

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)

Sharing Information on Progress
Report

2018-2020

June 2, 2020

Message from the Dean

June 2, 2020

I am pleased to submit this Sharing Information on Progress Report on behalf of the John Molson School of Business (JMSB). As one of the key actions undertaken since the last report, JMSB approved a new Strategic Plan for the School in 2019. The strategic plan communicates our vision, mission, core values and objectives, which align with the principles of PRME. The new plan is a roadmap that outlines key objectives and highlights where the School will focus its efforts in the next 5 years.

Our mission, well aligned with the PRME principles, is to provide an engaging learning and research environment that empowers us to achieve our greatest potential for the betterment of business and society.

The core values are beliefs that JMSB is committed to upholding. They are part of the school's strategic foundation and are meant to help guide decision-making and behaviour.

- Responsibility
We value integrity, respect for others and social accountability
- Inclusiveness
We embrace accessibility and inclusion and draw strength from diversity
- Engagement
We believe in being proactive, collaborative and involved members of our community

We have also outlined strategic imperatives for the next 5 years. Each imperative includes key objectives, as well as the initiatives required to meet these objectives:

- Enrich learning
- Promote collaborative and impactful research
- Enhance the JMSB experience
- Cultivate strong and sustainable partnerships

Since the last report, the efforts of JMSB have been recognized externally through the following key achievements:

- JMSB placed 24th in the world in the 2019 Corporate Knights Better World MBA Ranking, moving up nine spots from our position the previous year.
- JMSB'S Executive MBA program has been ranked top 3 in Canada by The Economist and CEO Magazine
- JMSB'S MBA has been ranked #1 in Canada for return on investment by QS World University Rankings

- JMSB became the first business school ever to be “parity certified” by Women in Governance, a not-for-profit organization that supports women in their leadership development, career advancement and access to board seats across Canada

The commitment to respecting the six principles is part of the fabric of JMSB as they are shared objectives. We will demonstrate, in the following pages, what we have achieved in the last few years to reach these objectives.

A handwritten signature in blue ink, appearing to read 'AMC', with a small flourish at the end.

Anne-Marie Croteau, PhD, CDir
Dean, John Molson School of Business

Principle I

Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large, and to work for an inclusive and sustainable global economy.

Many of the courses at JMSB address the importance of sustainability. In addition, specific courses have been developed to address the PRME principles.

Practices

Our Undergraduate Programs office offers courses with a focus on sustainability and social responsibility. These include, “Sustainable Management”, “Sustainable Investing”, “Marketing and Social Responsibility” and “Business Law and Ethics”.

At the graduate level, the MBA program offers the following courses: “Sustainability Business Strategy”, “Responsible Manager”, “Financial Reporting for Responsible Decision Making” and “Sustainable Investing and Corporate Governance”.

The Goodman Institute of Investment Management MBA (with complete CFA Integration) offers students a course dedicated to sustainable investment with “Socially Responsible and Sustainable Investment” as well as “Investment Law and Ethics”.

Our MSc programs offer “Social Responsibility and Public Policy in Marketing” and the PhD in Administration offers “Social Responsibility and Public Policy Topics in Marketing”.

ESG Investment Practicum:

In 2019, JMSB signed a partnership agreement with Manulife Investment Management that established the first sustainable investing practicum at a Canadian university. The three-credit practicum will enable undergraduate business students to better understand the principles of environmental, social and governance (ESG) investment in a capital market environment.

The practicum will be available to a dozen new students every year. Participants will be part of an investment management committee and take part in practical labs where they will interact in real-time with Manulife Investment Management’s Canadian Fundamental Equity Team.

Students will make fund management recommendations to a supervision committee based on the fundamental principles of sustainable investing.

Principle 2

Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Many of the courses at JMSB incorporate social responsibility and ethical issues. In addition, specific courses have been developed to address the principles of PRME.

COURSES:

UNDERGRADUATE COURSES

MANA 499: International Community Engagement (Special Topics in Management) Management (JMSB), Design & Computational Arts (FoFA) and Loyola College of Sustainability and Diversity (FAS)

MANA 374: Sustainable Management

COMM 315: Business Law and Ethics

FINA 455S: Sustainable Investing

MARK 4XX: Marketing and Social Responsibility

GRADUATE COURSES

PhD

ADMI 831Z (PhD Program): Social Responsibility and Public Policy Topics in Marketing

MSc

MARK 672Y: Social Responsibility and Public Policy in Marketing

MBA

MBA 641: Responsible Manager

MBA 642: Financial Reporting for Responsible Decision Making

MANA 667: Corporate Governance

MBA 695S: Sustainable Investing

MANA 668: Sustainable Business Strategy

Graduate Diploma

GDBA 541: Business Law

GDBA 533: Managing People in Organizations

Executive MBA

EMBA 623: Managing in a Global Environment

EMBA 625: Global Experience

EMBA 641: Corporate Governance

Goodman Institute for Investment Management (GIIM) (MBA with complete CFA Integration Program)

GIIM 633: Investment Law and Ethics

GIIM 655: Socially Responsible and Sustainable Investment

Executive Education – John Molson Executive Centre

Advanced ESG Investing is a two-and-a-half-day program, which focuses on the best practices and latest developments in sustainable investing. The program offers an in-depth analysis of ESG investing and addresses topics such as cybersecurity, fiduciary duty and risk management. Through case studies, participants develop their creative problem solving skills. Participants are also welcomed to share any challenges that they are facing in their workplace, and are given the opportunity to advance on any personal project.

Sustainable Investment Professional Certification (SIPC)

The SIPC is made up of three online courses. Each consists of readings, training sessions and quizzes or case-study assignments. The courses are designed to provide context and explain concepts of environmental, social, financial and ethical sustainability in real-world settings.

Principle 3

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

We are excited to create new opportunities in the business school that streamline our processes to enable effective learning experiences for responsible leadership. Moreover, we take great pride in establishing practices that our students can contribute and learn from. By creating an engaging learning experience for both faculty and students, we are supporting the foundation to continue to build PRME principles both within JMSB and in the community with our students, acting as ambassadors, spreading knowledge and responsible leadership.

The Institute for Governance of Private and public Organizations

Created in 2005 by two academic institutions (HEC Montréal and Concordia's John Molson School of Business), the Stephen Jarislowsky Foundation and the Autorité des marchés financiers, the Institute for governance (IGOPP) has become a centre for excellence about governance of public and private organizations. Through research, training programs, policy papers and participation in public debates, IGOPP has become a key reference on all issues of governance in the private and public sectors.

MBA Community Service Initiative (CSI)

The CSI seeks to develop and coordinate opportunities for students, faculty and staff, and community agencies to collaborate and build partnerships aimed at learning from each other while working together for the benefit of society.

Sustainability Internship Program (SIP)

The SIP rewards eight full-time undergraduate students enrolled at the John Molson School of Business with funding of \$2,300 for completing four-month internships. The University's Institute for Co-Operative Education manages the SIP, which is funded by external donors. Students gain experience in corporate social responsibility, ethics, green marketing, the social economy, environmental practices, responsible business practices, consulting, business development, and social entrepreneurship. Exposure and involvement are the keys to awareness and development. The SIP is therefore a win-win scenario for both interns and internship hosts. Interns gain valuable hands-on experience, build their business skills, and evolve through exposure to sustainable best business practices. A solid understanding, building of skills, and acquired knowledge around sustainability is paramount for our JMSB students, in a world that is in need of young global thinkers who are socially and environmentally responsible.

Student-Led Initiatives

ENACTUS

Enactus Concordia is a group of undergraduate students whose mission is to bring together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. It is a not-for-profit student-run organization that takes initiative through entrepreneurial action to create innovative projects that develop our Montreal community economically, socially, and environmentally.

Their key projects have grown exponentially and have empowered various communities within and outside JMSB. One recent initiative is Embellir, designed to feed people, and reduce landfills by giving edible food waste a new life, and educating students on the importance of responsible consumption.

JSEC

The John Molson Sustainable Enterprise Committee (JSEC) is a group of undergraduate students that address the integration of sustainability in business practices. JSEC moves to demonstrate how sustainable concepts can be applied to business operations, while also showing how business frameworks can be leveraged to realize sustainable ideas. They host workshops, a case competition and the Business Beyond Tomorrow conference to highlight various aspects of sustainability and how they relate to business. The organization aims to see business and sustainability operating in total harmony. They believe that a sustainable future does not necessitate a 'bridging the gap', but rather a holistic integration of the two.

CASA CARES

CASA Cares' is a group of undergraduate students whose mission is to contribute to improving people's lives through fundraising, inspiring students to get actively involved in the community and promote social awareness and responsibility within Montreal, JMSB and Concordia University. They aspire to form a community of socially conscious students who will continue to improve their environment by making philanthropic choices as business leaders and they hold multiple annual events to raise funds for community non-profits.

Principle 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

JMSB prides itself in its accomplishments in research and we are proud of the professors who have chosen to dedicate research to PRME activities.

JMSB has defined research clusters over the last few years. More information is included below on how the clusters form part of JMSB's commitment to a responsible global mindset.

- Governance and Sustainability
- Workplaces of Tomorrow
- Innovation and Entrepreneurship
- Stakeholder Value Creation

Governance and Sustainability cluster:

At the forefront of a better world: Consumers increasingly hold companies accountable. Organizations are responding with stronger corporate social responsibility (CSR) policies — including philanthropic, community and sustainability commitments. Social responsibility and return on investment, however, are still often seen as mutually exclusive. We are shattering that myth. Our academics are expanding the triple bottom line — a framework that integrates a company's social, ecological and financial footprint. The results are unlocking opportunities for growth and informing better policies.

Defining good governance:

Michel Magnan - Stephen A. Jarislowsky Chair in Corporate Governance

Claudine Mangen - RBC Professorship in Responsible Organizations and Director, Luc Beaugard Centre of Excellence in Communications Research

Rustam Vahidov - RBC Professorship in Interorganizational Governance of Information Technology

Supporting the corporate watchdog:

Cédric Lesage, Lawrence S. Bloomberg Chair in Accountancy
Auditors are the guardians of corporate accountability. In a time of rising corporate fraud, we examine how corporate governance models affect an auditor's job, as well as issues around auditing that affect researchers and policy-makers. Through our Lawrence S. Bloomberg Chair in Accountancy, we are deepening our work in forensic accounting practices.

Tackling best communication practices:

At the **Luc Beaugard Centre of Excellence in Communications Research**, we examine how corporations can adapt to a communications-saturated world. We look beyond public relations as a crisis-management tool to its potential to promote and encourage greater CSR.

We have included below selected research from our faculty members that speak to the impact of corporations in the creation of sustainable social, environmental and economic value.

Grants Awarded to JMSB Faculty:

Consumer perceptions of brand social responsibility: How brand level factors and CSR shape consumer responses to brands:

Onur Bodur, associate professor, Department of Marketing; **Bianca Grohmann**, associate professor, Department of Marketing

The underrepresentation of minority groups in professional accounting associations:

Alexandra Panaccio, associate professor, Department of Management; **Nora Baronian**, ETA Lecturer, Department of Management; **Emilio Boulianne**, professor, Department of Management; **Sophie Audouset-Coulier**, associate professor, Department of Accountancy; **Zeynep Arsel**, associate professor, Department of Marketing

The impact of corporate social responsibility (CSR) on SMEs in developing and emerging economies:

Mehdi Farashahi, associate professor, Department of Management

Science-based targets for corporate environmental sustainability: the case of organizational life cycle assessment:

Shannon Lloyd, associate professor, Department of Management

Sustainability in the city and beyond conference:

Raymond Paquin, associate professor, Department of Management

The impact of natural disasters on the stability of the financial system:

Thomas Walker, professor, Department of Finance

Emerging water risk research:

Thomas Walker, professor, Department of Finance

Selected Articles by JMSB Faculty:

Boulianne, E., Keddie, L., Postaire, M. (2018). (Non) coverage of sustainability within the French professional accounting education program. *Sustainability Accounting, Management and Policy Journal*, 9(3), 313-335.

Kaur, J., Sidhu, R., Awasthi, A., **Chauhan, S., Goyal, S.** (2018). A Dematel based approach for investigating barriers in green supply chain management in Canadian manufacturing firms. *International Journal of Production Research*, 56(1-2), 312-332.

Guo, M., **He, L.,** Zhong, L. (2018). Business groups and corporate social responsibility: evidence from China. *Emerging Markets Review*, 37, 83-97.

Benlemlih, M., **Bitar, M.** (2018). Corporate social responsibility and investment efficiency. *Journal of Business Ethics*, 148

Romero, C. B. A., **Laroche, M., Aurup, G. M.,** Ferraz, S. B. (2018). Ethnicity and acculturation of environmental attitudes and behaviors: a cross-cultural study with Brazilians in Canada. *Journal of Business Research*, 82(1), 300-309.

Yuriev, A., Boiral, O., Francoeur, V., Paillé, P. (2018). Overcoming the barriers to pro-environmental behaviors in the workplace: a systematic review. *Journal of Cleaner Production*, 182, 379-394.

Islam, M., Hossain, A. T., Mia, L. (2018). Role of strategic alliance and innovation on organizational sustainability. *Benchmarking: An International Journal*, 25(5), 1581-1596.

Bouslah, K., **Kryzanowski, L.**, M'zali, B. (2018). Social performance and firm risk: impact of the financial crisis. *Journal of Business Ethics*, 149(3), 643-669.

Magnan, M., Rodrigue, M., Cormier, D. (2018). The pipeline crack'd: piercing through environmental catastrophe via risk management and governance. *Revue Française de Gouvernance d'Entreprise*, 20, 11-56.

Eichholtz, P., Holtermans, R., Kok, N., **Yönder, E.** (2019). Environmental performance and the cost of debt: evidence from commercial mortgages and REIT bonds. *Journal of Banking and Finance*, 102, 19-32.

Paulin, M., Schattke, K., **Ferguson, R.** (2019). Framing of opposing corporate and activist NGO website communications: impacts on perceptions of tripartite sustainability values and joining online networks. *Universal Journal of Management*, 7(1), 1-10.

Tadros, H., **Magnan, M.** (2019). How does environmental performance map into environmental disclosure? A look at underlying economic incentives and legitimacy aims. *Sustainability Accounting, Management and Policy Journal*, 10(1), 62-96.

Bai, C., **Satir, A.**, Sarkis, J. (2019). Investing in lean manufacturing practices: an environmental and operational perspective. *International Journal of Production Research*, 57(4), 1037-1051.

Kryzanowski, L., Nie, Y. (2019). M&A price pressure revisited. *Finance Research Letters*, 28, 299-308.

Hong, J., **Alzaman, C.**, Diabat, A., Bulgak, A. (2019). Sustainability dimensions and PM2.5 in supply chain logistics. *Annals of Operations Research*, 275(2), 339-366.

Francoeur, V., Paillé, P., **Yuriev, A.**, Boiral, O. (2019). The measurement of green workplace behaviors: a systematic review. *Organization and Environment*.

Bai, Q., Xu, J., **Chauhan, S.** (2020). Effects of sustainability investment and risk aversion on a two-stage supply chain coordination under a carbon tax policy. *Computers & Industrial Engineering*, 142.

Book Editing:

Walker, T., Kibsey, S., Crichton, R. (2018). *Designing a sustainable financial system*. Springer International Publishing.

Published and Forthcoming Articles in Edited Books (Book Chapters):

Crichton, R., **Walker, T.**, Patel, A. (2018). Slowing climate change: mitigating poverty and environmental degradation via strategic human resource management and responsible leadership

(1 ed.). In John McIntyre, Silvester Ivanaj, Vera Ivanaj (Eds.), *CSR and Climate Change Implications for Multinational Enterprises* (pp. 37-55). Edward Elgar Publishing.

Eichholtz, P., Barron, P., **Yönder, E.** (2018). Sustainable REITs: REIT Environmental Performance and the Cost of Equity. In David Parker (Ed.), *The Routledge REITs Research Handbook* (pp. 77-94). Routledge.

Boulianne, E., Keddie, L. (2018). Where is sustainability within the Canadian CPA education program? (1 ed.). In Ataur Belal, Stuart Cooper (Eds.), *Sustainability Accounting* (pp. 71-112). Emerald Group Publishing Limited.

Molz, R., Edwards, G., Msefer, S. (2019). Leveraging CSR to gain MNE legitimacy in Post-Arab Spring Morocco (1 ed.). In Francisca Farache, Georgiana Grigore, Alin Stancu, David McQueen (Eds.), *Responsible People* (pp. 199-227). Springer International Publishing.

Conference Proceedings:

Kliamenakis, A., **Bodur, H. O.** (2018). When being good is bad: CSR as a liability during brand crises. Administrative Sciences Association of Canada (ASAC) Conference. Proceedings of Annual Administrative Sciences Association of Canada (ASAC) Conference.

Conference Presentations:

Jolin, I., **Lloyd, S.** (2018). Benchmarking Canadian airports on environmental performance: a new and improved sustainability ranking index. Annual Concordia Sustainability across Disciplines Conference.

Abo Elenien, A., Arsel, Z. (2018). Boundary-making in moralized consumption domains: the case of veganism (poster presentation). Consumer Culture Theory Conference.

Tofighi, M., **Grohmann, B., Bodur, H. O.** (2018). Conspicuousness of consumption determines when brands benefit most from offering ethical attributes: an abstract. Academy of Marketing Science Annual Conference (AMSAC) (pp. 395-396).

Ullah, S. (2018). Do appearances deceive? the curious case of CSR activities and shunned companies. Financial Markets and Corporate Governance (FMCG) Conference.

Pain, G., Maguire, S., Hickey, G., Mondou, M., Crump, D., Hecker, M., Basu, N. (2018). Drivers and obstacles to the adoption of toxicogenomics in human health and ecological chemical risk assessment: an institutional perspective (poster). Cells to Society Symposium: "Environment & Health": Sustainable Materials.

Heppa, M., **Lloyd, S.,** Kuzgunkaya, O. (2018). Economic and ecologic impacts of industry 4.0: a case study exploring supply chain configurations with distributed production capabilities in the aerospace sector. Annual Concordia Sustainability across Disciplines Conference.

Jaskiewicz, P., Combs, J., **Ravi, R.** (2018). Family ownership and the link between CSR activities and firm performance. International Family Enterprise Research Academy (IFERA) Research development workshop.

Calic, G., **Shevchenko, A.,** Ghasemaghaei, M. (2018). From sustainability constraints to creative action: Increasing managerial innovativeness by adopting sustainability constraints. European Group for Organizational Studies (EGOS) Colloquium.

Calic, G., **Shevchenko, A.**, Ghasemaghaei, M. (2018). From sustainability constraints to creative action: increasing managerial innovativeness by adopting sustainability constraints. International Conference Innovation Management, Entrepreneurship and Sustainability (IMES).

Shevchenko, A., Calic, G., Ghasemaghaei, M. (2018). From sustainability constraints to creative action: increasing managerial innovativeness by adopting sustainability constraints. Eurasia Business and Economics Society (EBES) Conference.

Grohmann, B., Kliamenakis, A., **Bodur, H. O.** (2018). Is CSR for sale? Investigating the effects of acquisition of socially responsible brands on CSR perceptions. Association for Consumer Research (ACR) Conference.

Eichholtz, P., Steiner, E., **Yönder, E.** (2018). Learning the hard way? hurricanes and commercial property values. Alliance for Research on Corporate Sustainability (ARCS) Annual Research Conference.

Shevchenko, A., Hajmohammad, S. (2018). Managing sustainability risks in multi-tier supply chains: an agent based simulation study. European Operations Management Association (EurOMA) Conference.

Pain, G., Maguire, S., Hickey, G., Mondou, M., Crump, D., Hecker, M., Basu, N. (2018). Product design as institutional work for continuity and change in fields: insights from a study of toxicogenomics for ecological risk assessment. Society of Environmental Toxicology and Chemistry (SETAC) North America Annual Meeting.

He, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. American Accounting Association (AAA) Annual Meeting.

HE, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. Canadian Academic Accounting Association (CAAA) Annual Conference.

He, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. Financial Management Association (FMA) Annual Meeting.

Kliamenakis, A., **Bodur, H. O.** (2018). When CSR becomes a liability for firms in crises: effects on perceived hypocrisy and consumer forgiveness. Association for Consumer Research (ACR) Conference.

Pain, G. (2019). Different yet the same: the evolution of disclosed strategic schemas on sustainability. Academy of Management (AOM) Annual Meeting.

Pain, G., Maguire, S., Hickey, G., Mondou, M., Crump, D., Hecker, M., Basu, N. (2019). Drivers and obstacles to the adoption of toxicogenomics tools for chemical risk assessment: a review and insights from social science. Society of Environmental Toxicology and Chemistry (SETAC) North America Annual Meeting.

Al Hajj, R., Vongas, J. G. (2019). It's all in your head: stress mindset explains the effect of stress appraisals on work engagement. Academy of Management (AOM) Annual Meeting.

Faculty Research Seminars:

He, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. HEC Montreal.

He, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. McGill University.

He, L. (2018). The real effects of financing on corporate social responsibility: evidence from covenant violations. Queen's University.

Shevchenko, A. (2018). From sustainability to innovation: a paradox theory perspective. Invited research seminar at the ESADE.

Working Paper:

Yönder, E., Eichholtz, P., Holtermans, R., Kok, N. (2018). Environmental performance and the cost of capital: evidence from commercial mortgages and REIT bonds. SSRN Electronic Journal.

Journal Articles (Under Review):

Cormier, D., **Magnan, M.** CSR disclosure: an institutional perspective. Comptabilité - Contrôle - Audit.

Mondou, M., Hickey, G, G., Maguire, S., **Pain, G.** Factors affecting the perception of innovation in ecotoxicology: the case of New Approach Methodologies (NAMs). Integrated Environmental Assessment and Management.

Longoni, A., Pagell, M., **Shevchenko, A.,** KLASSEN, R. Human capital routines and sustainable operations management: Do functional managers' schemata matter? International Journal of Operations and Production Management.

Bitar, M., Benlemlih, M., Peillex, J. New evidence on the relationship between corporate social responsibility and firm capital structure.

Mondou, M., Hickey, G., Maguire, S., **Pain, G.** Policy learning in environmental science: what role for policy forums? Evidence and Policy.

Yu, J., Jung, Y. The firm as a culture change agent: a reinterpretation of corporate community engagement. Academy of Management Journal.

Book Chapter (Under Review):

Salma, M., Edwards, G., **Molz, R.** Corporate social responsibility as a strategy to gain multinational enterprise legitimacy in Post-Arab Spring Morocco. (pp. 43-88). Palgrave Macmillan UK.

Case Library Outputs:

Gladu, C., Paquin, R.L., 2019. Alveole: Growing the Urban Beekeeping Market. Ivey Case 9B19M132

Gladu, C., Paquin, R.L., 2019. Alveole: Growing the Urban Beekeeping Market – Teaching Note. Ivey Case 8B19M132

Ross, C.A., & Dyer, L., 2019. The University of the East Coast: Crisis Management. Ivey case 9B19C025

Ross, C.A., & Dyer, L., 2019. The University of the East Coast: Crisis Management – Teaching Note. Ivey case 8B19C025

Paquin, R.L., Sivasubramanian, B., & **Prakash, R.** 2020. Blacbiblio: Hold Steady or Change Course? Ivey Case 9B20M050

Paquin, R.L., Sivasubramanian, B., & **Prakash, R.** 2020. Blacbiblio: Hold Steady or Change Course? – Teaching Note. Ivey Case 8B20M050

Principle 5

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

The JMSB maintains close ties and partnerships with the local business community. The business school is not separate from the business community but rather is an integral part of it.

Premières en affaires

The John Molson School of Business was proud to renew its annual partnership with *Premières en affaires*, an important economic news source for women. Originally launched in 2007 as a print publication, it relaunched in 2017 as a digital publication to reflect the changing market.

Concordia University and *Premières en affaires* share several common goals, including:

- showcasing women who stand out for their leadership
- sharing knowledge and promoting innovative content
- increasing access to traditionally male-held positions
- a passion for knowledge sharing

Sustainable Investment Professional Certification (Sipc)

SIPC is the only online international sustainable investing certification offered by a university business school geared specifically to train finance and corporate professionals. It was developed to meet the demand of financial and corporate professionals to gain the skills and knowledge in the rapidly growing sector of sustainable investing and business sustainability. The SIPC is attracting finance professionals as well as participants from the corporate world in non-finance roles but with an interest in sustainable business. The John Molson Executive Centre now manages the program.

Third-party associations like the CFA (Chartered Financial Analyst) Institute, IQPF (Quebec Institute of Financial Planners), and the SIO (Social Investment Organization) are seeing value in associating themselves with the SIPC brand and are endorsing or accrediting the program.

JMSB RCGT Person of the Year Awards

JMSB partnered with a Canadian leader in the areas of assurance, tax, advisory services and business recovery and reorganization, Raymond Chabot Grant Thornton, in 2019 to establish the annual Person of the Year Awards. The Person of the Year Awards recognizes members of the business community that have had an important impact on business and society.

<https://www.rcgt.com/en/awards/contest/>

Principle 6

Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

The exchange of knowledge is an important facet to University research. At JMSB we provide our students with the opportunity to see a Business School in action as we support in-residence collaborations, promote sustainability conferences and welcome distinguished guest speakers.

Guest Speakers – in partnership with Loyola Sustainability Research Centre:

Jan 2018: Dr. Tonia Ruppenthal (Fulda University of Applied Sciences): *A sustainable business model framework for religious institutions*

April 2018: Dr. Mona Luxion (McGill): *Envisioning sustainable and equitable water delivery in urban India*

May 2018: Dr. Raymond Paquin (Concordia University): *Sustainability reports: Corporate hypocrisy or ecological interpretation?*

May 2018: Dr. Bengi Akbulut (Concordia University): *Inertia, quiescence, resistance: A political ecology of collective action*

June 2018: Dr. Christine Merk (Kiel Institute for the World Economy): *Individuals' trade-offs between climate engineering technologies and mitigation*

June 2018: *Speeding up smart and digital city development* panel at The International Economic Forum of the Americas Conference moderated by Interim Director Raymond Paquin, in collaboration with the City of Montreal⁴

April 2019: Dr. Amy Poteete (Concordia University): *After the boom: Volatility and the sustainability of development in Botswana's resource-dependent economy*

August 2019: Dr. Constantine Samaras (Carnegie Melon): *Incorporating climate change impact risks into infrastructure planning, design, and policy*

September 2019: Effrosyni Diamantoudi (Concordia University): *International environmental agreements - A game theoretic perspective*

November 2019: Dr. Anders Bjørn (Concordia University): *Better, but good enough? Using Planetary boundaries to set corporate environmental performance targets*

December 2019: Shannon Lloyd (Concordia University): *Integrating worker health and safety into life-cycle assessment*

Conferences - in partnership with Loyola Sustainability Research Centre:

March 2018: Second Annual Sustainability across Discipline Conference

JMSB, and seven departments across disciplines (from Geography and Biology to Economics and Applied Human Sciences)

Included a workshop on careers in sustainability with guest speakers from PwC Canada

Guest speaker Dr. Kamal Bawa, Distinguished Professor of Biology at the University of Massachusetts (Boston) founder-President of the interdisciplinary environmental think-tank the Ashoka Trust

Over 200 participants from Concordia and broader Montreal community

March 2019: 3rd Annual Sustainability Across Disciplines Conference: *Sustainability in the City and Beyond Conference*

In partnership with the Institute for Urban Futures, with the support of the Office of Research and Graduate Studies, the Faculties of Arts and Science and Fine Arts, and the Departments of Biology; Communication Studies; Design and Computation Arts; Economics; Geography, Planning and Environment; Management; Political Science; Sociology and Anthropology

Featuring the work of almost 80 Concordia student and faculty researchers from across the University and 6 external speakers:

Josée Duplessis, Director General of Montreal's Maison du développement durable

Christian Savard, Director General of the local NGO Vivre en Ville

Joël Bonin, Associate Vice-president of Development and Communications at the Nature Conservancy of Canada

Suzy Peate, Communauté métropolitaine de Montréal

Sylvain Perron, David Suzuki Foundation

Marc Johnson, Associate Professor of Biology at the University of Toronto

Over 310 people attended the conference over the three days.

March 2020: 4th Annual Sustainability Across Disciplines Conference: *Sustainability and the Climate Crisis: cancelled due to the pandemic*

With the support of the Office of the Vice-President, Research and Graduate Studies; the Faculty of Arts and Science; the Canada Excellence Research Chair in Smart, Sustainable and Resilient Communities and Cities; the John Molson School of Business; and the Departments of Biology; Communication Studies; Economics; Geography, Planning and Environment; Management; and Political Science at Concordia University.

Featuring the work of over 100 Concordia student and faculty researchers from across the University and two external speakers:

Dr. Yvette Perfecto (University of Michigan)

Dr. Angela Carter (University of Waterloo)

Over 310 people registered to attend the conference over the three days. However, it was cancelled due to the COVID-19 pandemic.

Looking forward – Next 24 months

PRME practices are a part of JMSB's strategic plan. JMSB efforts will continue until such time that we have successfully accomplished the goals we have set. Not only do we seek implement our initiatives effectively but also we continue to incorporate PRME activities as a way of life within the School rather than as a separate overall objective.