

Schulich School of Business

Principles of Responsible Management Education

PROGRESS REPORT 2022 – 2023

Prepared by current Schulich undergraduate and graduate students: Thiviyah Kumaravel, Anaum Osman, and Johnson Jose Mathew, in concert with the Centre of Excellence in Responsible Business



LAND ACKNOWLEDGMENT

We recognize that many Indigenous Nations have longstanding relationships with the territories upon which York University campuses are located that precede the establishment of York University. York University acknowledges its presence on the traditional territory of many Indigenous Nations. The area known as Tkaronto has been care taken by the Anishinabek Nation, the Haudenosaunee Confederacy, and the Huron-Wendat. It is now home to many First Nation, Inuit and Métis communities. We acknowledge the current treaty holders, the Mississaugas of the Credit First Nation. This territory is subject of the Dish with One Spoon Wampum Belt Covenant, an agreement to peaceably share and care for the Great Lakes region.

Schulich: A Global Leader in Responsible Business



Schulich has long been a pioneer and global leader regarding teaching and research related to responsible business. It's one of our school's core values and an integral part of our DNA.

Our School was one of the first in North America to establish programs and research chairs in Ethics and Sustainability (then called Business and the Environment) back in the early 1990s – a time when these issues were on the periphery of mainstream business and management education. Since then, hundreds of our graduates have gone on to assume leadership roles within organizations around the world focused on responsible business and sustainability.

Today, our School has one of the highest concentrations of research chairs tied to responsible business – everything from chairs in CSR, ethics and sustainable finance to corporate governance and social innovation and impact. These chairs are a big reason why Schulich has been consistently ranked as one of the world's top three schools in sustainability research as measured by citations per faculty member and by total number of journal publications.

Schulich also benefits from a number of Centres of Excellence focused on responsible business, including our George Weston Ltd Centre for Sustainable Supply Chains, and our Centre of Excellence in Responsible Business, one of the world's largest academic research and teaching hubs dedicated to responsible business.

As a result of this teaching and research intensity, sustainability issues are woven throughout our school's curriculum. No student leaves Schulich without having had exposure to sustainability thinking as it relates to business strategy. And at the graduate level, every MBA student at Schulich takes a core course on Business and Sustainability, which explores how organizations are delivering sustainable performance as well as the strategies they employ to tackle economic, environmental and social challenges.

PRME's mission is to develop the “responsible decision-makers of tomorrow”. It's a mission we at Schulich share – to develop purpose-driven leaders who aspire to make a difference in business and society – and it's a main reason why we're proud to be one of the original PRME Signatory Members and proud to support the UN in raising the profile of sustainability within management education.

Sincerely,

A handwritten signature in black ink, appearing to read 'Detlev Zwick', written in a cursive style.

Detlev Zwick
Dean & Tanna H. Schulich Chair
in Digital Marketing Strategy
Schulich School of Business

Executive Summary

The Schulich School of Business at York University is globally recognized for its innovative and diverse programs across undergraduate, graduate, and executive development levels, designed to equip future business leaders with the skills needed to navigate the complexities of the contemporary business landscape.

Distinguished by cutting-edge research, particularly in areas like corporate social responsibility, the school seamlessly integrates the triple bottom line decision-making approach, stakeholder perspective, and corporate social responsibility into its curriculum. Notably, Schulich's MBA program has secured the prestigious #1 ranking in Responsible Business by *Corporate Knights* in Canada. Schulich provides diverse programs, including business administration, finance, accounting, business analytics, artificial intelligence, real estate, international business, and various PhD and executive programs, dedicated to preparing students for the evolving demands of social and environmental stewardship in today's dynamic world.

Sustainability is a foundational principle across all of Schulich's management programs, evident in both core and elective courses, specializations, and diplomas. Ethical considerations, sustainability, and responsible business practices are integral to Schulich's culture, extending beyond formal policies to influence all activities and initiatives, both formal and social. Schulich has launched a PhD in Sustainability program in 2023, designed to equip

students with the skills to provide management education and policy advice focused on sustainability or pursue careers in scholarly research.

Schulich actively fosters a culture of ethical responsibility, communicating this commitment through student, faculty, and staff orientations that elucidate the ethical obligations outlined in conduct codes and policies. Schulich also demonstrates a commitment to financial accessibility through robust scholarship programs and collaborations with banks, facilitating negotiated financial aid arrangements for students.

Environmental consciousness is woven into the fabric of Schulich's operations, exemplified by its advancement of carbon neutrality. Over the past two years, the Schulich School of Business has strategically aligned its sustainability strategy with York University's Academic Plan (2020-25), aimed at fostering positive environmental, cultural, and social change on a local and global scale. This alignment extends to York University's Sustainability Strategy, which focuses on People, Knowledge, and Place, tracking progress in line with the United Nations' Sustainable Development Goals.



UN PRME Principles

Click on the page number below to view

PRINCIPLE 1

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.

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PRINCIPLE 2

Values

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

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PRINCIPLE 3

Method

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

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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.

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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.

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PRINCIPLE 6

Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

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PRINCIPLE 1

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.



Mission and Vision

The Schulich School of Business is committed to developing the capabilities of its students to enable lasting sustainable value creation within businesses and communities.

The goal is to nurture future leaders who are passionate about building a more inclusive, and sustainable global economy. This is reflected in three constituent objectives of its Mission:

- To generate and disseminate transformational knowledge in the fields of management and leadership.
- To deliver world-class teaching that prepares our students to provide ethical and meaningful leadership in a changing world, forming leaders who aspire to making a positive difference in the world.
- To create a respectful and inclusive environment that demonstrates our intention to be a forward-looking model for businesses around the world.

The School's vision is anchored in the development of three key attributes that will allow the School to build and sustain a competitive advantage: to be global, to be innovative; and to be diverse. Schulich aspires to set the standard for management education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Schulich students to gain an education that is intellectually, socially, professionally and personally transformative, and provides the foundation for personal and collective flourishing. In doing so, the School aims to:

- Enable and inspire managers, policy makers, students, academics, and consumers to integrate ethics, social responsibility and sustainability into the core of their decision-making processes.
- Foster a new generation of business leaders who will be equipped to chart a course towards a more just and sustainable society through responsible business.

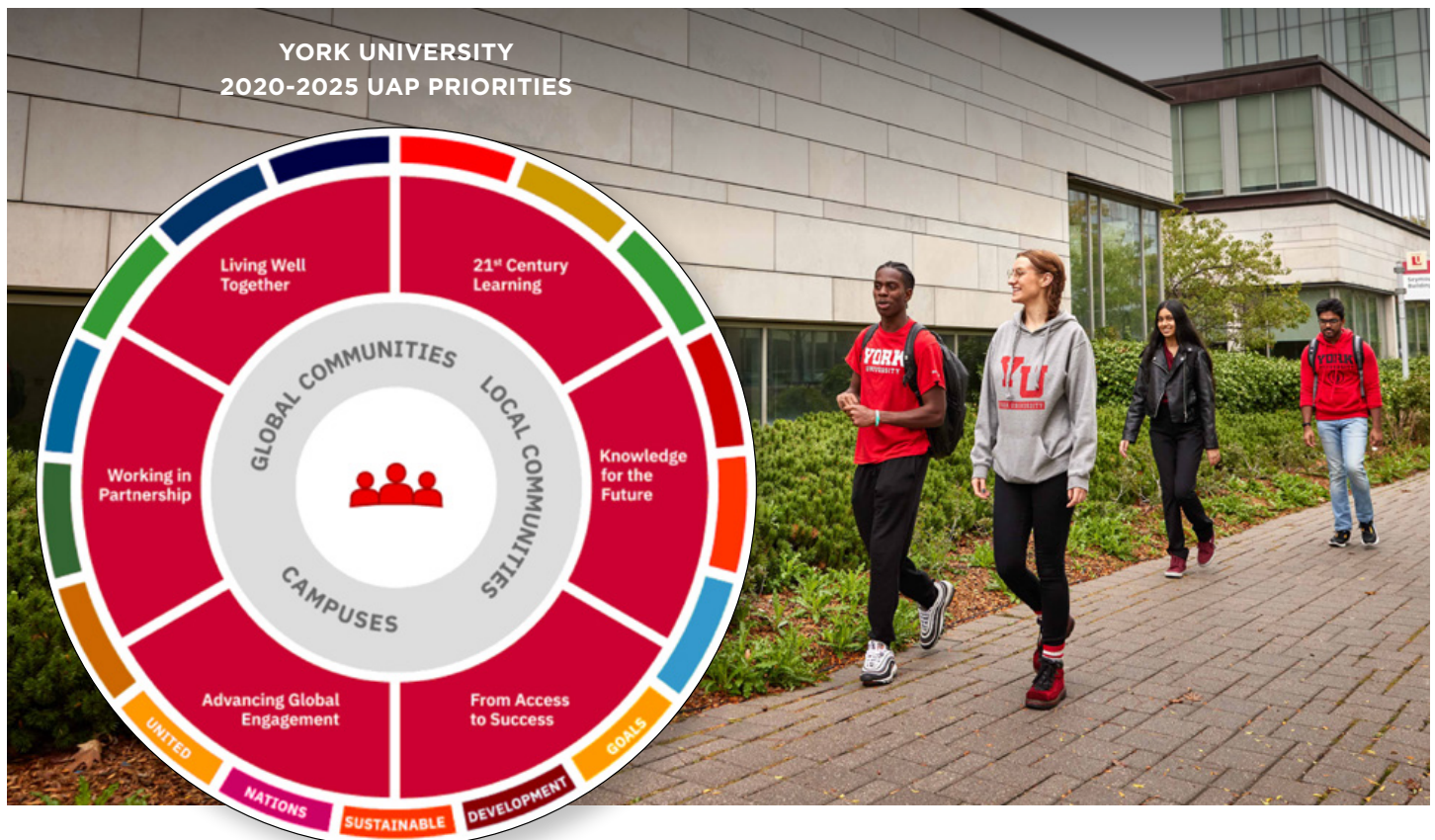


University Academic Plan

The overriding sustainability framework in place is [The University Academic Plan \(UAP\) 2020-2025](#), which aims to create positive change for students, campuses, and local and global communities.

York University's Six Priorities for Action which include 21st Century Learning, Knowledge for the Future, From Access to Success, Advancing Global Engagement, Working in Partnership and Living Well Together. In addition our new UAP is designed to uphold the fundamental values of the University, and ensure our graduates are equipped for a future that will be defined by dramatic change including:

- **Climate and environmental change:** This is an urgent question for virtually every field of endeavor and requires innovative thinking.
- **Digital inter-connectivity and physical mobility:** Covid has accelerated the need for both state-of-the-art digital infrastructure, as well as recognition of the need to create more accessible and accommodative environments for all people.
- **Technology:** As an enabling, enhancing, and disrupting element in our lives, technology can fundamentally alter the landscape of thinking, creation, and innovation.
- **International cooperation, economic inclusion, and social cohesion:** To address root causes of inequities, and to create more inclusive societies, it is crucial that the roadmaps to progress be multidimensional, accounting for all stakeholders necessary to the plan.
- **Ethical and moral imperatives:** Recent social movements – such as #MeToo, #BlackLivesMatter, have demonstrated gaps in institutional policies that create unwelcome barriers for certain communities. These movements need to inform academic and administrative policies as we move forward in our quest to create good.



Rankings

In prominent business school rankings, Schulich demonstrates continuing excellence, especially when it comes to corporate responsibility and sustainability:

Corporate Knights

2023 Corporate Knights Better World MBA Ranking: *Corporate Knights*, one of the world's largest circulation magazines with an explicit focus on responsible business, ranked the **Schulich MBA program #1 in Canada in responsible business**. Schulich also ranked 13th globally among the more than 200 business schools around the world evaluated by *Corporate Knights*.



2023 Financial Times Executive MBA Ranking: The 2023 *Financial Times* ranking marks the 15th time that the **Kellogg-Schulich EMBA program has been ranked #1 in Canada**. The Kellogg-Schulich EMBA also ranked 16th in the world in the "Environmental, Social & Governance (ESG)" category, which measures the proportion of core courses dedicated to ethical, social and environmental issues.



2023 Financial Times Executive Education Ranking: Schulich ExecEd placed **30th in FT's combined open enrolment and custom programs ranking** – the school's highest ranking ever. Schulich climbed two spots from the previous year's executive education ranking. Schulich was also one of only two Canadian business schools to make the FT Top 50 combined list on what is widely regarded as the world's premier executive education ranking.



2024 QS World University Rankings Business Master's: Schulich's **Master of Marketing program was ranked #1 in Canada and 10th overall in North America by QS**. Schulich's Master of Marketing program ranked 10th in the world in the category of Alumni Outcomes – the extent to which the school's graduates have gone on to pursue highly successful careers.

2023 QS MBA: QS MBA ranked Schulich among the top 30 business schools in the world in Finance, Technology and Information Management. Schulich placed 13th globally in Finance, 25th globally in Technology and 29th globally in Information Management. Schulich was also the #1 ranked MBA program in Canada in Finance, Technology, Marketing and Information Management.



2022 Financial Times Executive MBA Ranking: The *Financial Times* of London has ranked the **Kellogg-Schulich Executive MBA (EMBA) the #1 EMBA program in Canada**. The Kellogg-Schulich EMBA also ranked 20th in the world in the "Environmental, Social & Governance (ESG)" category, which measures the proportion of core courses dedicated to ethical, social and environmental issues.



2022 Financial Times Executive Education Ranking: The *Financial Times* of London, in its prestigious annual executive education ranking, **rated Schulich's Executive Education program 32nd in the world and 2nd in Canada**. It was the highest placement ever attained by Schulich in this ranking. The ranking results cap a year-long overhaul of the Schulich Executive Education Centre (SEEC), which has recently been rebranded as Schulich ExecEd.

Corporate Knights

2022 Corporate Knights Better World MBA Ranking: *Corporate Knights*, one of the world's largest circulation magazines with an explicit focus on responsible business, ranked the **Schulich MBA program #4 in Canada in responsible business**. Schulich also ranked 16th globally among the 160 business schools around the world evaluated by *Corporate Knights*.



2022 Economist Ranking: *The Economist* magazine ranked the MBA program at York University's **Schulich School of Business #1 in Canada and 40th in the world**. Schulich also ranked 4th in the world in the category of Recruiter Diversity – the number of industries represented by recruiters who hire Schulich graduates.

ADDITIONAL NOTEWORTHY AWARD

Corporate Knights' 2022 Top 30 Under 30 Sustainability Leaders: Each year, *Corporate Knights* awards young sustainability leaders who challenge the status quo towards a more sustainable future. Schulich is honoured to have two alumnae, **Leah Perry (MBA '22)** and **Sabreen Salman (BBA '14)**, selected as *Corporate Knights' 2022 Top 30 Under 30 Sustainability Leaders*.

Accreditation

Schulich received re-accreditation from two of the world's leading accreditation bodies known for their rigorous assessment criteria:



AMBA (The Association of MBAs), an international accreditation authority for graduate business education based in London, England.



EQUIS, widely regarded as the premier quality designation for business schools.

Both accreditations affirm that our School continues to meet the highest standards with regard to learning and employability outcomes, program quality and real-world impact.

Student-Led Initiatives

Schulich has a vibrant and dynamic landscape of student-led initiatives, each contributing to the diverse tapestry of experiences and opportunities available to students.

From fostering inclusivity and empowerment to making lasting social and environmental impacts, our student organizations are driven by passion, purpose, and a commitment to excellence.

Schulich Black Students Association (BSA)

The Schulich Black Students Association (BSA) is student-led association with 35 members and 15 executives, operating with a mission to unite undergraduate Black students at Schulich, focusing on values of inclusivity, excellence, empowerment, and allyship. The club was founded with the goal of creating a sense of community, creating a unified and positive experience for Black students



Schulich Black Students Association (BSA)

at Schulich, and advocating for the success of Black professionals in business. They organize multiple events and initiatives to achieve their mission, including a Black excellence panel featuring successful Black professionals, and a flagship case competition during Black History Month.

JDC Central (JDCC)

JDCC is the largest Undergraduate Business Conference in Canada, with the Schulich delegation having 50 competitors. A large component of the conference is the delegation's commitment to charity. This consists of two areas: the Charity Consulting Project (CCP) and fulfilling community



JDC Central (JDCC)

Student-Led Initiatives cont'd

service hours. 2023's CCP engagement was in partnership with Canadian Blood Services, developing a strategy to increase blood donations. JDCC also worked with [Sending Sunshine](#), a non-profit organization that aims to reduce the effects of social isolation amongst seniors in Canada. JDCC completed 470 hours of community service hours writing and decorating cards for seniors.

Catalyst Consulting Group

[Catalyst Consulting Group](#) is a pro-bono consulting group run by Schulich students to complete consulting engagements for non-profit organizations and social enterprises. Composed of undergraduate university students passionate about creating social impact, Catalyst is a pro-bono consulting group that advises non-profits, charities, and social enterprises in Toronto and across the world. Founded in 2018, Catalyst has successfully served and advised over 15 clients, including The Daily Bread Food Bank, the David Suzuki Foundation, Toronto Film Festival, and FairTrade Canada.



Corporate Social Responsibility Society (CSRS)

The [Corporate Social Responsibility Society \(CSRS\)](#) is a student-run organization led by 24 executives from among Schulich undergraduates. The club aims to provide members with developmental opportunities to help them learn, grow, and rise to the opportunity of CSR by focusing on our three fundamental pillars: people, planet, and profit. The club hosts various initiatives that encompass these

pillars, including their CORE case conference which is one of the largest CSR conferences in Canada, firm-specific collaborations such as their KPMG mental health workshop, and an annual symposium to spotlight social entrepreneurs.



Women in Leadership (WIL)

[Women in Leadership \(WIL\)](#) aims to empower and support women through their pursuit of success in the business world. With 30 executive team members and 100+ general members, they host events and initiatives to challenge gender norms, promote diversity and inclusivity, and inspire women to pursue leadership opportunities. Their initiatives include a mentorship program connecting students to powerful alumni, two podcasts to highlight success of female leaders in addition to DEI initiatives in the workplace, their flagship empower conference, professional development workshops, and networking events.



Student-Led Initiatives cont'd

Schulich Pride Alliance (SPA)

The [Schulich Pride Alliance \(SPA\)](#) is run by both undergraduate and graduate students with the mission of fostering an inclusive and supportive community for LGBTQ+ students and allies. They do this through empowering LGBTQ+ students and allies to connect, network and support one another through their personal and professional journeys by hosting a multitude of events throughout the school year. Some of their most notable events include Authenti-city Eclipse, and Spectrum, all unique events featuring keynotes, panels, workshops, and networking discussions. Their Spectrum conference 2023 aimed to promote LGBTQ+ visibility and aims to foster a sense of community among business students and professionals. Schulich Pride Alliance, a volunteer-run organization, engaged over 15 corporate sponsors and partners to produce the conference. The collaborative endeavor reflects the Schulich business community's ongoing commitment to create a welcoming space for all individuals, regardless of sexual or gender identity.



Schulich Pride Alliance (SPA)

York Sustainable Enterprise Consultants (YSEC)

[York Sustainable Enterprise Consultants \(YSEC\)](#)

combines the skills of current and former students in York University's MBA/IMBA and MES programs to provide consulting services in the area of sustainable business. YSEC's consultants share a common aim: to advance social, environmental and economic sustainability by promoting responsible business strategies and practices. YSEC consultants work on a variety of tasks ranging from drafting project proposals to working and contributing

to projects. With a wide range of expertise and backgrounds, YSEC consultants deliver feasible recommendations to the real-life challenges of small to mid-sized companies.



Net Impact

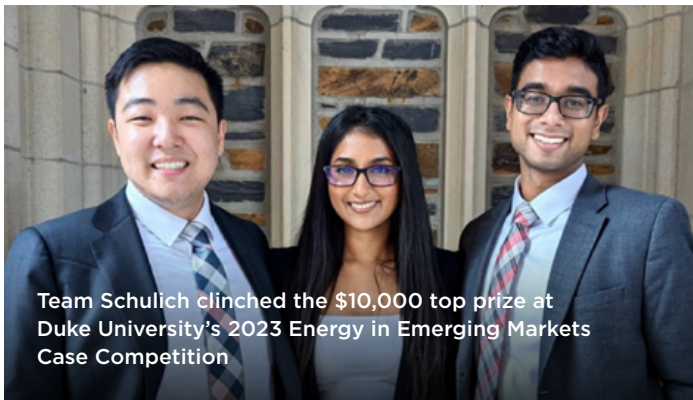
The [Net Impact](#) chapter at Schulich is committed to making a lasting social and environmental impact that goes beyond your MBA career. As a student-led organization and as Net Impact Central's International Hub, their mission is to equip the world's emerging leaders to build a more sustainable world. With 400+ chapters in nearly 40 countries, the Net Impact network is a diverse and determined force for good. Net Impact Schulich's work creates ripples that reach tens of thousands of individuals and make an impact on some of the most pressing issues of our time. Net Impact Schulich was awarded Gold Status – the highest rating available – from Net Impact, a worldwide community of more than 50,000 student and professional leaders creating positive social and environmental change in the workplace and the world.



Case Competitions

Duke University's 2023 Energy in Emerging Markets Case Competition

Team Schulich clinched the \$10,000 top prize at Duke University's 2023 Energy in Emerging Markets Case Competition. The team's winning proposal offered a practical business model addressing the electrification challenges in Nigeria's rural areas. The achievement reflects Schulich's commitment to developing solutions with positive social and environmental impact.



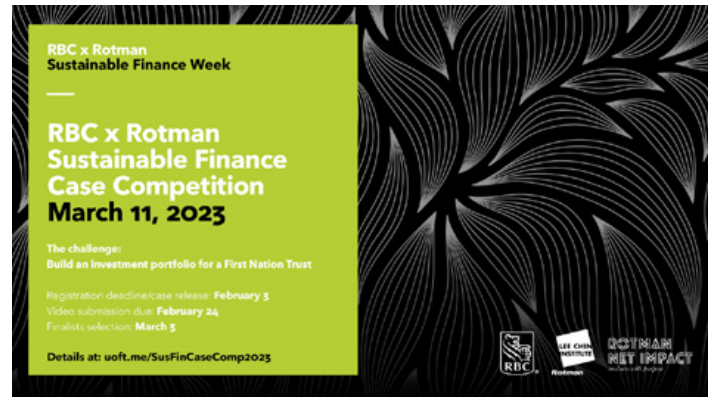
2023 Ted Rogers Ethical Leadership Case Competition

Three students followed in the footsteps of other Schulich BBAs by representing Schulich for the fourth year in a row in the finals of the Ted Rogers Ethical Leadership Case Competition. The team finished in third place. This year's case involved Health Care Management and presenting a concrete solution for a board of directors that involved human resources, operational, ethical, and public relations issues. The competition is the largest annual ethics-based case competition in Canada.



2023 Rotman-RBC Sustainable Finance Case Competition

Three Schulich graduate teams participated in the Rotman-RBC Sustainable Finance Case Competition in 2023, and two teams made it to the final and one team came in third place. The challenge this year was to build an investment portfolio for Ontario First Nations Trust.



Reimagining Women in Leadership 2023

Team Schulich took top spot competing against teams from around the world at the Reimagining Women in Leadership case challenge hosted by the Ted Rogers School of Management. Participating teams addressed the issue of gender-based violence. Students were challenged to create a training program for companies to support women dealing with this issue.



Case Competitions cont'd

2023 Kellogg-Morgan Stanley Sustainability Investing Challenge

A team of Schulich MBA students finished among the top 12 finalists at the 2023 Kellogg-Morgan Stanley Sustainability Investing Challenge. Team members from Schulich's Sustainable Finance & Impact Investing class taught by Finance Professor **Lilian Ng** – competed against 95 teams from around the world and made it to the finals, which took place at the Morgan Stanley office in London, England. Participating teams were tasked with developing innovative financial approaches to some of the world's most pressing social and environmental challenges. Team Schulich proposed a creative solution for conserving and restoring the ocean's ecosystem.



From left to right: Eric Mao, Apoorva Shreekant Shastry, Prof. Lilian Ng, Lusong Liu, and Aviral Magan

2022 Kellogg-Morgan Stanley Sustainability Investing Challenge

A group of Schulich MBA students, competing against 77 teams from 51 schools in 35 countries, advanced to the finals of the Kellogg-Morgan Stanley Sustainable Investing Challenge. The Schulich team pitched an Indigenous Sustainability Fund. The team included an Indigenous student from the Haisla Nation in British Columbia.



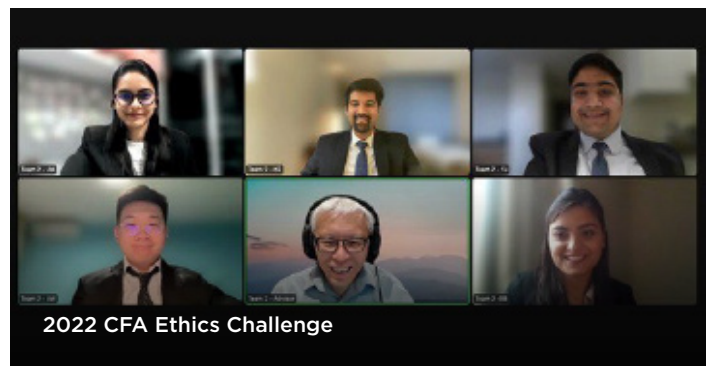
Reimagining Women in Leadership Competition 2022

Schulich was awarded first place in the Ted Rogers' Reimagining Women in Leadership 2022 competition. The case competition brought together people from diverse backgrounds in North America's MBA programs to exchange ideas on socially relevant business issues and topics related to women in leadership.



2022 CFA Ethics Challenge

Team Schulich was selected as the winning team of 2022 CFA Toronto Ethics Challenge Competition. The CFA Societies Canada Ethics Challenge is designed to increase students' awareness of the ethical dilemmas and issues they may face when they enter the investment management industry.



Case Competitions cont'd

Developers' Den XII

Developers' Den is Canada's longest running and most prestigious international real estate case competition. This annual competition is co-hosted by Schulich's Brookfield Centre in Real Estate & Infrastructure and the Schulich Real Property Alumni Association (SRPAA). This year's case, based on a site provided by Manulife, featured a property in Kitchener's Central Business District and included a special focus on Environmental, Social, and Governance (ESG) issues.



The Developers' Den XII winning team, from left to right: Ambrose Li (MBA '22), Jisung Kim (MBA '22), Janessa Choong (MBA '23), and Adrian Hartanto (MBA '22)

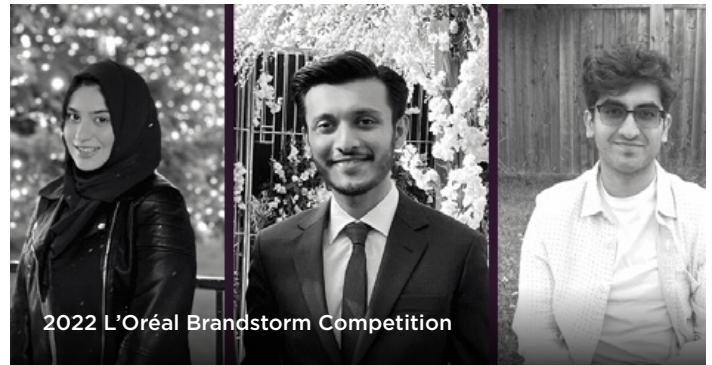
2022 RBC x Rotman Sustainable Finance Case Competition

Two Schulich teams of graduate students made it to the final five of the competition. A total of 43 teams from business schools across Canada took part in the competition.



2022 L'Oréal Brandstorm Competition

A team of three Schulich undergraduate students won 1st place in the Inclusion category at the 2022 national L'Oréal Brandstorm competition and earned the right to go to the global finals in Paris.



2022 Ted Rogers Ethical Leadership Case Competition

A team from Schulich finished in the finals at the 2022 Ted Rogers Ethical Leadership Case Competition, Canada's largest undergraduate business ethics case competition. The invitation-only competition gave teams a business case study and the teams had one week to analyze the ethical issues facing a company and then develop an action plan for the executives involved.



PRINCIPLE 2

Values

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



Teaching

Sustainability became Schulich’s newest Area, providing a formally recognized home for all of the activities taking place within the sustainability sphere at Schulich – a field where Schulich is an internationally recognized thought leader. The new Area was formed by combining activities previously housed within the Social Sector Management and Business & Sustainability specializations, as well as a subset of faculty and courses from other Area groups. **Geoffrey Kistruck**, the RBC Chair in Social Innovation & Impact, was named the Area Coordinator.



Geoffrey Kistruck, RBC Chair in Social Innovation & Impact, Schulich School of Business

Undergraduate Level

All students are required to take SUST 2060 3.0 – Business and Society in their second year, a course prompting students to think about the complicated relationship between business and society and gain skills to assess a company’s impact on, and commitment to, society. Students learn how businesses have redefined the traditional purpose of profit maximization and have become a solution to society’s most challenging problems.

In third year, students have the option to specialize in 1-2 practice areas. The **Responsible Business specialization** offers students the chance to focus their study around ESG and prepare themselves for the management challenges that lie ahead. This specialization enables students to focus on responsible business issues as they relate to different core business functions (e.g. strategy, accounting, marketing, etc.) and to different sectors (business, nonprofit and public).

RESPONSIBLE BUSINESS SPECIALIZATION	
Required courses	<ul style="list-style-type: none"> • SUST 4300 3.00 – Corporate Social Responsibility in a Global Context
Recommended courses	<ul style="list-style-type: none"> • ENTR 4800 3.00 – Social Entrepreneurship • MGMT 3030 3.00 – Creating Global Capitalism • MGMT 3100 3.00 – Business Administration and the Law • ORGS 4560 3.00 – Conflict and Negotiations • SUST 3200 3.00 – Management Issues in the Nonprofit Sector • SUST 4000 3.00 – Government and Business • SUST 4100 3.00 – Resilience to Catastrophic Failure In Organizations • SUST 4400 3.00 – Sustainability Accounting and Accountability
Schulich elective courses	<ul style="list-style-type: none"> • ECON 4050 3.00 – Behavioural Economics Insights: Consumers, Business and Markets • IBUS 4500 3.00 – Managing Business in Developing Economies • MKTG 4400 3.00 – International Marketing • OMIS 4560 3.00 – Supply Chain Management • ORGS 4350 3.00 – Managing Change • ORGS 4400 3.00 – Managing Across Cultures

In addition to the above courses, Schulich students may also enroll in a plethora of York elective courses to fulfill the specialization requirement. Students must fulfill the mandatory course plus an additional 9.0 credits from elective courses to meet the specialization requirement.

Teaching cont'd

Master's Level

Schulich's **Leading Equitable, Diverse, and Inclusive Organizations specialization** aims to create graduates that have the mindset, the vocabulary, and the skills that are needed to build organizational cultures and develop workplace policies that manifest a steadfast commitment to principles of equity and practices of community building.

LEADING EQUITABLE, DIVERSE, AND INCLUSIVE ORGANIZATIONS SPECIALIZATION	
Required courses	<ul style="list-style-type: none"> • ORGS 6600 3.00 - Diversity and Inclusion in Organizations • ORGS 6610 3.00 - EDI for Strategic Innovation
Elective courses	<ul style="list-style-type: none"> • ORGS 6350 3.00 - Managing Change • ORGS 6400 3.00 - Power and Politics in Organizations • ORGS 6650 3.00 - The Art and Science of Leadership

Students must fulfill the mandatory courses plus an additional 6.0 credits from elective courses to meet the specialization requirement.

The **Sustainability specialization** equips students for general management and senior corporate positions, as well as for work in specialist environmental management or consulting posts.

SUSTAINABILITY SPECIALIZATION	
Required courses	<p>Choose two (2) from the list:</p> <ul style="list-style-type: none"> • SUST 6250 3.00 - Integrating Sustainability Across Functions • SUST 6350 3.00 - Orchestrating Sustainability Initiatives • SUST 6450 3.00 - Sustainability Reporting & Disclosure
Elective courses <i>(Schulich School of Business recommended electives)</i>	<ul style="list-style-type: none"> • ENTR 6655 3.00 - Social Entrepreneurship • FINE 6880 3.00 - Sustainable Finance and Impact Investing • ORGS 6600 3.00 - Diversity and Inclusion In Organizations • PROP 6550 3.00 - Sustainable Cities - Urbanization Infrastructure & Strategic Choices • SUST 6151 3.00 - Innovating for Sustainable Impact • SUST 6152 3.00 - Scaling Climate Innovations • SUST 6950 1.50 - Ethics and Finance

Teaching cont'd

Students pursuing MBA or MES programs at York University can enhance their sustainability education through the **Graduate Diploma in Business and the Environment**. This program equips them with skills and tools to drive sustainable transitions in business, addressing climate and environmental challenges. It prepares graduates to be leaders in the intersection of business and the environment.

GRADUATE DIPLOMA IN BUSINESS AND THE ENVIRONMENT	
Required courses	<p>At least 3 Schulich credits from:</p> <ul style="list-style-type: none"> • SUST 6250 3.00 - Integrating Sustainability Across Functions • SUST 6350 3.00 - Orchestrating Sustainability Initiatives • SUST 6450 3.00 - Sustainability Reporting & Disclosure <p>At least 3 EUC credits from:</p> <ul style="list-style-type: none"> • ENVS 5115 3.00 - Ecological Economics • ENVS 6119 3.00 - Environmental Resource Management; or • ENVS 6186 3.00 - Environmental Assessment • An additional 6.00 credits from the recommended course list or from the approved list of electives
Elective courses	<p>Schulich School of Business:</p> <ul style="list-style-type: none"> • ENTR 6655 3.00 - Social Entrepreneurship • FINE 6880 3.00 - Sustainable Finance and Impact Investing • ORGS 6600 3.00 - Diversity and Inclusion in Organizations • PROP 6550 3.00 - Sustainable Cities - Urbanization Infrastructure & Strategic Choices • SUST 6151 3.00 - Innovating for Sustainable Impact • SUST 6950 1.50 - Ethics and Finance <p>Faculty of Environmental and Urban Change:</p> <ul style="list-style-type: none"> • ENVS 5016 3.00 - Protected Area Management • ENVS 5070 3.00 - Extraction and Its Discontents • ENVS 5150 3.00 - Perspectives on Green Business • ENVS 5178 3.00 - Environmental Policy: Institutions, Ideas, and Interests • ENVS 6180 3.00 - The Circular Economy: Sustainable Waste Management and Systems Design

Students must fulfill the mandatory courses plus an additional 6.0 credits from either the outlined Schulich elective courses or approved electives from the Faculty of Environmental and Urban Change to meet the specialization requirement.

Teaching cont'd

PhD

2023 marked the launch of Schulich’s brand new **PhD in Sustainability** to equip students with skills to provide management education and policy advice focused on sustainability or pursue careers in scholarly research. The degree is research-oriented and at the cutting edge of topics relating to responsible and sustainable business. Students

will develop theoretical and methodological skills to conduct leading-edge research at the intersection of sustainable business and society and have the opportunity to pursue research on such topics as corporate social responsibility, environmental accounting/standards, social change/innovation, stakeholder ethics, and sustainable real estate.

PhD IN SUSTAINABILITY	
Required courses	<ul style="list-style-type: none"> • DCAD 7060 3.00 - Introduction to Applied Statistics • DCAD 7100 3.00 - Logics of Social Research • DCAD 7250 3.00 - Research Design • DCAD 7400 3.00 - Qualitative Research Methods • DCAD 7600 1.50 - Graduate Colloquium in Management • DCAD 7610 1.50 - Graduate Colloquium in Management • SUST 7010 3.00 - Advanced Topics in Sustainable Business • SUST 7020 3.00 - Advanced Topics in Organization Theory • SUST 7050 3.00 - Business, Society and Global Governance
Elective courses	<ul style="list-style-type: none"> • Four elective courses (12 credits), chosen from SUST courses and other Schulich and York courses.



Scholarships

The Schulich School of Business has continued to remove financial barriers and has introduced two new Equity, Diversity, and Inclusion scholarships in 2022 – 2023.

Some of the prominent scholarships for students from Black, Indigenous, and other underrepresented communities are:

Gary Whitelaw Strength in Diversity Award

The Gary Whitelaw Strength in Diversity Award, made possible through a donation from BentallGreenOak (BGO), enables pathways for Black, Indigenous and female students to study and pursue a career in the commercial real estate industry and commits \$250,000 over ten years in addition to the consideration for a paid, 12-month internship at BGO following graduation.

VALUE: \$25,000

Heather L. Main Memorial Scholarship Award

Dedicated to the memory and spirit of a trailblazing woman in Canadian capital markets, the scholarship has helped nearly 100 highly qualified women to pursue careers in the Canadian capital markets since 1998.

VALUE: \$25,000

Kellogg-Schulich Alumni Association Diversity and Inclusion Award

[The Kellogg-Schulich Executive MBA KS21 raised nearly \\$19,000](#) for the KSAA Diversity and Inclusion Award. The award recognizes one student who has made a meaningful impact and has shown a continued commitment to the advancement of underrepresented groups, including Black, Indigenous, People of Colour, Women, Disabled, and 2SLGBTQ+ communities.

VALUE: \$19,000



Scotiabank Global Scholars Award – DEI

The Scotiabank Global Scholars Award – DEI is offered to a domestic or international student who identifies as Black and/ or Indigenous and is entering a full-time Masters program at the Schulich School of Business. To be eligible, recipients must have a GPA of 6.00 or B+ and demonstrated leadership skills.

VALUE: \$15,000

Canaccord Genuity Diversity Award of Excellence

The Canaccord Genuity Diversity Award of Excellence was created to benefit BBA and MBA students at the Schulich School of Business. Canaccord Genuity Corp. donated funds to establish the Canaccord Genuity Diversity Award of Excellence, an academic scholarship to benefit Black students at Schulich who demonstrate both academic excellence and an interest in pursuing a career in the capital markets and/or wealth management segments of the financial services industry.

VALUE: \$10,000

The George Weston Ltd Sustainable Supply Chain Leader Scholarship

The George Weston Ltd Sustainable Supply Chain Leader Scholarship will honour the contribution that George Weston Limited has made in the creation of the George Weston Ltd Centre for Sustainable Supply Chains at the Schulich School of Business. The award will be granted to two incoming full-time or part-time domestic students enrolled in the Master of Supply Chain Management (MSCM) program. Recipients must demonstrate high academic standing (minimum GPA of B+) and strong evidence of leadership ability and commitment to the sector.

VALUE: \$5,000 | 2 SCHOLARSHIPS



Scholarships cont'd

Graywood Developments Master of Real Estate and Infrastructure Award

The Graywood Developments Master of Real Estate and Infrastructure Award will benefit entering graduate students enrolled in the Master of Real Estate and Infrastructure (MREI) program. Preference will be given to a student who identifies as Black, Indigenous or female.

VALUE: \$7,500

SRPAA Leadership Award for Black Communities

The SRPAA Leadership Award for Black Communities will be granted annually to an incoming Black domestic BBA student who has demonstrated (within their supplementary application) leadership characteristics, resilience and community involvement.

VALUE: \$7,500

SRPAA Leadership Award for Indigenous Communities

The SRPAA Leadership Award for Indigenous Communities will be given annually to an incoming Indigenous domestic BBA student who has demonstrated (within their supplementary application) leadership characteristics, resilience and community involvement.

VALUE: \$7,500

Social Impact Internship Award

The Social Impact Internship Award is established by Schulich alumnus Henry Chau and his wife Devan Sze Wan Chau to support Schulich students who demonstrates strong interest in pursuing a career within the non-profit sector.

VALUE: \$5,000



Beulah Love Oye Odoo (BBA '26 Candidate)
SRPAA Leadership Award for Black Communities

Access to Success Fellowship

Each year, the Schulich School of Business provides a number of Access to Success Fellowships to incoming MBA students who demonstrate overall merit and identify as having a disability.

VALUE: \$5,000

John Hunkin Scholarship in Leadership and Sustainability

The Scholarship annually recognizes a full-time MBA student who demonstrates academic excellence, combined with outstanding leadership, commitment and passion in the area of sustainability, as evidenced through engagement and contribution within the School as well as the larger community.

VALUE: \$5,000

Erivan K. Haub Sustainable Leader Award

The Erivan K. Haub Sustainable Leader Award will be awarded annually to a full-time, second year MBA student at the Schulich School of Business. Preference will be given to students pursuing a specialization in Business and Sustainability through the Centre for Excellence in Responsible Business (COERB) Program.

VALUE: \$5,000

Claude LeBlanc Scholarship in Sustainability and Entrepreneurship

This scholarship is to support a student at the Schulich School of Business who demonstrates experience in innovation and entrepreneurship, and a passion for sustainability and combatting climate change.

VALUE: \$5,000



Silas Jjuuko (MREI '23), the 2022-2023 recipient of the
Gary Whitelaw Strength in Diversity Award

DEI Working Group

The Equity, Diversity, and Inclusion Working Group (EDI WG) was established in Summer 2020. The Committee provides a forum for discussion, consultation, coordination, and planning of academic initiatives by faculty, instructors, staff, and students.

Topics of consideration will pertain to representation, equity, and inclusion, including Black Inclusion and Indigenous initiatives. The group continuously updates its strategic plan to improve access for students from underrepresented communities and create inclusive opportunities for learning, teaching and research at Schulich. Some of the highlights from the 2022/2023 year are described below:

- The committee (Committee for Equity and Community; CEC) reviewed and developed EDI and decolonization questions that have been added to the New Course Proposal Form.
- The committee developed a supplementary document to the new course proposal form that seeks to help instructors to more effectively embed EDI into the proposed courses.
- In collaboration with the Office of Strategic Initiatives, CEC co-hosted Dean's Retreat on EDI Strategies on March 29, 2022 to provide greater awareness of DEI challenges, issues, and initiatives within the school.
- In collaboration with the Office of Strategic Initiatives, CEC co-created webpages as a one-stop solution for faculties to access EDI-related teaching resources. Faculties were made aware of these resources with announcements via email and during faculty council meetings.
- The committee has sought to increase its presence by creating a [website](#) that is dedicated to featuring the work of the committee.
- In collaboration with the Schulich Centre for Teaching Excellence, in October 2022 CEC co-hosted an EDI-oriented teaching workshop focusing on creating diverse, equitable and welcoming learning environments in business education.
- The committee has recently launched a new initiative with the aim of integrating EDI learning outcomes into all academic programs offered at Schulich.



PRINCIPLE 3

Method

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



Organizational Practices

Advancing Carbon Neutrality at York: Reimagining Mobility

York University is committed to carbon neutrality by 2040. York scholars and leaders acknowledge and actively work towards reducing the University's emissions. This target relies on the reduction of mobility-related emissions, the largest contributor to York's carbon footprint.

Burkard Eberlein, a Professor of Public Policy and Sustainability and one of the four Provostial Fellows at the Schulich School of Business, led a significant initiative titled "Advancing Carbon Neutrality at York: Reimagining Mobility." The primary objective of this project was to identify opportunities for reducing emissions within York University's existing carbon footprint. The project is targeting emissions stemming from commuting and study-related travelling, as well as other University business activities.



Burkard Eberlein, Professor of Public Policy and Sustainability, Schulich School of Business

Students at Schulich are provided with the unique opportunity to participate in the development of this project. Students contribute to the overall impact of Eberlein's initiative by gathering data and creating creative solutions and practices that help enhance York's emissions profile.

New Student-Centric Initiatives

Over the past year, Schulich's Student Services & International Relations unit successfully completed several initiatives, including:

- The revival of the Peer Mentorship program tailored for BBA students, offering them a platform to apply their leadership skills in supporting their peers.
- The pilot of international projects for Master's students in the MMKG and MSCM programs (conducted virtually in Peru).
- The provision of a record number of entrance awards to assist incoming students.
- The launch of an exciting new Global Immersive Option in Costa Rica for MBA students during the Fall 2022 semester.



Students completing the alternative version of the Strategy Field Study in Costa Rica, 2022.

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.



Spoils from the Spoiled: Strategies for Entering Stigmatized Markets

Angélique Slade Shantz, Eileen Fischer, Aurora Liu, Moran Lönnqvist
Schulich School of Business, York University, Toronto, Canada

Conceptual Framework & Results

Table 1. Strategies and Tactics of Firms Entering Stigmatized Markets

Strategy	Tactics	Description of Tactics	Examples
Stealth (low stigma confrontation, low visibility)	Physical hiding Digital deplatforming Cognitive abstracting	Being discrete with signage and other tangible markers Finding a direct digital pathway to customers Creating positive branding	Old Spice Coke Coke Zero Coke Next
Leveraging (low stigma confrontation, high visibility)	Exploiting	Channeling attention away from the stigmatized market entry and direct to consumers	Old Spice Coke Zero Coke Next
Disarming (high stigma confrontation, high visibility)	Normalizing Marketing	Embracing the stigma "Following the stigma to make it acceptable" Combining the stigma to create a new product	Old Spice Coke Zero Coke Next



Discussion

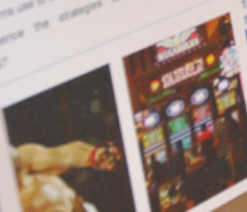
We identify strategies that firms employ to enter stigmatized markets, including the use of stealth, leveraging, and disarming. These strategies are used to reduce stigma and create a positive brand image.

Conclusions

The study contributes to the understanding of how firms enter stigmatized markets and the role of branding and marketing in this process.

Questions

Do firms use to enter stigmatized markets? Which strategies are selected when entering?



Research Efforts

Schulich Appoints Inaugural CIBC Chair in Sustainable Finance

Schulich announced that **Olaf Weber** will become the inaugural holder of the new CIBC Chair in Sustainable Finance. The research chair was established last year as the result of CIBC's commitment to enable a more sustainable future, working in partnership with stakeholders and clients. Dr. Weber has had a distinguished career in the field of sustainable finance marked by cutting-edge research on the intersection of business and financial institutions' sustainability. As the CIBC Chair in Sustainable Finance, he will pursue pioneering research that generates actionable solutions within the global finance sector.

CIBC Chair in Sustainable Finance co-edits *The Routledge Handbook of Green Finance*

The Routledge Handbook of Green Finance, set to be the standard reference for green finance, brings together a variety of expert scholars with industry specialists to offer the most authoritative overview of green finance to date, presenting the current situation in the field. It focuses on green finance in a comprehensive way, discussing its characteristics, underlying principles, and mechanisms. **Olaf Weber**, CIBC Chair in Sustainable Finance, co-wrote the chapter 'Assessing the Current State of Research on Climate and Environment-Related Financial Risks' with Rosella Carè.



Olaf Weber, CIBC Chair in Sustainable Finance, Schulich School of Business



CSEARNA2022

Charles Cho, Professor of Sustainability Accounting and Erivan K. Haub Chair in Business & Sustainability, organized and welcomed the **8th North American Congress on Social and Environmental Accounting Research** to Schulich. The main purpose of this conference is to foster social and environmental (SEA) research, specifically here in North America, and this congress is a continuation of the great and positive dynamic that had started in Montreal 14 years ago. The spread of SEA research conferences, workshops and symposia helps not only attract new people, but also expands the boundaries of SEA research across disciplines. In total, there were 49 conference delegates from 7 different countries (Australia, Canada, France, Germany, Italy, United Kingdom and United States). The program included 33 parallel session paper presentations, a keynote presentation and a practitioner forum.



Charles Cho, Professor of Sustainability Accounting and Erivan K. Haub Chair in Business & Sustainability, Schulich School of Business



Research Efforts cont'd

Schulich's Centre of Excellence in Responsible Business

Schulich's Centre of Excellence in Responsible Business, established in 2010, is a global leader in creating and disseminating new knowledge about the social, ethical, environmental and political responsibilities of business. The Centre hosted visiting PhD students and scholars from around the world in 2022-2023 including:

- Paul Arkoh, PhD Student, Ca' Foscari University of Venice, Italy
- Adam Sulich, Professor, Wroclaw University of Economics and Business, Poland
- Tomasz Zema, PhD Student, Wroclaw University of Economics and Business, Poland
- Christian Kroll, PhD Student, University of Mannheim, Germany
- Akylai Anarbaeva, PhD Student, University of Trento, Italy
- Adriana Fiorani Pennabel, PhD Student, University of São Paulo, Brazil
- Italo Anderson Taumaturgo Dos Santos, PhD Student, University of São Paulo, Brazil
- Glen Whelan, Professor, Université du Québec à Montréal, Canada

2023 Real Estate Research Institute (RERI) Grant for a new study: Devine, A., Kok, N., and Yönder, E. "Green Real Estate Bonds"

Study highlights: The paper aims to shed light on the impact of green bond issuance on investments in the energy efficiency and sustainability of commercial real estate. Increasingly, green bonds are used by corporations to finance environmental and social investments. Many green bond issuances involve real estate, even if these bonds are issued by non-real estate companies. Real Estate Investment Trusts (REITs) are some of the most active issuers of green bonds globally. In general, REIT green bonds are viewed as a promise that the company invests in improving energy efficiency or broader sustainability features of properties. However, there is no study on the role of green bonds in shaping "green" property investments. We aim to investigate how REITs utilize green bonds for green property investment purposes. We also investigate how the market reacts to green bond issuance, relative to the promises made by green bond issuers.



Research Papers

Cleaning up corruption and the climate: The role of green building certifications by **Avis Devine** looks at how the introduction of green building certification into emerging market countries can bring with it transparency which can ameliorate corruption. Joint work with Meagan McCollum and Svetlana Orlova.

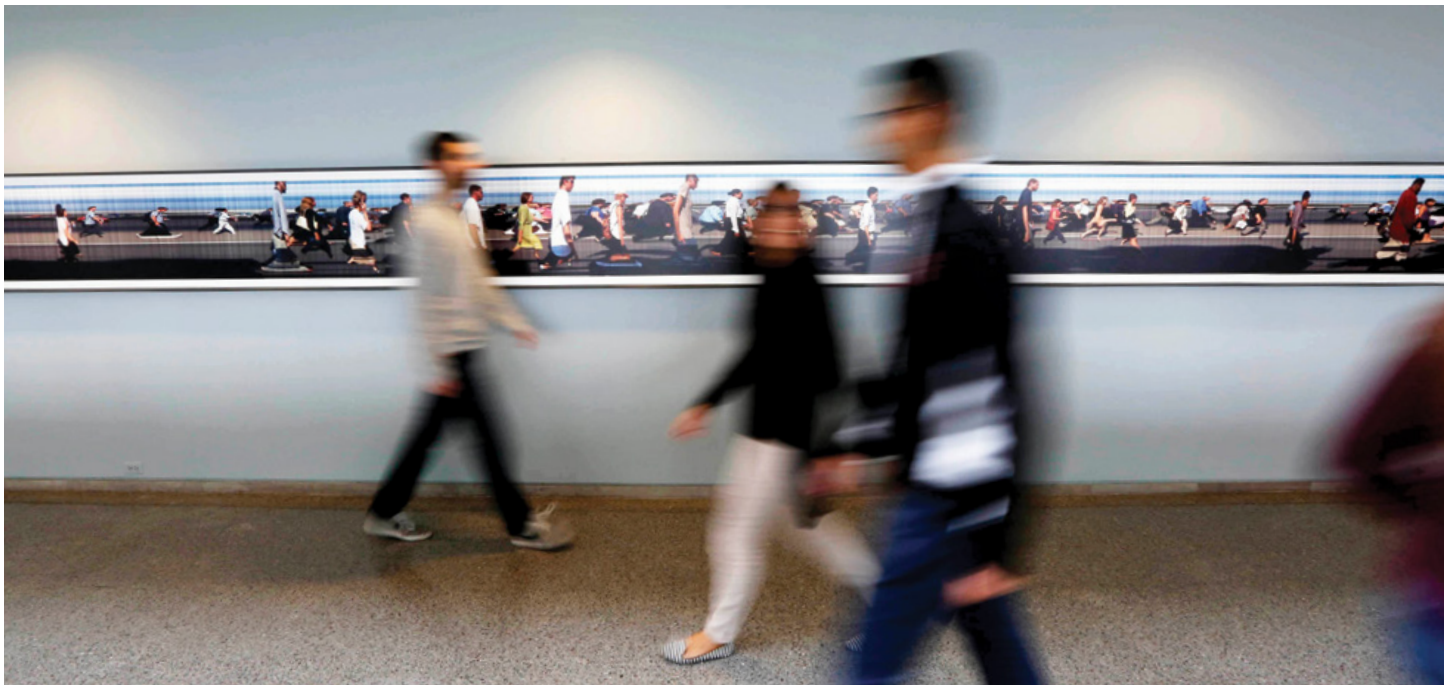
Sustainability and Private Equity Real Estate Returns by **Avis Devine** explores private equity real estate fund performance and voluntary environmental, social, and governance (ESG) disclosures and closes an important gap in the literature about private equity real estate fund performance and ESG/climate change mitigation efforts in commercial real estate markets.

Involuntary Disclosures and Stakeholder-Initiated Communication on Social Media by **Charles Cho** and co-authors explore firm responses to stakeholder-initiated *involuntary* disclosures, which are disclosures made by stakeholders about an organization but are against the will of managers, and subsequent stakeholder reactions. The results suggest that involuntary disclosures on social media are not able to improve communication between stakeholders and companies.

Assessing the Impact of Environmental Accounting Research by **Charles Cho** conducts an analysis of management research based on impact measures, with a focus on the accounting discipline and the environment theme.

Corporate Greenhouse Gas Emissions' Data and the Urgent Need for a Science-Led Just Transition: Introduction to a Thematic Symposium: Editorial piece from **Charles Cho** and co-authors calling for an urgent need for a Science-Led Just Transition. More specifically, they argue that “we need significant progress in at least four areas to ensure a science-led just transition: (1) estimation of GHG emissions in the absence of effective disclosure legislation (2) regulation of GHG emissions disclosure; (3) auditing and assurance of disclosed GHG emissions; and (4) understanding of a fair and just climate transition path itself.”

Are Shareholders Willing to Pay for Financial, Social and Environmental Disclosure? A Choice-based Experiment: Schulich Professor **Charles H. Cho** and co-authors Charl De Villiers, Michael J. Turner & Riccardo Scarpa’s new research examining whether shareholders are willing to pay for financial, social and environmental disclosures published in a recent issue of the *European Accounting Review*.



Research Papers cont'd

Research Handbook on Accounting and Ethics:

Charles H. Cho on his co-edited Research Handbook – a collection of 23 chapters authored by 48 contributors from 4 continents and prefaced by an overarching introduction. It addresses contemporary ethical issues in the fields of external and internal audit, taxation, forensic accounting, and governance.

Can I Sell You Avocados and Talk to You About Contraception? Well, It Depends Which Comes First: Anchor Roles and Asymmetric Boundaries:

Schulich Professor **Geoffrey M. Kistruck** and his co-authors conducted a qualitative study of 73 Tanzanian participants to take a closer look at the important implications of role contrasts and role anchoring on boundary setting.

The Crisis in Local Newspapers and Organizational Wrongdoing – The Role of Community Social

Connectedness: New research by **Mike Valente** & PhD alumnus **Tony Jaehyun Choi** shows that the decline in local newspapers has led to a subsequent rise in organizational wrongdoing within the community, particularly when there is a lack of community connectedness.

Corporate Sustainability Communication as 'Fake News' – Firms' Greenwashing on Twitter:

New research by **Divinus Oppong-Tawiah** examines the fake news phenomenon in the context of firms' deceptive communications concerning environmental sustainability, usually referred to as greenwashing. This paper makes several important contributions to corporate sustainability research and practice, as well as introducing notable improvements to automatic greenwashing detection methods.



Research Papers cont'd

Salvaging Corporate Sustainability:

Irene Henriques and co-authors new book presents ways to improve the impact of corporate sustainability programs on the ecological and social systems that we rely upon. Integrating three decades of multidisciplinary empirical and conceptual research undertaken by three leading management scholars in three countries, this book addresses the current state of, and the prospects for, business to help create a truly sustainable society.

Shared Value Creation in Equivocal CSR Environments - A Configuration Approach:

New research shows that when developing CSR strategies, companies can best resolve the tension created by competing stakeholder perspectives through a process known as “shared value creation”. The paper was co-authored by **Irene Henriques**, Professor of Sustainability and Economics at York University’s Schulich School of Business.

Relationship Between Climate Risk and Physical and Organizational Capital:

New research shows that climate risk leads to higher investments in physical capital – assets such as property, plant and equipment (PPE) – at the expense of investments in organizational capital activities such as brand building and human capital. The study was based on an international sample of companies from 39 countries and is co-authored by **Kiridaran (Giri) Kanagaretnam**, Professor of Accounting and **Ron Binns**, Chair in Financial Reporting, Banking and Governance at Schulich.

The Hidden Cost of Going Green - Evidence From Firm-Level Violations:

New research from Arshia Farzamfar, Pouyan Foroughi, **Lilian Ng**, and Linyang Yu shows that firms pressured to improve environmental performance do so at the expense of social status, committing more compliance violations related to employment, healthcare, workplace safety, and consumer protection.



Research Awards

Key sustainability-focused achievements of Schulich faculty in 2022 & 2023 include:

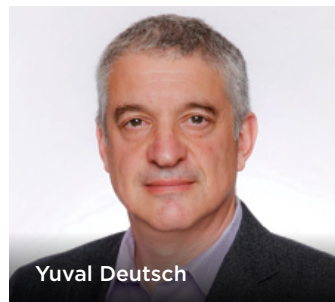
2022

[Financial Times Responsible Business Education Awards](#)

Ivona Hideg, the Ann Brown Chair in Organization Studies, received the runner-up award in the *Financial Times* Responsible Business Education Awards in the category of “Academic Research with Impact”. The award was based on a paper she co-authored in the *Journal of Applied Psychology*. Titled “*The unintended consequences of maternity leaves*”, the paper found that the longer new mothers are away on maternity leaves the less likely they are to be promoted, move into management, or advance their careers.



Ivona Hideg



Yuval Deutsch

2023

[R. Edward Freeman Journal of Business Ethics Philosophy in Practice Best Paper Award](#)

Yuval Deutsch, Professor of Entrepreneurship and Strategic Management, won the R. Edward Freeman Journal of Business Ethics Philosophy in Practice Best Paper Award for a co-authored paper titled, “Harm Reduction, Solidarity, and Social Mobility as Target Functions: A Rortian Approach to Stakeholder Theory”. This award is given annually to the best paper invoking a philosophical approach for the purpose of examining and improving business in practice.

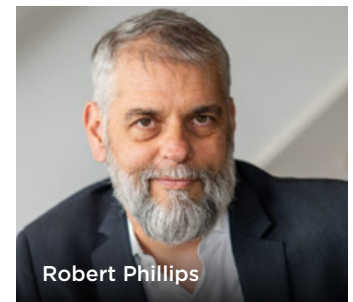
2022

[Gourlay Ethics in Business](#)

As former Gourlay Business Ethics visiting professors, **Dirk Matten**, Hewlett-Packard Chair in Corporate Responsibility, and **Robert Phillips**, George R. Gardiner Professor in Business Ethics, were invited to take part in the “Gourlay Ethics in Business Week” at Trinity College in Australia.



Dirk Matten



Robert Phillips



Research Centres

Centre of Excellence in Responsible Business (COERB)

Since its establishment in 2010, the first Centre of Excellence at Schulich has become a global leader in the production and sharing of new knowledge about the social, ethical, environmental, and political responsibilities of businesses. As one of the largest and most well-known academic centres in the world, the Centre draws on the research of more than 40 Schulich faculty members. In order to succeed, Schulich students are prepared to lead ethical businesses through a variety of programs and educational paths, such as a BBA/iBBA with a focus on responsible business, an MBA or IMBA with a sustainability specialization, a post-MBA PhD with a focus on sustainability, a diploma, or an EMBA.

Environmental Accounting Research

Professor **Charles Cho**, renowned for his work in Sustainability Accounting and the Erivan K. Haub Chair in Business & Sustainability, orchestrated and warmly welcomed the 8th North American Congress on Social and Environmental Accounting Research to Schulich. The Centre also played host to visiting PhD students and scholars from various parts of the world.

George Weston Ltd Centre for Sustainable Supply Chains

Established in 2020, the George Weston Ltd Centre for Sustainable Supply Chains has emerged as a global leader in management education and research pertaining to supply chain management. The Centre has the goal of designing more resilient and sustainable supply chains that consider and balance the needs of the triple bottom line. A wide range of stakeholders contribute to the resolution of supply chain issues that take environmental issues into account. The centre seeks to support responsible industry leaders by disseminating best practices across critical sectors.

Sustainable Procurement Accelerator Lab

In April 2023, the Centre introduced a novel research lab known as the “Sustainable Public Procurement Accelerator Lab.” The lab’s primary objective is to expedite the worldwide adoption and implementation of sustainable public procurement practices. Guiding this initiative are **David Johnston**, Research Chair and Centre Director, along with **Dr. Carsten Hansen**, a sustainable procurement and risk management expert with over two decades of international experience, serving as the Lab Director. The lab’s scope will encompass groundbreaking research, the development of practical tools for practitioners, and educational resources aimed at accelerating sustainable procurement.



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.



Partnerships and Collaborations

TOGETHER 4.0

Schulich School of Business has a longstanding partnership with startup India featuring inspired student entrepreneurs handpicked from over 17,000+ Indian colleges and 700+ universities. Each venture team present their idea to innovate across several sectors of national importance to unlock business opportunities fit for the Indian commercial landscape. The initiatives mission is to inspire the next generation of global student innovators and bridge two leading innovation and entrepreneurship ecosystems to build joint value. The conference theme is 'Self Reliability, Sustainability, and Social Purpose', with eight sectors: E-Mobility, Environment & Energy, Health Care, Income Security & Fintech, Food & Agriculture, Telecommunications, Textiles, and Education. Key features of the program for this year include bootcamp sessions, a venture pitch competition, and championship finals.

MaRS: Climate Impact Challenge

Eight undergraduate and graduate students took part in an innovative collaboration between Schulich and [MaRS Discovery District](#) designed to help 10 of Canada's most promising climate ventures accelerate deployment of their commercial solutions. Called Mission from MaRS: Climate Impact Challenge, the climate tech initiative brought together the students and 10 venture startups together with a coalition of industry experts and corporate partners.

Each venture participating in this initiative will be partnered with a handpicked team, known as a "coalition," consisting of potential end customers, industry suppliers, strategic investors, regulators, and policymakers, collectively referred to as "coalition members." These stakeholders will collaborate to pinpoint obstacles hindering the widespread integration of these technologies and develop strategies to overcome these impediments.



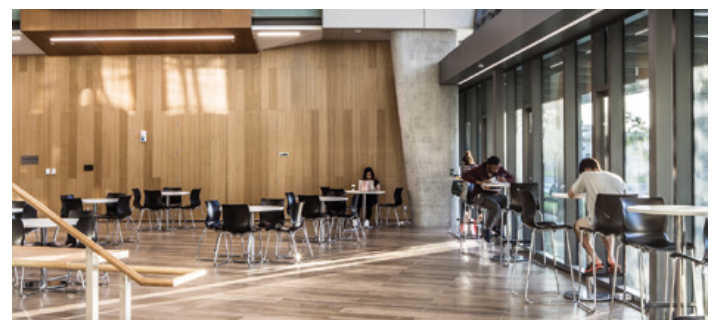
MaRS has enlisted the support of eight students from the Schulich School of Business to assist nine of these ventures. Each student is paired with one coalition throughout the Mission from MaRS program. These selected students are considered integral members of the MaRS team. Among them, there is a mix of both undergraduate and master's degree students from the Schulich School of Business.

Under the Independent Study program, MaRS will closely collaborate with each venture and their respective coalitions through a series of monthly roundtable discussions and workshops. Over a six-month period, these coalitions will devise strategies and an action plan to surmount these barriers and expedite the adoption of their solutions, ultimately leading to the deployment of these solutions by end customer stakeholders.

The selected students play a vital role in organizing roundtable activities, analyzing and synthesizing the outcomes of these discussions. The synthesized information informs ongoing roundtable activities and contributes to the development of the final strategy and action plan documents. Furthermore, aggregated data will be shared with government stakeholders to influence policy and regulation in the sector.

YSpace and BDC Thrive Lab

YSpace, York University has been announced as an inaugural partner with BDC's Thrive Lab (a \$100M fund co-investing in ambitious women-led social impact businesses across Canada). Schulich Startups will be an official supporting partner, ensuring Schulich Founders have access to this exciting new program.



PRINCIPLE 6

Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



Events

Schulich Panel at York University Inclusion Week

Schulich hosted a panel discussion titled, “How Can Business Promote Social Justice?” during York University’s Inclusion Week in March 2023. Described as a panel discussion “at the intersection of DEDI and Business”, the conversation examined the role that business can play in the promotion of social justice. The discussion was moderated by **Jean-Jacques Rousseau**, Lecturer and Advisor in the Office of the Dean at Schulich. The panel featured **Irene Henriques** – Professor of Sustainability and Economics, **Ashwin Joshi** – Associate Dean, Programs, and Director of the MBA Program in India, Sadaf Parvaiz – CA, Inclusion & Diversity Leader at GHD.

The Centre of Excellence in Responsible Business (COERB) Research Seminar

R. Edward Freeman, University Professor and Olsson Professor of Business Administration at Darden School of Business, University of Virginia hosted a seminar on pragmatism and responsible business. His remarks were followed by a panel discussion featuring **Yuval Deutsch**, Sareh Pouryousefi, and David Weitzner. The session was moderated by **Robert Phillips**, George R. Gardiner Professor of Business Ethics and Director of Schulich’s Centre of Excellence in Responsible Business.



Community Outreach

Schulich Business Excellence Academy

The Schulich Business Excellence Academy is a virtual summer business education and mentorship program for students in equity-deserving groups entering Grade 10 or 11 in the following fall in high schools across Ontario. One of the main purposes of the Academy, a student-led initiative, is to introduce high school students from underrepresented communities to the world of business and the many opportunities that exist within that world. The program helps participants build soft skills, gain business knowledge, and become competitive applicants for future post-secondary education opportunities. The Summer 2023 edition of the program continued its tradition of combining highly interactive sessions with presentations by Schulich Faculty and prominent community members. Notable statistics behind this program were 98.4% of students agreeing that participation in the program made them more aware of opportunities and career paths and 100% of students stating they would recommend the program to a friend.



Community Outreach cont'd

University Pathways Program

Schulich participated in the launch of the University Pathways Program (UPP) – a partnership between Schulich, the Ivey Business School at Western and Smith School of Business at Queen's.

The unique program is designed to address the under-representation of Black students at Ontario's business schools and universities, as well as make students aware of the academic pathways and career opportunities available to them following high school graduation. The program is aimed at creating new pathways for Black high school students by enhancing their understanding of academic options and opportunities for careers in business following graduation, while supporting them financially to pursue an undergraduate business education. 55 out of 177 students were chosen to participate in mentorship, campus visits, skill development, and workplace experience with corporate partners.

Black Entrepreneur Alliance

Schulich ExecEd partnered with the Black Entrepreneurship Alliance (BEA) to create and deliver a program designed to support Black entrepreneurs and early-career professionals. The Certificate in Business and Leadership Essentials is a two-month virtual program that gives participants access to mentorship and helps them develop the business acumen and leadership skills to become effective business and community leaders.



Schulich Real Property Alumni Association (SRPAA) Leadership Fund for Black and Indigenous Communities

Thanks to the overwhelming financial support of Schulich alumni and corporate donors during the past year, the school was able to increase the value of the fund to more than half a million dollars. The SRPAA hosted a golf tournament in collaboration with Schulich's Brookfield Centre in Real Estate and Infrastructure to raise money for the Leadership Fund. One of the highlights of the fundraiser was an address from Kristin Murray, the Mayor of Timmins and a proud member of Chapleau Cree First Nation, who spoke about the importance of Reconciliation from an Indigenous perspective. The Fund, which was designed to create more equitable and inclusive opportunities for students from Black and Indigenous communities wanting to pursue a career in the real estate industry, supports two student awards at Schulich: the SRPAA Leadership Award for Black Communities and the SRPAA Leadership Award for Indigenous Communities.

Schulich Giving Day

Schulich Giving Day is an impact-driven and student-centered initiative that brings together members of the Schulich community each year to support our students. In 2022, Schulich Giving Day raised a total of \$189,007 from 217 donors. In 2023, Schulich raised a remarkable \$291,607, surpassing our goal by 145% and a record number of 422 donors, this was the most ambitious and engaging Schulich Giving Day campaign to date. 2023 Giving Day focused on two key areas: the Highest Priorities Fund, which provides flexibility for innovative student experiences, including Career Readiness, the [Schulich Startups Community](#), and the [Schulich Business Excellence Academy \(SBEA\)](#); and the Schulich Student Support Fund which offers crucial assistance to students facing unexpected financial challenges and global uncertainty.

Centre for Career Design Services

The Centre for Career Design (CCD) has played an integral role in aiding students at Schulich seeking opportunities in the field of sustainability. Over the past 6 months, the CCD has helped students launch their career in sustainability and facilitate future ESG employment opportunities.

Career counselling: The CCD has successfully arranged over 60 one-on-one career counselling sessions specifically tailored to careers in sustainability.

Industry advising: Workshops focused on sustainability are hosted by the CCD to provide valuable insights and guidance to students interested in sustainability.

Networking: Around 45 students participated in CCD's networking sessions, connecting industry professionals with students looking to explore career opportunities in sustainability. Student-led organizations such as Net-Impact and the Social Impact Management Association regularly host similar events.

Career opportunities: Throughout the year, job postings for sustainability roles are accessible to students on Handshake, Schulich's online career platform. In addition to roles from various industries, Schulich offers research assistant positions that allow students to collaborate with the sustainability department to engage in diverse projects.



“PRME’s mission is to develop the ‘responsible decision-makers of tomorrow’.
It’s a mission we at the Schulich School of Business share – to develop purpose-driven
leaders who aspire to make a difference in business and society.”

DETLEV ZWICK

Dean & Tanna H. Schulich Chair in Digital Marketing Strategy
Schulich School of Business

Keele Campus

York University, 4700 Keele Street
Toronto, Ontario, Canada M3J 1P3

[Click here for campus location](#)



Seymour Schulich Building



Rob and Cheryl McEwen
Graduate Study & Research Building

Click here
for a virtual
tour!

Hyderabad Campus

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