

Corporate Social Responsibility, Sustainability and Ethics Education at Ryerson University's Ted Rogers School of Management

*Inaugural "Principles for Responsible
Management Education" Report for the period
2012/2013, submitted December, 2014*

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Message from the Dean

On behalf of Ryerson University's Ted Rogers School of Management (TRSM), it gives me great pleasure to introduce readers to this inaugural report of TRSM concerning our activities that support the objectives of the Principles for Responsible Management Education (PRME), for the 2012-2013 period. We are proud to be signatories to the Principles, and to describe some of the diverse teaching, research, student-based, and other activities we are undertaking that address the need for businesses to address their environmental, social and economic (ESE) impacts in their day-to-day operations.

We at TRSM are convinced that business success in the 21st century requires paying close attention to traditional financial concerns, but also giving careful consideration of the full range of socio-ethical and environmental factors that connect businesses to their communities, consumers, workers, investors, suppliers, and other stakeholders, at the local, regional and global level. Building on this, TRSM takes the position that it is imperative that the business education experience of today and tomorrow reflects thorough discussion and exploration of the ways in which businesses take into account the ESE impacts of their activities on an ongoing basis.

This report is intended to provide readers with an indication of our commitment to the Principles and our dedication to reflecting them in all that we do. Following a short background description of the Ted Rogers School of Management, the rest of the report is devoted to describe TRSM activities that support each of the Principles.

About the Ted Rogers School of Management

Located in the heart of Toronto's business, the Ted Rogers School of Management is one of Canada's largest and most diversified undergraduate business schools, with six undergraduate management programs. It is also home to three distinct graduate degrees and eleven research centres/institutes that investigate topics ranging from CSR (corporate social responsibility) to innovation and technology management.

Our mission is to develop global leaders with an entrepreneurial orientation, an informed social and environmental awareness and with the professional skills to solve real-world problems in their respective organizations and communities. In

furtherance of this mission, the Ted Rogers School of Management is part of AACSB's Global Responsible Leadership initiative, a network created by AACSB focusing on engaging business schools and corporations with teaching and practice in the areas of ethics, responsible leadership and sustainability.

The practical, entrepreneurial and social orientation of the Ted Rogers School of Management is reflected more broadly in Ryerson University's mission, which is "the advancement of applied knowledge and research to address societal need, and the provision of programs of study that provide a balance between theory and application..." Ryerson University is the first Canadian University to be named a Changemaker campus by Ashoka, a global leader in social innovation. Through this report, we aim to contribute to and learn from a vibrant conversation taking place within and among business schools about responsible management education.

Principle 1 & 2 | Purpose & Values

Principle 1 - "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."

Principle 2 - "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."

The following TRSM courses contain significant CSR/sustainability/ethics dimensions in the undergraduate curriculum at the Ted Rogers School of Management:

- **AFF 604 Ethics in Finance** – introduces students to the practices and codes of conduct involved in the finance function. The course covers ethical issues and the roles of the corporate financial manager, other stakeholders and other participants in the investment industry. Readings and regulations from both academia and practice will be used to illustrate theory. Cases and speakers will be employed to bring a real world perspective to the classroom.
- **GMS 802 Ethics and Regulation of International Business** – examines the vital role that ethics plays at all leadership levels within a company. Students will discover the importance of instilling ethical values as a key to long-term success. Exposure to thought-provoking cases and literature will heighten student awareness of the need to develop strong ethical leadership in dealing with customers, the community, and employees. Students will also be exposed to the critical role of governments in regulating international business behaviour.

- **HTH 700 Professional Ethics in Hosp/Tourism** –critically examines ethical issues and regulations in the business context of hospitality and tourism. Students will be learning various ethical theories and characteristics of moral principles especially in relation to the hospitality and tourism industry. Students will develop their ability to recognize moral aspects of professional practice to analyze concepts, issues and regulations in the hospitality and tourism industry and to evaluate the implications of these concepts, issues and regulation to the relevant industry stakeholders.
- **HTT 510 Sustainable Tourism Development** – critically examines sustainable and responsible tourism development practices at both the micro and macro levels of the industry. Case study analysis is an integral component of the course. A major focus will be on benefits and impacts associated with tourism development, as well as the strategies for maximizing benefits and minimizing adverse effects.
- **ITM 407 Information Technology, Ethics, and Society** – provides an overview of some of the social implications of new information technologies for society and the global community. Topics will include: (1) ICT Global trade, the Internet and disintegration of production and global redistribution of labour; (2) Cyber crime and identity theft; (3) Cyber addiction e.g., pornography and gambling (4) Political movements and Cyber terrorism, the internet, democracy, free speech and free access; (5) ICT and global social and economic development.
- **LAW 533 Corporate Social Responsibility and the Law** –concentrates on an examination of the legal aspects of corporate social responsibility (CSR). Topics discussed include the relationship between the law and CSR, ethics, and risk management, distinctive legal aspects of sectoral approaches to CSR, legal dimensions of CSR (contractual, torts, regulatory, international law), novel CSR legal approaches (certification, reporting, supply chain), and NGO-stakeholder aspects. Selected cases are examined.
- **LAW 535 Environmental Law and Business** –introduces students to the regulatory policies governing the environment in Canada, with a focus on the implications for business operations. The discourse of sustainable development aims to reconceptualize the business-environment-society relationship at both the national and global levels of governance. The course critically examines the principles that the sustainability discourse has generated: the internalization of environmental costs through the use of economic instruments; the principle of environmental justice, and the precautionary principle. Students choosing this course should be in their graduating year.

- **LAW 602 White Collar and Cyber Crime** –examines criminal and regulatory offences committed by corporations and executives that are typically described as "white collar crime" as well as criminal and regulatory offences committed online and typically described as "cyber crime". The relevant portions of the Criminal Code and other statutes such as the Competition Act and Canada's Anti-Spam legislation are discussed in light of selected cases and regulatory decisions.
- **MHR 600 Diversity and Inclusion in the Workplace** – the Canadian workforce has become more diverse in recent decades and is projected to be more so in the coming years. For example, women now account for almost half of the Canadian labour force. The aging of the Canadian population and the abolition of mandatory retirement means that a number of generations will be working side by side with each other. With globalization and the greater mobility of workers around the world, racial/ethnic minorities will soon account for one in three working Canadians in the not-too-distant future. A number of organizations have already realized the importance of all Canadians irrespective of gender, age, race/ethnicity, sexual orientation, religion and other dimensions of diversity in order to remain competitive on the global stage. This course will explore the opportunities and challenges of working in and managing diverse and inclusive workplaces.
- **PHL 444 Ethics in Health Services Management** – translates the principles, theories and practices of ethical decision making into information and applications which will be relevant to healthcare administration. The course builds on the recognition of the influences and factors that impact on health care managers' ethical decision making. Topics and issues which will be addressed in the course include: the role of market forces, integrated medicine, technology, and their impact on quality assurance programs.
- **REM 420 Sustainability in Real Estate** – This course will introduce students to real estate in the context of global pressures to reduce our collective impact on the planet. Topics covered will include energy, carbon, water, materials and biodiversity footprints of buildings and communities, social handprints, responses to those pressures from governments, NGOs and industry itself, best practices, and leading innovations in real estate. Green building systems will be considered, as well as hard metrics, and the future will be debated.

The following courses contain significant CSR/sustainability/ethics dimensions in the MBA curriculum at the Ted Rogers School of Management:

- **MB/MT8106 Managing in a Diverse World** – Specific topics include the behavioural impact of cultural differences, alternative approaches to organizational structure, cross cultural communication challenges,

- management of diverse groups, leadership and employee motivation techniques for global managers, and conflict resolution across cultures.
- **MB/MT8108 Regulation, Government and Responsible Management**
This course focuses on corporate social responsibility and ethical management from a legal perspective. Students learn the importance of law as a facilitator in developing successful business strategies and explore the mutuality reinforcing relationship between law and corporate social responsibility in areas such as corporate governance, environmental protection, privacy, corruption, and free trade agreements. Through an examination of these themes, the course provides students with analytical tools for identifying ethical problems and a framework for managing ethical conduct in organizations
 - **MB/MT8321 Personal Data Privacy** – purpose is to identify personal data privacy issues involved in information technology management and examine a full spectrum of possible as well as feasible solutions (technological and business) to safeguard personal data privacy. This course will explore the principles of data privacy, the threats to privacy, international and national policy, particularly privacy enhancing technologies as they apply to the management of information systems and eBusiness.
 - **MB/MT8205 Global Issues** –addresses the complex contexts of international organizations including private companies, government agencies and non-governmental organizations. Issues examined include trade, conflict, human rights, foreign aid, social investment, international debt, technology transfer, poverty, environment, social development and sustainable development, the roles of international and regional organizations, government policy and domestic and foreign corporations.
 - **MB/MT8702 Ethics in Finance** – introduces students to the practices and codes of conduct involved in finance. The course covers ethical issues and the roles of the corporate financial manager, stakeholders and other participants in the investment industry. Readings and regulations from both academia and practice will be used to illustrate theory. Cases and speakers will be employed to bring a real world perspective to the classroom.
 - **MB/MT8706 Ethical Leadership** – examines the vital role that ethics plays at all leadership levels within a company. Students will discover the importance of instilling ethical values as a key to long-term success. Exposure to thought-provoking cases and literature will heighten student awareness of the need to develop strong ethical leadership in dealing with customers, the community, employees, peers and the government.

- **MB/MT8612 CSR and Sustainable Mining** – examines the full range of ways that the mining sector is addressing its environmental and social impacts, drawing on case studies, industry expert guest speakers. The course introduces students to the regulatory, community and market imperatives that are stimulating the mining sector to become sustainability innovators, and provides students with CSR management tools and approaches designed to assist firms in working with their stakeholders to meet sustainability objectives.

Principle 3 | Method

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

- **Ryerson MBA Guest Speakers: Regulation, Government and Responsible Management Class**
While the course MB/MT 8108 focuses on corporate social responsibility and ethical management from a legal perspective, it also provides students with a wide range of guest speakers with practical experience on CSR issues. Students in the 2012 class had the opportunity to interact with 10 distinguished speakers, who hailed from high levels of public office as well as from a wide variety of industry sectors (legal services, telecommunications, entertainment, real estate and mining). All the sessions were free of charge for the students.
- **Ryerson MBA Guest Speakers: Global Issues Class**
This course is a survey of the field of international business and provides the foundations for further specialization in this discipline. Students examine the environment for international firms, including the social, environmental and cultural implications. One of the three speakers in the 2013 class came from an international NGO and gave a presentation on the role of NGOs in international business. The remaining two presentations, made by high former ranking officials in the Federal government, respectively addressed Aboriginal issues and ethics in international business.
- Ryerson’s **Institute for the Study of Corporate Social Responsibility** has created a platform that allows professors, students and members from NGOs and various public/private organizations to discuss, explore and learn about CSR issues. In addition to its research activities, a critical role is played by the CSR Institute’s speaker series, connecting the academic, business, government and civil society communities to address issues pertaining to the social and environmental impacts of the private sector. More information on the Institute is available in section 4.

- The Ryerson MBA Program provides funding to students who accept **internships in the non-profit sector**. Students who wish to pursue opportunities in the non-profit sector can apply for a Graduate Award. Historically, all MBAs completing an internship in the non-profit sector have received funding to support them for their efforts during the internship term. In the 2011 and 2012 academic years, nine MBA students received funding, ranging from \$4000 to \$6000, for pursuing internships at not-for-profit organizations.
- **Ryerson CSR Pledge and Oath**: Developed by Ryerson CSR student associations at the Bachelor's and Masters level in conjunction with the Ryerson Institute for the Study of CSR, the purpose of the CSR Pledge is to create student awareness and a commitment to learning about CSR issues and business ethics throughout the Ryerson business education experience. The pledge is presented to TRSM students during orientation at the beginning of their academic careers and is meant to encourage them to learn about, understand, and incorporate socially responsible values in their educational pursuits. The Oath is for graduating Ryerson business students; by signing it, students are making a commitment to responsible business conduct. The contents of the pledge and oath are aligned with existing oaths used by other business schools, but also reflect the distinctive Canadian operating environment. To the best of our knowledge, TRSM is the only business school in the world that offers a CSR pledge for students to guide their educational experience. Both the CSR pledge and oath are fully supported by the Dean of TRSM.
- As part of its community outreach initiatives, the **Ryerson Commerce Society** (RCS) led a campaign to encourage members of the Ryerson community to participate in the CIBC Run for the Cure. As a result, over 120 Ryersonians participated and over \$14,500 was raised to support research for combatting breast cancer.
- In 2012, members of **Students in Free Enterprise** (SIFE) Ryerson and RCS worked with a Kenyan community to provide microloans, install solar panels, enhance financial literacy, and otherwise improve their standard of living (http://www.ryerson.ca/news/news/General_Public/20120305_kenya.html)
- **MBA Dare-to-Lead Summit** - brought together both theory and real business experiences through the involvement of business leaders from different sectors presenting real scenarios they have experienced. The students, divided into small groups, were asked to determine how they would pursue a resolution and the solution/choices they would make if faced with this scenario. After the student groups made their approach known, a

discussion followed concerning the scenario, the approach and conclusions reached..

This was followed by a discussion of the differences and similarities in the approaches of the leaders and students. The goal for the Dare to Lead Summit was for students to discover the leader within themselves and gain insight into some of the key concepts of leadership through the experiences of leaders who describe actual scenarios they have encountered that provide insight into such key leadership variables as

- Self awareness.
 - Self-management
 - Transparency and honesty
 - Motivation and inspiration
 - Influence/legitimacy
 - Values/ethics
 - Risk taking
- The Ted Rogers School of Hospitality and Tourism (SHTM) is an ongoing sponsor of the Responsible Travel and Tourism Forum (RTTF) Webinar Series, which informs travel agents and tourism industry professionals on responsible travel practices, training, and research. SHTM students have also received leadership awards from RTTF for their activities on behalf of responsible tourism.

TRSM-based CSR/Sustainability/Ethics Related Student Events

TRSM is home to a vibrant community of students who are keen on organizing and supporting a diverse range of CSR-related events.

- DECA Ryerson
"TRSM Invitational: Ideas with Endurance" [Oct. 26-28, 2012]. DECA Ryerson designed a competition to encourage participating student delegates to create sustainable solutions to business cases.
- Ryerson Commerce and Government Association (RCGA)
"CSR and the Law: Examining the Connections for Canadian Corporations" [Oct. 29, 2012]
- Ryerson CSR Students' Association (RCSRSA)
"True North: Corporate Social Responsibility in a Resource Driven Economy" [Apr. 9, 2013]
- Hospitality and Tourism Management Students' Association (HTMSA)

Each year SHTM students organize an event to mark World Tourism Day on September 27. World Tourism Day is a program of the UNWTO to highlight

tourism's social, political, cultural, and economic value. Recent themes around which the events have been organized include: *Tourism and Community Development (2014)*; *Tourism and Water (2013)*; *Sustainable Tourism (2012)*; *Linking Cultures (2011)*.

- Co-organized events
 - “A CSR Pledge for Ryerson BComm and MBA students?” [Apr. 18, 2012]. Co-hosted by the Ryerson Institute for the Study of CSR, Ryerson CSR Students Association and the Ryerson MBA CSR Committee.
 - “From Sustainability Startup to Mainstream Success and Beyond: the AIRMILES for Social Change Story,” with Founder Andreas Souvaliotis” [Sep. 21, 2012]. Co-hosted by the Ryerson Institute for the Study of CSR, Ryerson CSR Students Association (RCSRSA), the Ryerson MBA CSR Committee and the Ryerson Commerce and Government Association (RCGA).
 - “Sustainability in the Fashion Industry: Making the Connections, or a Contradiction in Terms?” [Mar. 21, 2013]. Co-hosted by the Ryerson Institute for the Study of CSR, Ryerson CSR Association, the Ryerson MBA CSR Committee and the Ryerson Environmental Science and Management Graduate Students Association.

Canadian-based CSR/Sustainability/Ethics Related Student Competitions

Case competitions provide business students with an opportunity apply their theoretical knowledge in an environment that challenges them to be analytical, creative, nimble, decisive and expressive. Our students participated in the following CSR-related case competitions:

- Schulich International Case Competition (SICC) (Dec. 1, 2012)
SICC is an ethics case competition for the mining industry that provides students with the opportunity to approach tangible, real-world business problems from an innovative and pragmatic perspective. Out of 18 teams that prequalified for the competition, the TRSM team placed 4th overall.
- MBA Games (Jan. 5, 2013)
An annual case competition where students from participating schools compete in three areas: academic cases, athletics and spirit competitions. In 2013, TRSM students were awarded the Community Challenge award at the MBA Games for accumulating almost 240 hours of community service with over 6 charities, impacting over 1000 individuals, in the Greater Toronto Area (GTA).
- Rotman Net Impact CSR Case Competition (Jan. 26, 2013)

Net Impact is an international nonprofit organization that aims to bring together and empower current and emerging business leaders to make a positive difference in the world. The Rotman Net Impact CSR Case Competition challenges MBA teams from participating schools to create innovative and practical solutions for cases that involve corporate strategy and social responsibility. Out of 18 teams, the TRSM team of MBA students placed 3rd.

- HEC Sustainability Challenge (Mar. 16, 2013)
A case competition, on business and sustainability, that brings together MBA to address management-related CSR issues. The TRSM team came in 3rd place.
- Emond Montgomery Business Ethics and CSR Case Study Competition (Fall 2013)
Emond Montgomery Publications (EMP) invited Canadian university and college students to submit analyses of a case study, using the skills they have gained from their business ethics and CSR classes. The cases were reviewed by a panel of leading Canadian CSR and business ethics professors and the winners presented their work at a co-hosted event by EMP and the Ryerson Institute for the Study of CSR.

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.”

Research in areas allied with CSR, Sustainability, and Ethics occurs across several TRSM departments, schools, and research institutes/centres. Beyond traditional business disciplines and institutes focussed directly on CSR and Ethical Leadership, TRSM contributes to scholarly and practical knowledge from a range of research perspectives including; labour management, diversity, not-for-profit organizations, privacy and cybercrime, law, and tourism.

Research Centres/Institutes/Programs

Centre for Labour Management Relations (CLMR)

CLMR seeks to promote collaborative, ethical, proactive and sustainable best-practice labour management relations through sponsoring ground breaking academic research and transferring knowledge to receptor communities.

Thanks to the generous support of our donors and contributing partners the CLMR is able to offer research grants to Ryerson University faculty members pursuing scholarly, academic and creative activities that advance the

knowledge and understanding of labour-management relations in the twenty-first century.

Here is a list of 2012-2013 CLMR research pertaining to CSR:

| Researchers | Project Title |
|---|--|
| <u>Shane Dixon</u> (Ryerson University), <u>Patrick Neumann</u> (Ryerson University), <u>Anna-Carin Nordvall</u> (Umea University) and <u>Wendy Cukier</u> (Ryerson University) | Consumer Attitudes in Purchasing Decisions: A Driver for Healthy Working Conditions? |
| <u>Shane Dixon</u> (Ryerson University), <u>Patrick Neumann</u> (Ryerson University) and <u>Cory Searcy</u> (Ryerson University) | Corporate Social Responsibility and Work Environment Reporting: How Are Companies Reporting on the 'Interface' Between Labour and Management? |
| <u>Shane Dixon</u> (Ryerson University), <u>Patrick Neumann</u> (Ryerson University) and <u>Cory Searcy</u> (Ryerson University) | Examining Work Environment Reporting: Comparing Corporate Social Responsibility Leaders and a Sample of Randomly Selected TSX Companies |
| <u>Shane Dixon</u> (Ryerson University), <u>Patrick Neumann</u> (Ryerson University) and <u>Cory Searcy</u> (Ryerson University) | Examining Managers' Conceptions of Work Environment in Corporate Social Responsibility Reporting |
| <u>Shane Dixon</u> (Ryerson University), <u>Patrick Neumann</u> (Ryerson University) and <u>Cory Searcy</u> (Ryerson University) | Examining Quantitative Indicators of Work Environment in Corporate Social Responsibility Reports – Comparing Top Performers to Randomly Selected TSX Companies |
| <u>Melanie Knight</u> (Ryerson University) | The Making of Entrepreneurs in Post-Secondary Education Institutions |
| <u>Chris MacDonald</u> (Ryerson University) | Mechanisms for Achieving Value Alignment in Labour Relations |
| <u>Kernaghan Webb</u> (Ryerson University) | Examining References to International Labour Instruments by Leading Socially Responsible Firms in Canada |

Centre for Voluntary Sector Studies (CVSS)

CVSS consists of a multidisciplinary team of researchers, educators and practitioners dedicated to gaining and promoting a better understanding of Canadian civil society. Its research and education focuses on nonprofit organizations: their contribution to society; their governance and structure; their human and social capital, including managing staff and volunteers; their

financial management, including fundraising and commercial ventures; their relationship with government and the business sector, including community service programs and corporate social responsibility.

Diversity Institute

The aim of the Diversity Institute is to undertake research on diversity in the workplace to improve practices in organizations. The Institute works with organizations to develop customized strategies, programming, and resources to promote new, interdisciplinary knowledge and practices about diversity with respect to gender, race/ethnicity, Aboriginal peoples, abilities and sexual orientation.

The Institute collaborates with industry, government, not-for-profits and academics to:

- research existing practices and evaluate programs;
- explore barriers to full participation in the workplace;
- develop fact-based policies and programs to help organizations attract, motivate and develop underrepresented groups; and
- provide customized training to support the development of diversity strategies.

Using an ecological model of change, the Diversity Institute is driving social innovation across sectors. Its action-oriented, evidence-based approach is advancing knowledge of the complex barriers faced by underrepresented groups, leading practices to effect change, and producing concrete results.

Institute for the Study of Corporate Social Responsibility

The goal of the CSR Institute is to explore issues and increase understanding of the linkages between business ethics, Corporate Social Responsibility and Sustainable Development (SD). In pursuit of its research and publication agenda, the Institute will:

- establish close ties with the private sector, government, civil society, and other academic/professional centres of excellence to create improved understanding, research and practical solutions to business ethics, CSR and SD;
- explore the role of government, inter-governmental bodies, business groups, civil society groups, labour organizations, and consumers vis-a-vis business ethics, CSR and SD;
- promote collaborative teaching and learning in business ethics, CSR and SD among colleagues at Ryerson University; and
- develop training for undergraduate and graduate students on CSR and SD issues.

The focus of the Institute is on practical solutions developed through collaborative approaches. These approaches are the subject of rigorous inter-disciplinary research. The Institute promotes:

- discussion and knowledge-sharing between academics, the private sector, public policy decision-makers, and civil society;
- conferences, workshops and media appearances intended to enhance public knowledge of business ethics, CSR and SD; and
- innovative multi-perspective projects such as the development and publication of collaborative case studies.

Jim Pattison Ethical Leadership Education and Research Program

The Ethical Leadership Education and Research Program aims to better prepare Ryerson students for the Canadian marketplace by providing them with an enhanced understanding of the values, attitudes and practices of ethical behaviour and leadership and how to best apply these values to everyday business decision making and organizational practices.

Each year, the Program offers ethical leadership workshops for undergraduate and graduate students and ethical leadership executive seminars for business managers and will support leadership research that will identify ethical leadership best practices.

Ryerson Law Research Centre

The Law Centre organizes conferences and events on a wide range of legal issues, supports legal research and runs a free legal clinic in partnership with Miller Thomson LLP. Infused with the energy and resources of the legal community in downtown Toronto, the Centre also provides networking opportunities for students and is designed to propel learning about law through student-focused workshops, volunteer opportunities and events.

Ted Rogers Institute for Tourism and Hospitality Research

The mission of the Institute is to facilitate and conduct research of scholarly value and significance to the tourism and hospitality field, and to mobilize knowledge through traditional and nontraditional channels to reach academic, student, and professional audiences, which enhance the research reputation and impact of Ryerson University, particularly in the tourism and hospitality field.

The Privacy & Cyber Crime Institute

The Privacy and Cyber Crime Institute explores privacy and cyber crime issues with an emphasis on their implications for management. Such issues have generated much public interest as they have emerged, and they have implications for public and private sector management, in terms of legal rights, setting government policy, corporate organization and technology. The institute allows faculty the opportunity to analyze these issues through a long-term system academic inquiry.

The Privacy and Cyber Crime Institute's mandate is to foster partnerships between Ryerson, the private sector, and the public sector to research privacy and disseminate knowledge. The Institute:

- generates knowledge through workshops, public lectures and reports;
- creates an internal forum for faculty members sharing related interests to meet, discuss and develop their research; and
- serves as an external contact point for media and other academics interested in issues related to the institute.

The Institute also participates in the development and eventual accreditation of access and privacy professionals in Canada and Ontario.

Selected CSR/Sustainability/Ethics Publications/Presentations by TRSM Professors in 2012/2013

Achong, K. & Dodds, R. (2012) Anthropogenic Climate Change Coverage in Two Canadian Newspapers, The Toronto Star and The Globe and Mail From 1988-2007 Environmental Science & Policy Vol.15 pp. 48-59

Babin, R. & Nicholson, B., (2012), "CSR in global IT outsourcing: a case study in collaboration", PACIS 2012, Hochiminh City, Vietnam, July 11-15, 2012..

Babin, R & Nicholson, B. (2012)l Sustainable Global Outsourcing, Palgrave MacMillan

Bates, Kimberly A. & Dean Hennessy, (2012) "Does Convergence in Regulation Lead to Convergence in Practice? The Case of Dissident Proxy initiatives in Canada," in *Convergence of Corporate Governance: Promise and Prospects*, Toru Yoshikawa and Abdul Rasheed, (Editors), London: Palgrave, 49-74.

Berghoef, N & Dodds, R (2013) Determinants of Interest in Eco-labeling in the Ontario Wine Industry. Journal of Cleaner Production Vol. 52 pp. 263-271

Dodds, R. (2012) Ecotourism education and marine conservation: The Case of Coral Park Chumbe Island, Zanzibar. Teoros. Vol 1

Dodds, R. (2012) Questioning Slow as Sustainable Tourism Recreation Research Vol. 37(1) pp.81-83

Dodds, R. (2012) Sustainable Tourism: A Hope Or A Necessity? The Case Of Tofino, British Columbia, Canada Journal of Sustainable Development, Vol. 5(5) pp. 54-64

Dodds, R. (2013) Will tourists pay for a healthy environment? Assessing visitors' perceptions and willingness to pay for conservation and preservation in the island of Koh Phi Phi, Thailand? Int. Journal of Tourism Anthropology (IJTA) Vol. 3(1) pp. 28-42

Dodds, R. & Graci, G. (2012) Greening Of The Pride Toronto Festival: Lessons Learned Tourism, Culture and Communication Vol. 12 (1) pp. 29-38

Dodds, R., Graci, S. Ko, S. & Walker, L. (2013) What drives environmental sustainability in the New Zealand wine industry?: An examination of driving factors and practices, International Journal of Wine Business Research, Vol. 25 (3), pp.164 – 184.

Dodds, R., Kelman, I., Thiesen, N., Bessada, T., Garcia, J., McDougall, A. (2012) Industry Perspectives on Carbon Offsetting Programs in Canada and the United States Sustainability: Science, Practice, & Policy Vol. 8(2) pp. 31-41

Dodds, R. & Ko, S. (2012) Assessing stakeholders' views of tourism policy in Prince Edward County. Environmental Management and Sustainable Development Vol. 1(1): pp. 52-70

Goss, A., (2012), "Corporate Social Performance and Idiosyncratic Risk: A Variance Decomposition Analysis", Midwest Finance Association Annual Meeting, Midwest Finance Association, New Orleans, Louisiana, February 22-25, 2012.

Goss, A., (2013), "The Impact of Extractive Sector CSR on Financial Performance: An Empirical Analysis", 23rd World Mining Congress, Montreal, Quebec, August 11-15, 2013.

Helms, W., C. Oliver, and K. Webb (2012), "Antecedents of Settlement on a New Institutional Practice: Negotiation of the ISO 26000 Standard on Social Responsibility" Academy of Management Journal Volume 55, Number 5 October 2012, pp. 1120-1145.

MacDonald, C. (2012) "Crisis Management as Ethical Improvisation," Critical Studies in Improvisation.

MacDonald, C. (2012) "Critical Thinking for Business Ethics," in Peter Kissick, ed., Aspects of Business Ethics: Foundations, Contexts, and Canadian Perspectives, Emond Montgomery Press.

MacDonald, C. (2012) "Is Reputational Risk Management Really Ethics?" Risk Watch: Thought Leadership in Risk and Governance. Conference Board of Canada.

Walsh, P.,(2012) "Innovation Nirvana or Innovation Wasteland? Identifying Commercialization Strategies for Small and Medium Renewable Energy Enterprises", Technovation Vol. 32, 32-42

Webb, K., (2012). "Corporate Social Responsibility: The Canadian Experience" in Kissick, P., ed., Business Ethics: Concepts, Cases and Canadian Perspectives (Toronto: Emond Montgomery).

Webb, K. (2012). "ISO 26000: Bridging the Public/Private Divide in Transnational Business Governance Interactions," in J. W. Cioffi and P. Zumbansen, eds., Osgoode Hall Law School, Comparative Research in Law and Political Economy (CLPE) Research Paper Series, Research Paper #21.

Webb, K. (2012), "Multi-level Corporate Responsibility and the Mining Sector: the Canadian Experience in Latin America," Business and Politics, Vol. 14, Issue 3 October 2012, pp. 1 – 42

Webb, K., (2012), "Political Risk Insurance Contracts, Corporate Social Responsibility, and the Mining Sector: An Illustration of the Regulatory Effect of Contracts," International Law and Management Journal, Vol. 54 Iss. 5, pp. 394-415.

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Principle 5 & 6 | Partnership & Dialogue

Principle 5 - "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."

Principle 6 - "We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global scale responsibility and sustainability."

The Ted Rogers School of Management works closely with officials from the business sector, government and civil society to bring interactive events and opportunities for students on CSR and sustainability issues. Below is a small sampling of these interactive events and opportunities.

Interactive Events and Opportunities

- **Dean's Office, Ted Rogers School of Management**
 - "Stephen Lewis: When the Bottom Line is Not Enough" [Feb. 13, 2012]. Co-sponsored by the Ryerson Institute for the Study of CSR

- **Diversity Institute**
 - "Women and Visible Minorities in Senior Leadership Positions: A Profile of the Greater Toronto Area" [Mar. 8, 2012]
 - "Improving Representation in the Judiciary: A Diversity Strategy" [Jun. 27, 2012]
 - "Black Experience Project – Trailblazer Session" (Black community leaders brought together for roundtable discussions) [Sep. 28, 2012]
 - "Measuring LGBT Leadership" [Nov. 8, 2012]
 - "Women and Visible Minorities in Senior Leadership Positions: A Profile of Greater Montreal" [Feb. 7, 2013]
 - "Black Experience Project – Trailblazer Session II" (Black community leaders brought together for roundtable discussions) [Jun. 8, 2013]

- **Privacy and Cyber-Crime Institute**
 - *Social Media and Privacy: at home, at work and on the road* [Jan. 28, 2013]
 - *UAVs: The Pros and Cons in Policing, Security & Everyday Life* [Jun. 30, 2013]

- **Ryerson Institute for the Study of CSR**
 - *Company-community dialogue & conflict resolution: Reflecting on 10 years of the work of the Compliance Advisor/Ombudsman* [Jan. 26, 2012]
 - *CSR Research in Progress: ISO 26000 Social Responsibility Standard* [Jan. 27, 2012]
 - *CSR, Ethics, Sustainability, or Corporate Citizenship? Finding a Path Through the Moral Vocabulary Jungle* [Apr. 2, 2012]
 - *A CSR Pledge for Ryerson BComm and MBA students?* [Apr. 18, 2012]. Co-hosted with the Ryerson CSR Students Association and the Ryerson MBA CSR Committee.
 - *Labour, Corporate Social Responsibility and the Law in Canada: what do recent Canadian court decisions tell us?* [Apr. 20, 2012]. Co-hosted with the Centre for Labour Management Relations (CLMR) and the Ryerson Law Research Centre.
 - *Understanding Canada's National Contact Point for the OECD Guidelines for Multinational Enterprises: Recent Developments and Experiences* [May 4, 2012]. Co-sponsored by the Federal Office of the Extractive Sector CSR Counsellor.
 - *From Sustainability Startup to Mainstream Success and Beyond: the AIRMILES for Social Change Story,* with Founder Andreas Souvaliotis"

- [Sep. 21, 2012]. Co-hosted with the Ryerson CSR Students Association (RCSRSA), the Ryerson MBA CSR Committee and the Ryerson Commerce and Government Association (RCGA).
- “*When Canada Meets the World: The Precautionary Principle*” (How the guiding principle of the 1992 Rio Convention founded an extraordinary partnership of forestry companies and environmentalists determined to protect the boreal forest and caribou habitat) [Oct. 30, 2012]. Co-hosted with the Ryerson Law Research Centre and the Centre for Labour Management Relations (CLMR).
 - “*Mining in developing countries: an environmental perspective*” [Nov. 2, 2012]. Co-sponsored by the Federal Office of the Extractive Sector CSR Counsellor.
 - “*Global norms and corporate social responsibility in the mining sector*” [Nov. 16, 2012]
 - “*Strengthening the Aboriginal-Business Connection: Learning from the CCAB experience*” [Nov. 29, 2012]
 - “*CSR & Labour in Developing Countries: ILO's Better Work Programme as New Governance Form*” [Jan. 31, 2013]
 - “*Sustainability Thought-Leaders Symposium: “Environmental, Social, and Economic Sustainability in Challenging Times – Exploring the Options”*” [Feb. 13, 2013]. Co-Sponsored by the Chang School for Continuing Education at Ryerson University.
 - “*Sustainability in the Fashion Industry: Making the Connections, or a Contradiction in Terms?*” [Mar. 21, 2013]. Co-hosted by the Ryerson CSR Association, the Ryerson MBA CSR Committee and the Ryerson Environmental Science and Management Graduate Students Association.
 - “*2nd International Symposium on Corporate Responsibility & Sustainable Development, Guangzhou, China*” [Apr. 9-12, 2013]. Co-organized with the Centre for Corporate Responsibility at the London Metropolitan University Business School and hosted by the Guangdong University of Foreign Studies.
 - “*Understanding the UN Guiding Principles on Business and Human Rights: Recent Developments and Experiences*” [May 1, 2013]. Co-sponsored by the Federal Office of the Extractive Sector CSR Counsellor.
 - “*How Accounting for Environmental Impacts Can Lower Costs: Examining the Evidence*” [May 17, 2013]
 - “*Overview of Recent Mining Sustainability Trends with Daniel Wang, Deloitte Sustainability / Enterprise Risk*” [May 29, 2013]
 - “*Waging War on Corruption – Inside the Movement Fighting the Abuse of Power*” [October 1, 2013]
 - “*Gender and Mining: Combatting Violence Against Women*” with Todd Minerson. [October 11, 2013]
 - *Canadian Mining/Energy Company Sherritt International's Sustainability Approach* [October 29, 2013]

- *"Addressing mining company / community conflict: what's been learned?"* with Luc Zandvliet [October 31, 2013]
- *"Business Use of Regulations to Create & Protect Markets"* [November 12, 2013]
- *Banro's Approach to CSR & Community Development in the Congo-* [November 19, 2013]
- *"The Canadian Food Industry and Corporate Responsibility: Connecting the Dots"* [November 22, 2013]
- *de Beers Cda's Approach to First Nations Community Engagement* [November 25, 2013]
- *Webinar: The UN Global Compact & ISO 26000 as Frameworks for Corporate Sustainability: Learning from the Schneider Electric Experience* [December 12, 2013]
- **Ryerson Law Research Centre**
 - *"Press Freedom in Canada: a status report on the 30th anniversary of the Charter of Rights and Freedoms"* [Mar. 8-9, 2012]
 - *"Human Trafficking: What's Going On?"* [Nov. 30, 2012]
- **Tourism and Hospitality Research Institute**
 - In March 2012, Dr. Rachel Dodds, supported through a SSHRC grant, organized a research workshop in partnership with Université du Québec à Montréal that focused on innovations in sustainable tourism. Drs. Dodds, Graci, and MacKay from SHTM contributed presentations and papers. This workshop resulted in a special edition of the bilingual journal *Téoros*, volume 31, nos. 1 and 2 *Innovations in Sustainable Tourism* available at <http://teoros.revues.org/1961>
- **TRSM Business Ethics Speakers' Series**
 - *"Should business dictate the business of rule change in sport?"* [Sep. 28, 2012]
 - *"Corporate Social Responsibility and Institutional Theory: new perspectives on private governance"* [Oct. 19, 2012]. Co-hosted with the Ryerson Institute for the Study of CSR.
 - *"Ethical and Legal aspects of Workplace Social Media"* [Nov. 6, 2012]
 - *"The Ethics of Risk Management: A Post-Crisis Perspective"* [Nov. 9, 2012]
 - *"Accountability in Public Institutions: the role of Ombudsman in Local Government"* [Jan. 22, 2013]
 - *"Insider Trading: Does it Really Pay?"* [Jan. 31, 2013]
 - *"Board Diversity: Where are the Women on Canada's Corporate Boards?"* [Feb. 11, 2013]
 - *"Honouring the Poker Code of Ethics is Harder than You Think"* [Mar. 19, 2013]
 - *"Ethics: A view from the inside of a global company"* [Apr. 3, 2013]

- *“Big-Box Retail and the Environment: Why Some Firms Innovate and Others Stagnate”* [October 2, 2013]
- *“Adventures in the Market for Values”* [October 8, 2013]
- *“Board Decision-Making in Small Organizations”* [October 30, 2013]
- *“Corporate Involvement in Human Rights Abuse”* [November 8, 2013]
- *“Ethics in Labour Relations: A View from the Trenches”* [November 20, 2013]
- *“The Business of Modern Slavery”* [November 26, 2013]

Future Outlook

TRSM is exploring the possibility of holding a regional PRME conference. On a going forward basis, TRSM is committed to better coordination and communication of our CSR/sustainability/ethics teaching, research and student activities that support the underlying objectives of the PRME.