



Dr. Daniel Korschun, Associate Professor, Drexel University

Dr. Daniel Korschun is co-author of WE ARE MARKET BASKET, “the story of the unlikely grassroots movement that saved a beloved company”.

Dr. Korschun is an Associate Professor of Marketing at Drexel University’s LeBow College of Business and a fellow of the Lebow Centers for Corporate Reputation and Corporate Governance. His work appears in the Journal of Marketing, MIT-Sloan Management Review, Academy of Management Review, Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, Journal of Business Research, and the Journal of Business Ethics. He is also co-author of Leveraging Corporate Responsibility: The Stakeholder Route to Business and Social Value (Cambridge University Press).

He teaches CSR - corporate social responsibility management (Executive MBA), and marketing strategy (MBA and undergraduate). He is the winner of the 2013 Allan Rothwarf University Award for Teaching Excellence, and the 2012 LeBow Teaching Award.

Dr. Korshun works with companies to develop innovative CSR practices that generate value for both the company and society.