace Carmel Boyer School of Business, a TEDx presenter, and a keynote speaker. His seminars on personal and organizational transformation have gained widespread popularity, attracting hundreds of thousands of attendees worldwide. His unique approach blends humor, storytelling, mindfulness, and applied behavioral science at the intersection of education and entertainment.

With over 35 scholarly papers published globally, Dr. Srikantia has held leadership roles in six global companies, including the World Bank Group and Unilever. He has taught at prominent institutions like Case Western Reserve University, George Mason University, and the University of Iowa.

Invited by the Institute for Management Studies, Dr. Srikantia has been recognized as one of the top educators alongside legends like Stephen Covey and Peter Drucker.

VIRTUAL WEDNESDAY SYNCHRONOUS SESSIONS

MARCH 12, 2025 - 11:00 AM TO 12.30 PM

AI Startups in Africa: Leap Frogging Voids with Smart Solutions

Panelists: Syed Muntasir Mamun; Obi Umegbolu; Abiola Bolarinwa; Dr. Bernard Ngalim; Slava Baranovskiy; Abdulla Al-Matin; Prof. Marco Lamas; Cory Warfield

Africa's innovation landscape positions AI startups as key drivers of transformation, using smart technologies to tackle systemic gaps and reshape development. This panel will explore how African entrepreneurs can scale AI to address infrastructure, services, and institutional challenges, often worsened by limited resources. By focusing on context-driven solutions, these startups will show how collaboration, intra-African partnerships, and South-South knowledge exchange can accelerate scalable, adaptive technologies.

Drawing on insights from the AI for Africa Thinktank, the discussion will highlight how AI ventures can turn institutional gaps into opportunities, from improving agricultural value chains to expanding healthcare access. By leveraging assets like mobile tech and local talent, startups can create agile solutions that overcome infrastructure limitations.

The panel will also discuss fostering resilient innovation ecosystems through cross-border collaboration, ethical AI governance, and investor-community alignment, emphasizing how Africa's AI startups can lead in equitable, advanced technological innovation.

MARCH 19, 2025 - 11:00 AM TO 12.30 PM

Designing the Future: Leveraging Technology for 1.5°C Lifestyles

Panelist: Raz Godelnik, Parsons School of Design

This workshop addresses the urgent need for transformative shifts in lifestyles, particularly in the Global North, to limit global warming to 1.5°C. It explores how companies can harness technology-driven innovation and sustainable design to facilitate this transition. Drawing on Raz Godelnik's Business-Driven 1.5°C Lifestyles Framework (BD1.5LF), participants will work on industry-specific scenarios to tackle real-world challenges, with a focus on the Innovation and Sustainable Design opportunity area. The session will emphasize the importance of balancing radical thinking with innovation and demonstrate how businesses can redesign their approach to climate action. By harnessing technological innovation through a designerly approach, companies can support the shift to 1.5°C lifestyles, which, in turn, will advance their efforts to meet climate targets.

VIRTUAL WEDNESDAY SYNCHRONOUS SESSIONS

MARCH 26, 2025 - 09:30 AM TO 11.30 AM

Organizational Design Workshop: A Design Exercise to Dismantle the Google Search Engine

Panelist: Koray Caliskan, Parsons School of Design

In an era where digital platforms dominate the economic and social landscapes, understanding and critically engaging with these platforms is more important than ever. Platforms like Google have become gatekeepers of information, wielding unprecedented influence over what we see, how we learn, and how economies function. While these platforms often claim transparency and neutrality, their inner workings are typically opaque, leaving users and scholars in the dark about the algorithms and policies that shape our digital experiences.

This Organizational Design Workshop aims to bridge that gap by empowering management scholars and social scientists to use design as a method for critical social science, research and innovation.

By dismantling the Google Search Engine—a cornerstone of research and innovation. By dismantling the Google Search Engine—a cornerstone of digital economies—we will explore its underlying structures, supply chains, nodes and relations of power, as well as question its societal impacts, and collaboratively design alternative models that prioritize social justice and transparency.

APRIL 02, 2025 - 11:00 AM TO 12.30 PM

Distributed Power in the Digital Age: Stewarding Inclusive & Effective Organizations with Sociocracy

Panelists: Marie Therese Kane, Graduate Student, Milano School of Policy, Management & Environment

The use of technology in social justice organizations has advanced our digital connectivity and unlocked possibilities for collaboration, while also deteriorating our capacity to work together honestly, inclusively, and effectively in real-time. This training will explore how sociocracy - a governance system designed to promote inclusion, transparency and shared power - offers powerful tools to address these challenges and make working together more strategic and enjoyable. This training will also address how we might selectively use tech to support, rather than undermine these goals

VIRTUAL WEDNESDAY SYNCHRONOUS SESSIONS

APRIL 09, 2025 - 11:00 AM TO 12.30 PM

Peaceful Families Domestic Violence Program: Practice Panel: Keeping Families Together and Reducing Imprisonment

Panelists: Department of Health and Human Services, Jersey City: Director Cynthia Vasquez, Judge Kelly Austin, Rachid Maiga, Dr. Rev. Frank Morris, Antonio Costello

At its core, domestic violence is a social justice issue that disproportionately impacts marginalized groups. Using tech and social media platforms, when used properly, can be a powerful tool in advancing social justice in the context of domestic violence. This panel from Jersey City, New Jersey will share their approach to building peaceful families and outcomes in holding perpetrators accountable but also provide educational support programs for the perpetrators who are often not viewed by society as victims of abuse themselves.

APRIL 23, 2025 - 11:00 AM TO 12.30 PM

Treasures & Baggage: A New Framework for Navigating Change

Panelist: Sruthi Sadhujan

Nonprofits and traditional institutions are in flux, as the dynamics of power and value shift and longstanding practices face scrutiny. Nonprofits, once regarded as the moral backbone of society, face declining trust, while museums and philanthropies encounter accusations that range from irrelevance to complicity in social inequities.

Internally, staff and communities call for deep reform, leaving leaders to navigate complex demands—balancing the need for foundational stability with an openness to change.

KEYNOTE SPEAKERS



Dr Mishack T. Gumbo

Professor of Indigenous Technology Knowledge Systems Education - UNISA

Research Professor Mishack T. Gumbo is experienced with a demonstrated history of working in the higher education industry. Skilled in Research Design, Academic Publishing, Teacher Training, Academic Writing, and Mentoring.

Strong education professional with a BA, UED, Ort-Internat Cert in TE, BEd Hons, MEd TE, MEd ODL, MPhil AT, PhD Indigenous Tech & Cur focused in Indigenous Technological knowledge Systems Education, Technology Teachers' Pedagogical Content Knowledge.

Session Time:

Friday, March 7th

09:00 AM - 09:30 AM

The New School University Center - Starr Foundation Hall - UL102



Dr John Gershenson

Director of the Humanitarian Engineering & Social Entrepreneurship Program - Penn State University

Dr. John Gershenson is the Director of the [Humanitarian Engineering and Social Entrepreneurship \(HESE\) Program](#) at Penn State University. He has a B.A. in physics from Cornell University, an M.S. in mechanical engineering from The Ohio State University, and a Ph.D. in mechanical engineering from University of Idaho. His research—which includes work on product/process architecture, lean/sustainable design and manufacturing, and appropriate technologies—includes more than 75 peer-reviewed publications and he has been principal investigator or co-principal investigator on proposals valued at more than \$10 million. He has strong experience in developing technologies and their applications in Kenya, including as CEO of a startup. Dr. Gershenson's research lab is currently developing 3D printing of medical technologies for use in rural healthcare clinics, particularly in East Africa. The HESE program is also very active in medtech, agtech, and edtech.

Session Time:

Friday, March 7th

02:00 PM - 02:30 PM

The New School University Center - Starr Foundation Hall - UL102

KEYNOTE SPEAKERS



Sachin Malhan

Co-Founder - AGAMI

Sachin Malhan is currently building Agami, which aims to radically increase innovation and changemaking in and around systems of law and justice. Seven years into its journey, Agami's systemic impact on improving access to justice and legal systems is widely documented. More information can be found at www.agami.in.

Before founding Agami, Sachin led the Changemakers program at the leading global non-profit, Ashoka. Changemakers leverages Ashoka's global network of innovators and impact partners to search, convene, and connect high-potential changemakers, along with their ideas and resources, to accelerate change around critical social issues.

Prior to his work at Ashoka, Sachin was an entrepreneur in offline and online education, online communities, and the talent industry. He started and led three ventures that achieved significant social and commercial impact, alongside a healthy dose of failure.

Session Time:

Saturday, March 8th

09:00 AM - 09:30 AM

The New School University Center - Starr Foundation Hall - UL102



Dr. Param Srikantia

Professor - Baldwin Wallace Carmel Boyer School of Business

Dr. Param Srikantia is a professor of the management and leadership department in the Baldwin Wallace Carmel Boyer School of Business. A TEDx presenter and a keynote speaker, he has embarked on public seminars with a focus on the transformation of personal and organizational consciousness that have now grown to a contagious level of popularity reaching several hundred thousand attendees across the world. The seminars are a unique blend of humor, storytelling, pantomimes, mindfulness and applied behavioral science insights woven together in a unique genre at the intersection of education and entertainment.

Srikantia has authored over 35 scholarly papers in management, published and presented at conferences in the US, Europe, Asia, Africa and South America. He has worked in leadership positions in six global conglomerates including the World Bank Group, Arthur Andersen, the Unilever Group, the American Cyanamid Company, Lederle Laboratories and the Tata Group of Companies, in addition

KEYNOTE SPEAKERS

to projects funded by the National Science Foundation (NSF) and USAID. He has taught as lead faculty at the Weatherhead School of Management at Case Western Reserve University, as visiting faculty at the Schar School of Government and Policy at George Mason University, and at the business programs at the University of Iowa, The FAE Business School in Brazil, the Jamnalal Bajaj Institute of Management Studies and the S.P Jain Institute of Management & Research in India.

He was invited by the Institute for Management Studies (IMS), an international training organization that features "cutting edge" thinkers to offer seminars to their membership base of companies in the United States, Canada and Europe. Dr. Steve Daniel, Former National Program Manager of IMS equated Srikantia's capabilities with those of seven legendary management educators and invited him to speak at an IMS conference featuring senior leaders from 26 cities across North America and Europe:

"Dr. Srikantia is one of the very best educators with whom IMS has worked," Dr. Daniel wrote. "This is saying a great deal as IMS has been around since 1974 and has been fortunate to work with many remarkable people over the years, including Stephen Covey, Charles Handy, Peter Drucker, Michael Porter, David Ulrich, Vijay Govindrajan and Ram Charan to name just a few. As a thinker and educator, I believe that Dr. Srikantia occupies a secure place in this exclusive group."

Session : online asynchronous

