

THE FIRST PRME CANADA REGIONAL MEETING

The organizing committee thanks you for attending the First PRME Canada Regional Meeting. We hope you had a positive day with us and gained valuable knowledge through the events of the regional meeting.

Organizing Committee

Mike Henry, Chair
Eloisa Perez, Academic Chair
Gordon Lucyk, Speaker Coordinator
John Alexander
Evandro Bocatto
Joy Leong
Colin MacDonald
Rory O'Neill
Tim Riordan
Ali Taleb

Reviewers

Dr. Lyle Benson, PhD, CHRP (MacEwan University)
Dr. Evandro Bocatto, PhD (MacEwan University)
Stephanie Ibach, MBA, CGA (MacEwan University)
Dr. Maureen Kilgour, PhD (Universite de Saint-Boniface)
Lucille Mazo, M.Ed. (MacEwan University)
Dr. Eloisa Perez, PhD (MacEwan University)
Dr. Albena Pergelova, PhD (MacEwan University)
Dr. Odette Pinto, PhD, CGA (MacEwan University)
Dr. Ali Taleb, PhD (MacEwan University)
Dr. Leo Wong, PhD (MacEwan University)



The First PRME Canada Regional Meeting



June 11 - 12, 2013

MacEwan University School of Business
Edmonton, Alberta

PRME Principles for Responsible
Management Education

WELCOME
TO MACEWAN
UNIVERSITY

EARTH • EDUCATION • ECONOMICS

EE3

The First PRME Canada Regional Meeting

MACEWAN
School of Business

Concordia University
John Molson
School of Business



Greetings and welcome to the first meeting of PRME signatories in Canada.

The UN-backed Principles for Responsible Management Education (PRME) initiative emerged in response to the challenge of finding ways to better integrate the values of corporate sustainability in management education and research. Launched in 2007, the PRME represent a set of voluntary principles regarding responsible management education to which business and management schools agree to adhere in the interest of developing future leaders with the necessary insights, skills, and competencies to address corporate sustainability challenges. Today, close to 500 business schools and management-related academic institutions around the world – including 16 in Canada - have signed on to the Principles.

We invite you to use this meeting to discuss relevant approaches to implementing the Principles at your institution and to consider creating an ongoing forum for business and management academics to share experiences in teaching and research in relation to PRME.

Thank you to MacEwan University School of Business for hosting this first PRME meeting in Canada and to the University of Guelph College of Management and Economics and the John Molson School of Business at Concordia University for helping to co-convene this meeting.

Jonas Haertle
Head, PRME Secretariat
UN Global Compact Office

PRME Principles for Responsible
Management Education



On behalf of MacEwan University, it is with great pleasure and excitement that I welcome you to the First PRME Canada Regional Meeting.

We at MacEwan University understand the importance of this gathering as the global need for responsible and sustainable management practices continues to increase. One of our own university pillars is that of sustainability and we take it very seriously. But a commitment to the idea of sustainability is empty without the capacity to manage the activities that create it. The Principles of Responsible Management Education is the foundation upon which the attitudes and skills of students will grow into the leadership of a sustainable business community of tomorrow.

I would like to thank the team of organizers from MacEwan University's School of Business, and from the event's co-convening schools, the John Molson School of Business at Concordia University, and the College of Management and Economics at the University of Guelph. Without the joint effort of these business schools, this meeting would not have been possible and the collaboration involved is, itself, a major part of building a sustainable world. This cooperation shows clearly that the vision to develop responsible citizens is a shared one.

I wish you all a warm welcome and a very enjoyable stay in Edmonton and at our University. I hope that the connections forged at this meeting will foster further growth that continues to nurture the Principles for Responsible Management Education.

John Corlett
Provost
MacEwan University

MACEWAN



Welcome to E3 = Earth Education Economics: The First PRME Canada Regional Meeting! The School of Business at MacEwan University is proud to take part in this historic event. The decision by Concordia University's John Molson School of Business, and the University of Guelph's College of Management and Economics to act as co-conveners in this endeavor is testament to the pan-Canada effort in prioritizing sustainability issues. I have also been impressed by the strong turnout that we have from other institutions

across Canada and outside the country.

On February 1, 2011, MacEwan University's School of Business became a signatory to the Principles for Responsible Management Education (PRME). Our adoption of this initiative began in early 2010 and has now swept through the school, engaging faculty, administration and students alike. It has even gained traction in other faculties! For example, Lucille Mazo, an instructor for the Bachelor of Communications Studies and Editor in Chief for the Earth Common Journal (ECJ), an undergraduate student journal, is publishing a special issue of ECJ for this PRME regional meeting. This journal is an excellent example of the cross-disciplinary nature of sustainability at MacEwan University and how PRME can reach beyond business schools.

PRME has proven instrumental in providing a framework to focus our School's efforts on advancing sustainability, and encouraging intra- and inter-national collaboration, as we strive to live up to our university's vision. Thank you all for choosing sustainability, contributing your ideas, and for lending a hand in creating a Canadian PRME network.

Warm regards,

Elsie Elford
Dean, School of Business
MacEwan University

MACEWAN
School of Business



I am pleased to welcome you to the 1st PRME Canada Regional Meeting held at MacEwan University in Edmonton, the capital city of Alberta.

The theme of this first meeting "e3 = earth, education, economics" emphasizes the need for integration, with education being the critical factor in the equation. Business academics and educators will be discussing and debating how business schools can develop future leaders that support, promote and incorporate PRME principles into the

mainstream business model during the concurrent sessions on June 12. We have a number of students' papers being presented, which shows the engagement and commitment of this new generation of future leaders to PRME principles and what they represent.

PRME signatories have the opportunity to gather for this first meeting and establish the Canadian network by building and expanding on the discussions that will start at the PRME Networking Meeting, held at the conference. This meeting aims at creating a forum for business academics to share their experiences in teaching and research on the integration of the PRME principles into the curricula and scholarship of business schools.

I want to thank all members of the scientific committee for their support and collaboration in reviewing the papers submitted to the conference; the dedicated staff from the Dean's office for administrative support. In special, Lucille Mazo, Editor of Earth Common Journal, for her inestimable support and hard work.

Thank you all for joining us for the conference and I wish you a wonderful stay in our beautiful Edmonton!

Eloisa Perez
Assistant Professor, School of Business
MacEwan University

MACEWAN
School of Business



I am pleased to welcome you to the PRME Canada Regional Meeting. Concordia University's John Molson School of Business (JMSB) is very proud to be co-convening this first-of-a-kind gathering of business academics committed to integrating the Principles for Responsible Management Education (PRME) into their curricula.

Our school is firmly committed to playing a global leadership role in the advancement of sustainability-related knowledge creation through our faculty's research activities in the area of sustainable enterprise.

The PRME align with our mission to develop business leaders who are responsible global citizens, and they play a key role in assuring that we offer our students a business education that has a beneficial impact on the world.

We strive to reinforce the notion that social responsibility should be considered in everything that we do. Incorporating the PRME framework into our operations helps ensure that our students, faculty and staff continue to focus on making a positive social impact.

I would like to thank the University of Guelph College of Management & Economics for co-convening this meeting and MacEwan University for hosting us all. I would also like to acknowledge the work of Mike Henry, Gordon Lucyk, Jonas Haertle and all of the volunteers and speakers, without whom this event would not be possible. I trust that you will enjoy and benefit from the rich scholarly discourse that these two days are certain to offer.

Steve Harvey

Dean, John Molson School of Business
Concordia University



I am absolutely delighted that the University of Guelph's College of Management and Economics (CME) is co-convening the 1st PRME Canada Regional Meeting, along with Concordia University's John Molson School of Business. I extend sincere thanks to MacEwan University's School of Business for their leadership in hosting this ground breaking and timely event.

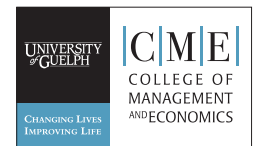
We live in an unprecedented time - when business and business education is under the microscope like never before. Short-sighted business practices and policy decisions that contributed to the recent global economic collapse; working conditions in the garment industry in Bangladesh; various environmental disasters; and many perhaps less newsworthy, but equally troublesome events, can be juxtaposed with both heroic and every day tales of organizations who "get it". Thought leaders, in both business and academia, understand that sustainable business practices, along with ethical and social enterprise, can and must be a positive force for change in the world.

At CME our vision is to be and develop leaders for a sustainable world. We do this through our three pillars of transformational learning, research that counts and community engagement. Last year we proudly became signatories to PRME. We are also active participants in the Globally Responsible Leadership Initiative and contributed to the development of the 50 + 20 Management Education for the World initiative. Our involvement with this conference is one more way in which we are trying to connect with faculty and students at other Canadian business schools who share these values.

I applaud the participation of all participants and wish you a most invigorating learning and networking experience.

Julia Christensen Hughes

Dean, College of Management
and Economics
University of Guelph





The Honourable A. Anne McLellan, P.C., O.C.

The Honourable A. Anne McLellan, P.C., O.C. joined Bennett Jones LLP in its Edmonton office July 4, 2006. Ms. McLellan provides strategic advice to the firm and its clients.

On May 12, 2006 she was appointed Distinguished Scholar in Residence at the University of Alberta in the Alberta Institute for American Studies. In 2007 the University of Alberta awarded Ms. McLellan

an honorary doctorate of laws degree and in July 2009 Ms. McLellan was appointed an Officer of the Order of Canada.

Ms. McLellan serves on the Board of Directors of Nexen, Agrium, Cameco and the Edmonton Regional Airport Authority. Among her many community commitments she Chairs the Board of the Royal Alexandra Hospital Charitable Foundation and sits on the Boards of Habitat for Humanity Edmonton Society, TELUS Edmonton Community Board and the Edmonton Community Foundation Board. She also served as a member of the Premier's Council for Economic Strategy where she provided "guidance on actions the Alberta government can take to best position the province for the future."

Ms. McLellan served four terms as the Liberal Member of Parliament for Edmonton Centre from October 25, 1993 – January 23, 2006. She served as Deputy Prime Minister of Canada and the first Minister of Public Safety and Emergency Preparedness (December 2003 – January 2006), Minister of Health (January 2002 – December 2003), Minister of Justice and Attorney General of Canada (June 1997 – January 2002) and Minister of Natural Resources and Federal Interlocutor for Métis and Non-Status Indians (November 1993 – June 1997).

She holds a Bachelor of Arts and a Law degree from Dalhousie University and a Master of Laws degree from King's College, University of London. Ms. McLellan was admitted to the Bar of Nova Scotia in 1976.

Tuesday, June 11, 2013

4:00 p.m. – 7:00 p.m.

Registration – MacEwan University City Centre Campus (*Paul Byrne Hall*)

7:00 p.m. – 9:00 p.m.

Dinner – The dinner will take place at one of Edmonton's Dine Local restaurants.

Wednesday, June 12, 2013

8:00 a.m. Registration and Breakfast Reception (*Paul Byrne Hall*)

8:30 a.m. Opening Remarks and Welcome (*Paul Byrne Hall*)

8:40 a.m. Panel – PRME Signatory Schools (*Paul Byrne Hall*)

9:45 a.m. Concurrent Sessions I (*See Page ELEVEN*)

9:45 a.m. PRME Signatory Network Meeting (9-512)

10:45 a.m. Coffee Break

11:00 p.m. Concurrent Sessions II (*See Page THIRTEEN*)

12:00 p.m. Lunch (*Paul Byrne Hall*)

12:20 p.m. Keynote – Honourable A. Anne McLellan (*Paul Byrne Hall*)

"From Boardroom to Classroom: Fostering Sustainable Management"

1:30 p.m. Concurrent Sessions III (*See Page FIFTEEN*)

2:30 p.m. Coffee Break (*Paul Byrne Hall*)

2:45 p.m. Roundtable discussions (*Paul Byrne Hall*)

4:00 p.m. Closing remarks (*Paul Byrne Hall*)

3 PANEL PRME SIGNATORY SCHOOLS

Panel Moderator

Mike Henry Associate Dean
School of Business, MacEwan University



Mike Henry is an Associate Dean of the MacEwan School of Business, as well as the Director of MacEwan University's Institute for Innovation in Management Education (IIME). In addition to instructing in the Bachelor of Commerce, Management University Transfer and Bachelor of Human Service Administration programs, Mr. Henry's career has spanned the private, public, and non-profit sectors, including mental health, family services, regulatory and public affairs.

Mike completed his undergraduate work at Brock University and the University of Ottawa, and graduate studies at the University of Alberta. He is currently pursuing doctoral studies at the University of South Queensland. His research interests focus on influencing

public policy and knowledge transfer in family firms.

Mr. Henry is an ex-officio member of the MacEwan University School of Business PRME Steering Committee and plays an active role in guiding many of the PRME initiatives going on at the School. As Chair of the E3 organizing committee, Mike is pleased to moderate the panel portion of the First PRME Canada Regional Meeting, and welcomes all attending guests.

Panelist

Paul Shrivastava Director, David O'Brien Center for Sustainable Enterprise
John Molson School of Business, Concordia University



Dr. Paul Shrivastava is the David O'Brien Distinguished Professor and Director of the David O'Brien Centre for Sustainable Enterprise at the John Molson School of Business, Concordia University, Montreal. He also leads the International Chair for Arts and Sustainable Enterprise at ICN Business School, Nancy, France. In collaboration with PRME he co-founded the 50+20 Project and co-authored the forthcoming book "Management Education for the World" (Edgar Elgar, 2013). He helped integrate sustainability and PRME into curriculum at several universities. His research integrates science and arts to develop a holistic understanding of sustainability issues.

Dr. Shrivastava received his Ph. D. from the University of Pittsburgh. He was tenured Associate Professor of Management at the Stern School of Business, NYU, and held the Howard I. Scott Chair in Management at Bucknell University. He has published 17 books and over 100 articles in scholarly and professional journals. He has served on the editorial boards of numerous leading management education journals including the Academy of Management Review, the Strategic Management Journal, Organization and Environment, and Business Strategy and the Environment. He won a Fulbright Senior Scholar Award to study Japanese corporate environmental management at Kyoto University. His work has been featured in the Los Angeles Times, the Philadelphia Inquirer, the Christian Science Monitor, and on the McNeil-Lehrer News Hour.

Panelist

Davar Rezania Chair, Department of Business
College of Management and Economics, University of Guelph



Davar Rezania is an Associate Professor and the Chair of the Department of Business, College of Management and Economics at the University of Guelph. With the responsibility for two majors in the B.Comm. program (Accounting, Leadership & Organizational Management) and a certificate in Leadership, the department also provides courses in sustainable commerce and is a major contributor to a number of graduate programs such as the MA (Leadership), MBA (Food and Agribusiness Management and Hospitality and Tourism Management), and PhD (Management).

The department's vision is to create leaders for sustainable and ethical enterprise, believing that business success depends on a strategic outlook, an entrepreneurial attitude, a global perspective and a commitment to social and environmental responsibility. The inter-disciplinary nature of the department provides a unique opportunity for focusing on organizational effectiveness, including the complex interplay between leadership systems (financial and human) and the broader social and political context. Teaching and research programs within the department are informed by this vision. As a proud signatory to the PRME, the department is committed to embedding issues of corporate social responsibility and sustainability in the research and teaching, in both the undergraduate and graduate programs.

Panelist

Gordon Lucyk Chair, Bachelor of Commerce
School of Business, MacEwan University



Gordon has been at MacEwan University since 2004. He is currently the Program Chair of the Bachelor of Commerce Program. His current areas of teaching interest include Sustainability, Corporate Strategy, and International Business.

Gordon's interest in PRME came about in 2007 when he was developing a course on global business and sustainability. Gordon was involved with putting together a PRME Coordinating Committee comprised of administration, faculty and students to launch PRME at MacEwan in February 2011. Gordon has attended the first and second PRME Global Fora for Responsible Management Education in New York as well as the 3rd Global

Forum at Rio + 20 in Rio de Janeiro in 2012. Gordon has also been involved with student sustainability activities including the introduction of an ENACTUS student team at MacEwan University, as well as student submissions to PRME Conferences at Rowan University, as well as other MacEwan sustainability conferences.

9:45 a.m. - 10:45 a.m.

Salon A (9-215):

ECOLOGY*Chair: Lucille Mazo, MacEwan University*

Ecological Education: Proposal of implementation in Romania

Author: Mia Isabela Deleanu

Sustainability Through Urban Gardening

*Authors: Molly Kassian, Nick Larson and Sherece Burma**Presenter: Tami Ambury*

Selling Ourselves Short: A discussion on water-markets in Alberta

Author: Derek Neil Pluim

Salon B (9-216):

CSR AND SUSTAINABILITY*Chair: Eloisa Perez, MacEwan University*

The Current Sustainable Initiatives that the Aircraft Industry is Making

Author: Bretton Weir

Competing on Climate Change: An interprovincial, longitudinal review of emerging environmental risks to Canadian homeowners

Author: Adam J. Henley

Walking Towards Sustainability the Corporate Way

Niharika Sreekumar

Salon C (9-217):

SUSTAINABLE BUSINESS MODELS*Chair: Ali Taleb, MacEwan University*

Alta Injection Molding and SAIT Polytechnic: Creating a model for private-public partnerships

Authors: Travis Guay and Michael Roberts

Local Companies Developing Sustainable Businesses: The diversification of sole revival

Authors: Priya Gill, Rommel Lamadrid, David MacArthur and Fernando Angulo (Advisor)

Sustainable Marketing Innovation for High Technology Company: The case of FP advantage

Authors: Bradley Roy, and Fernando Angulo

Salon D (9-218):

GENDER EQUALITY*Chair: Stephanie Ibach, MacEwan University*

Barriers for Women to Senior Positions: Wal-Mart class action lawsuits

Authors: Corrine Slator, Dee-Ann Schwanke and Tyler Degooyer

Loading Feminism: Anti-harassment strategies in the video game industry

Authors: Jenna Cholewa, Kurtis Poirier and Amber Scott

Barriers for Women to Positions of Power: How societal and corporate structures, perceptions of leadership, and discrimination restrict women's advancement to authority

Author: Dee-Ann Schwanke

Salon E (9-207):

HUMAN RIGHTS*Chair: Jennifer Bowerman, MacEwan University*

Dignified Death Right: Assisted suicide

Authors: Bryce Keller, Melanie Peters and Morgan Smith

Retaining Alberta Nurses

Authors: Kyle Bechtloff, David Craig, Jillian Merta, Fawn O'Neill, Anika Siewecke and Quentin Tadman

Why Does a Gender Wage Gap Still Exist in Canada?

Authors: Janae Bancroft, Kristina Cyr, Jennifer Engelking, Tiffany Fuhr and Chelsi Woods

11:00 a.m. - 12:00 p.m.

Salon A (9-215):

CASES*Chair: Evandro Bocatto, MacEwan University*

The Case of Sabia's JIT Education

Author: Evandro Bocatto

Union For All: The case of Ecoleo

Author: Evandro Bocatto

Deliberate Democracy and Resource Management Education

Author: Asif Siddiqui

Carbon Offsetting

Author: Victor Bilodeau

Salon B (9-216):

ACCOUNTING AND SUSTAINABILITY*Chair: Eloisa Perez, MacEwan University*

Executive Compensation Schemes and ESG Practices: Is the incentive working as predicted?

Authors: Amanda Mesluk and Eloisa Perez (Supervisor)

Accounting for Financial Instruments with IFRS: The role of fair value accounting

Authors: Glynis Milne and Eloisa Perez (Supervisor)

Integrated Reporting

Authors: Thilakshani Herath, Amanda Mesluk, Evan Tomilin and Raven White

Salon C (9-217):

MANAGEMENT EDUCATION*Chair: Leo Wong, MacEwan University*

Sustainable Education

Authors: Mustafa Aquil and Najma Amin

Validity of Non-profit Management Programs

Authors: Cameron McCoy and Leo Wong

The Role of Social Capital in Community Economic Development

Author: Shambhu Nath Chowdhury

Sustainability: University of Guelph developing leaders for a sustainable world

Author: Najma Amin

Salon D (9-218):

PRME CHALLENGES*Chair: Rumina Dhalla, University of Guelph*

The More Things Change, the More They Stay the Same: The PRME as a challenge to the institutional logic of business schools

Authors: Elizabeth C. Kurucz and Rumina Dhalla

National Institutional and Cultural Determinants of Global Corporate Citizenship

Authors: Daina Mazutis and Michael Roberts

Just Ask, How We Incorporated PRME into the Gustavson School of Business

Author: Heather Ranson

Salon E (9-207):

SUSTAINABILITY IN PRACTICE*Chair: Rob de Vrind, Koning Willem I College, Netherlands*

Chasing Blue Sky

Author: Lynn Sugden

Climate Change Strategies 101

Author: Donald MacDonald

Sustainable Society 3.0

Author: Rob de Vrind

1:30 p.m. - 2:30 p.m.

Salon A (9-215)

BEST PRACTICES: LEADERSHIP*Chair: Evandro Bocatto, MacEwan University*

Responsible Leadership: A practical approach for learning by doing social project management in Brazil

Authors: Marcos Bosquestti and Evandro Bocatto

Aspects of Educating CSR to Future Leaders: Results of a cross-cultural empirical study

Author: Georg Reifferscheid

Leaders for a Sustainable World: Words into action at the University of Guelph

Authors: Trent Tucker, Davar Rezania, Sara Stonehouse, and Najma Amin

Salon B (9-216)

CASES*Chair: Leo Wong, MacEwan University*

Filistix Teaching Case Study

Authors: Chris Bacon and Gordon Lucyk (Supervisor)

Creating a More Sustainable University Through the Use of Electronic Books: The case of MacEwan Bookstores

Authors: Brad Angove, Huy Do, Travis Guay and Koby Long

Earth Group

Authors: Vanessa Ojeda and Leo Wong

Salon C (9-217)

MANAGEMENT EDUCATION*Chair: Maureen Kilgour, Universite de Saint-Boniface*

Using Action Learning Principles to Develop Socially Aware Thinkers in Management Education

Author: Jennifer K Bowerman

Integrating Gender into Management Education: Curriculum and pedagogy

Author: Maureen Kilgour

Exploring Collaborative Models for Sustainability: Implications for corporate responsibility strategy and management education

Author: Rumina Dhalla

Salon D (9-218)

SUSTAINABILITY AND FINANCE*Chair: Eloisa Perez, MacEwan University*

Sustainability Practices and Return to Shareholders: The case of Canadian companies

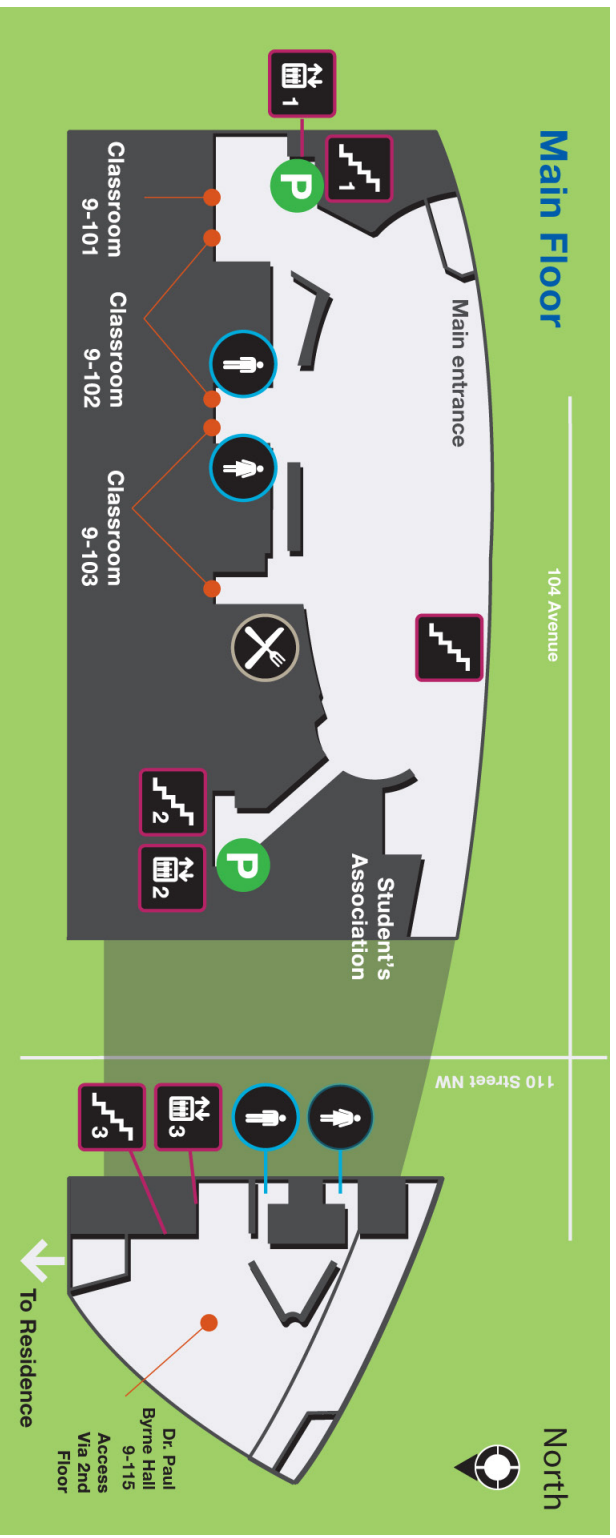
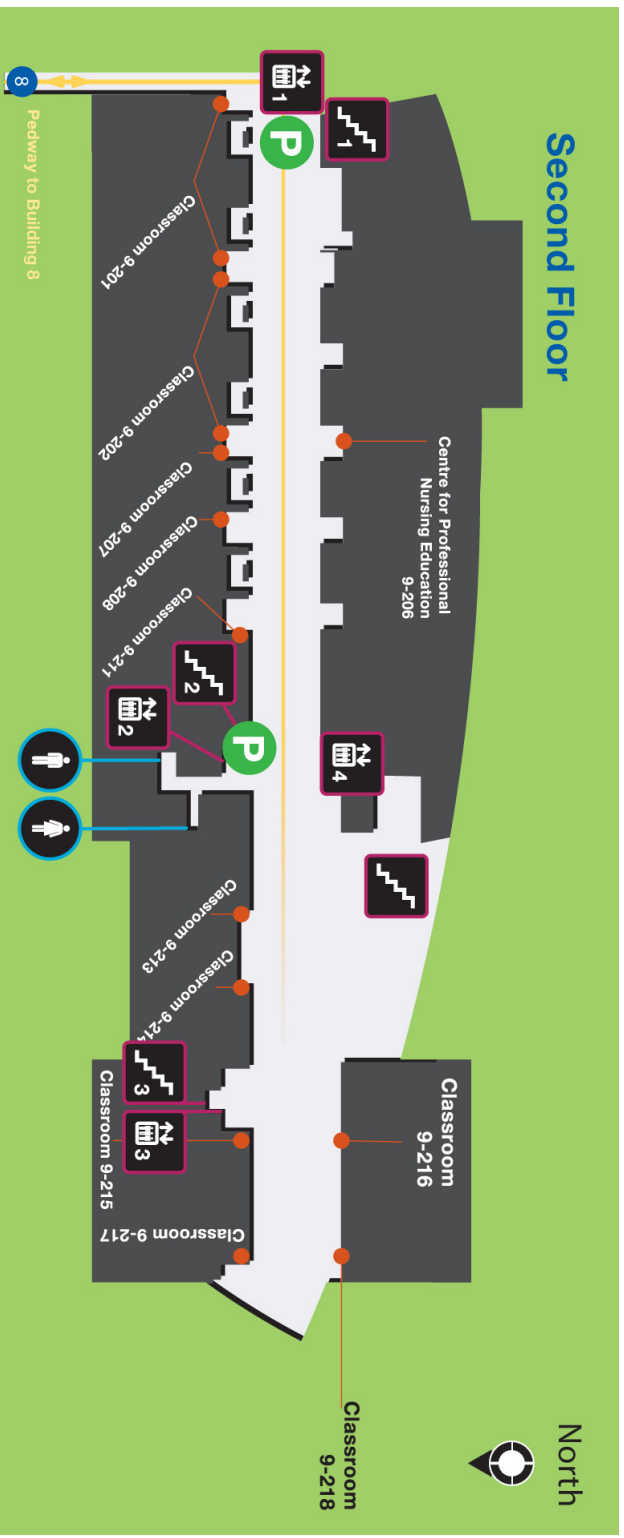
Author: Eloisa Perez

The Impact of Active Management on Corporate Governance: The role of institutional investors






Author: Alison Schneider

Financing Challenges in the Social Sector: Empirical evidence

Author: George Karaphillis



Legend

-  Elevator
-  Stairwell
-  Washroom
-  Food Services
-  MacEwan Way

**THANK YOU
FOR COMING
TO MACEWAN
UNIVERSITY**

**WE HOPE YOU
ENJOYED
YOUR STAY**

