Principles for Responsible Management Education

Sharing Information on Progress (SIP)
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Introduction

The UC Business School is committed to its role as an ethically and globally responsible citizen that makes a contribution to sustainable goals and practice. The School’s mission and values have been developed to ensure that the principles of responsible management education permeate all aspects and activities of the School. The School’s vision of ethics and sustainability is driven by a commitment to biculturalism and *kaitiakitanga*, the value of stewardship and protection of the spaces that people have influence in. This is not just in relation to the physical environment (e.g. recycling and sustainable practice) but also in creating citizens that respect, honour and protect the integrity of the field they are entering into.

In early 2017 the School became a full signatory to PRME. This was an important milestone for the School as until then the connection with PRME sat solely with the MBA programme. The School’s mission aligns with the PRME principles, notably in terms of the School’s commitment to ethical and sustainable business development. The shift in position with PRME has given the School the impetus to bring its corporate and social responsibilities more to the forefront of strategy. Until this change, the School had these principles embedded within programmes, activities and research and has recently incorporated them into key strategy.
In a fast-changing, global environment, we recognise the need to develop resilient Business graduates with the skills and personal attributes required to drive innovation and sustainable growth within Christchurch, the Canterbury region, Aotearoa New Zealand and beyond.

The UC Business School is committed to the United Nations’ Principles for Responsible Management Education (PRME). Over the past four years PRME principles and values have become integral to our School mission, vision and purpose.

We intend to build upon our achievements to ensure that the Principles permeate all aspects and activities of our School. Concern and respect for economic, social, environmental and cultural sustainability inform our teaching and research, our industry and community partnerships, as well as our internal policies and structures. Additionally, our commitment to the UN Sustainable Development Goals will become an important part of how we see ourselves and how our students can build a better and more sustainable future for all.

We will continue to work closely with business, government, third sector bodies and our Māori and Pacific communities to support enlightened governance and leadership of New Zealand commercial and social enterprises, encouraging them to be innovative and assisting them to be both successful and sustainable within a rapidly changing and sometimes volatile global environment.

I trust that you enjoy reading about our PRME journey over 2017-2018.

Nāku iti nei, nā

Professor Paul Ballantine
Head of School
UC Business School
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.

The mission of the School is:

‘In the business of making a difference – Ko te whakapiki mana tā mātou mahi’

We believe that knowledge creation and dissemination enables individuals to make positive changes to communities. In a fast-changing, global environment, we also recognise the need to develop resilient Business graduates with the skills and personal attributes required to drive innovation and sustainable growth within Christchurch, the Canterbury region, Aotearoa New Zealand and beyond.

The mission aligns well with the purpose of PRME in that it emphasises developing graduates who are capable of driving sustainable growth both locally and internationally. The introduction of the UC graduate profile aligns with the ‘purpose’ principle through the development of innovation and enterprising graduates, while the inclusive element is demonstrated through graduates who can better understand and reflect on their own culture and as a result understand other cultures and appreciate the differences culture can bring.

The UC Business School’s values underpin all of our activities. These values include:

- Academic freedom, intellectual curiosity and innovation
- Integrity, ethical practice and sustainable development
- Diversity in the community of students and staff
- Biculturalism and the Treaty of Waitangi

These values are being demonstrated throughout the School’s strategies, policies, teaching and other activities. The themes of ethics, responsibility and sustainability (ERS) have recently been integrated throughout the School’s strategic plans. The emphasis on corporate and social responsibility within the School does not stop with the delivery of the curriculum or its research. It is also included in events run or supported by the School and the student clubs supported by the School.

The School’s mission emphasises the development of graduates who are capable of driving sustainable growth both locally and internationally. The development of a Graduate Profile or set of Graduate Attributes sees our graduates exiting the university with a wide set of skills, attitudes and knowledge. The UC Graduate Profile outlines the attributes UC wants to ensure all students have obtained by graduation. UC graduates will not only be critically competent in their chosen discipline, they will be employable, innovative and enterprising, with the key skills and attributes sought by employers that can be used in a range of applications. UC graduates are biculturally competent and confident, with an awareness and understanding of the nature of biculturalism in a multicultural society. Graduates will be engaged with the community, having observed and understood a culture within a community by reflecting on their own performance and
experiences. Graduates will also be globally aware of the influence of international conditions on their chosen discipline and competent in engaging in multicultural and worldwide contexts.

The curricula of Business School programmes is closely aligned with these graduate attributes but also the principles of responsible leadership and sustainability as we are educating tomorrow’s leaders. Our graduates leave the Business School wanting to make a difference.

**UC Sustainability Framework**
A University-wide sustainability framework was developed in early 2018. This aims to reduce UC’s ecological footprint and to facilitate ways to address social and economic sustainability within the University. The School was called upon to provide significant input to this framework based on its historical practices with sustainable and corporate responsibility. The framework commits UC in the areas of sustainable operations, encouraging research and providing educational opportunities in the area of sustainability. In line with this framework, UC has recently been recognised by the Fair Trade Association of Australia and New Zealand as one of only two Fair Trade Universities in New Zealand and the first entirely Fair Trade campus.
PRINCIPLE 2 | VALUES

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

Global social responsibility starts at the School by all staff and students having an understanding of their place in the world and the impact they can have. The values of the School are demonstrated throughout the School’s strategies, policies and activities. As mentioned in the introduction, the School has a commitment to biculturalism and kaitiakitanga, the value of stewardship and protection of the spaces that people have influence in. Our view of global social responsibility is not just about resources but people as well. Understanding and respecting people of all cultures is an important part of social responsibility particularly in a corporate setting.

The School actively encourages all staff to complete a two-day workshop on biculturalism (called “Tangata Tū, Tangata Ora”) to provide them with an overview of the basic issues and how this applies to them. The School Executive completed the two-day workshop at a local marae in 2015. Following the workshops, academic staff have continued to work with the School’s Kaiārahi Māori (Mentor) to incorporate bicultural content into all courses. As a result of this both students and staff are developing an understanding of their roles in respecting the indigenous culture of New Zealand and using resources in a sustainable manner.

The implementation of UC’s graduate profile means that, as a School, we are incorporating the teaching of ethical practice in a global and multicultural environment into the curriculum.

The UC Centre for Entrepreneurship (UCE), provides an environment where student start-up businesses can be developed in a supportive and mentored environment. A focus on social entrepreneurship has also been developed and this is supported in an advanced undergraduate course on the subject. Students are encouraged to look more widely than their own experiences and environment to understand the impact on resources and people.

One way we do this is by placing particular importance on Equity and Diversity. The School/College has an active Equity and Diversity committee that engages with all areas of UC. The Committee seeks to identify equity and diversity issues affecting students within the school and hosts events such as ethnic food lunches to promote other cultures. The Committee also provides extensive support and advice to student clubs.

This is also where the biculturalism aspect of the graduate profile has made a significant difference to programmes, attitudes and students. As well as showing that graduates think more broadly about culture, under-represented groups’ voices are now heard through the curriculum, particularly with respect to biculturalism.
The School has specifically developed programmes to encourage the enrolment of under-represented groups by creating shorter programmes that do not require the three-year commitment of the BCom. For example, the CertCom programme was introduced in 2017 to provide students with a semester’s study of BCom courses. The Certificate is designed to appeal to a number of underrepresented groups within the School who wish to upskill, including Māori and Pasifika students and new migrant families who initially came to Christchurch to support the rebuild.

The elective course BSNS201 Business and Culture was introduced to the BCom in 2017 to provide students with the opportunity to learn about the impact of culture on business and society. This focusses on the culture of the indigenous people, the New Zealand Māori, in particular. This course will become a core 200-level course within the BCom from 2019.
PRINCIPLE 3 | METHOD

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

The UC Graduate Profile commits the School to developing enterprising and innovative graduates, who are culturally aware and engaged in their communities. As part of the delivery of these attributes, ethics, social responsibility and sustainability is emphasised. Over the last two years the School has further developed courses and programmes to increase the exposure students have to ERS principles in line with the Graduate Profile. In 2018, twenty-three courses identified as having extensive curriculum covering ERS and that number will increase in 2019. There are 44 courses in the BCom alone that teach students about business ethics. At least 25% of academic staff regularly publish in this area and they have connections with a wide range of corporate/social organisations. In this way, ethical education is not siloed into certain courses but integrated and experienced throughout the various degrees, enabling students to understand its application in a variety of forms but also to accept ethics as a key part of business.

The increasing importance of ERS principles in business prompted the School to introduce a minor in Business and Sustainability in the Bachelor of Commerce degree in 2017. UC Business and Sustainability courses draw from various disciplines including environmental economics, sustainable tourism, operations and supply chain management, and social and environmental reporting. The School’s academic staff focus on: modern notions of corporate performance (environmental, social and cultural), organisational resilience, triple bottom line reporting, and understanding issues from ethical, global and multicultural perspectives.

There is a similarly strong emphasis on ethics, responsibility and sustainability in the School’s postgraduate programmes. All research degrees are required to submit applications via the Human Ethics Committee for research that includes interviewing or working with people. Students enrolled in the MCom and PhD are expected to present work that is ethically appropriate and responsible.

Across the taught master’s and MBA programmes there are themes of ethical and responsible business practice that underpin the range of disciplines. In the MBA programme there is a strong emphasis on ethics, responsibility and sustainability and this has historically been the flagship programme for the School in this area. A key objective of the MBA programme is the development of responsible leaders able to create high-value products and services, and to balance key stakeholder interests as well as ethical, legal and strategic issues. This commitment to develop responsible leaders is reflected in the programme’s graduate profile.
Our Teaching
Below is a selection of our courses that place significant emphasis on ethical business leadership and sustainable practice including:

Courses
- **ACCT102 Accounting and Financial Information** introduces first year students to sustainability in accounting.
- **ACCT222 Management Accounting** covers accounting ethics and also sustainability related to the accounting field.
- **ACCT340 Social and Environmental Reporting**: teaches students about Corporate Social Responsibility accounting and reporting.
- **ACCT341 Public Accounting and Finance, ACCT316 Public Management and Governance**: both courses incorporate broad social responsibility principles.
- **ACCT659 Sustainability, Business and Social and Environmental Accountability**: exposes students to an array of international and NZ-based emerging issues in sustainability, and the role of business organisations in contributing to sustainable development, as well as how such organisations account for and report on their social and environmental impacts.
- **BSNS201 Business and Culture**: students will reflect on their own participation in multiple cultural forms: ethnic, occupational, gendered, national, digital, global, temporal etc.
- **ECON340 Development Economics** examines major economic issues faced by individuals and governments in poorer countries including ethical dilemmas and ethical reasoning.
- **ECON225 Environmental Economics** teaches students about resource/environmental sustainability.
- **INFO123 Information Systems and Technology, INFO333 IT Risk and Security Management, and INFO343 IT Governance and Strategy**: all three courses include lectures on the topics of technology and ethics, culture, and society.
- **MGMT100 Fundamentals of Management**: students are introduced in their first year to Social Responsibility, Ethics, and Sustainability.
- **MGMT230 / MKTG230 Business, Society and the Environment**: teaches students about Corporate Social Responsibility, Ethics and Sustainability as the major focus of the paper.
- **MGMT333 Managing Corporate Responsibility**: pursues the ethical basis for business policy and practice by looking at changing notions of corporate performance.
- **MGMT335 Business and Sustainability**: examines the development of business and sustainability theory, the implications for business of pursuing sustainability goals, and measuring and monitoring sustainability in business, supply chains and related institutions. The course aims to enable students to make sound decisions in their future careers when leading organisations toward sustainable practices.
- **MGMT343 Social Entrepreneurship**: introduces social entrepreneurship and how this can help communities. Students explore the theory and practical applications of social entrepreneurship.

- **MGMT270 Introduction to Operations and Supply Chain Management, MGMT370 Strategic Operations and Supply Chain Management, MGMT371 Purchasing and Supply Chain Management**: these courses teach students about sustainable operations.

- **MGMT641 Entrepreneurship**: explores at social entrepreneurship and explore how Corporate and Social Responsibility is embodied in entrepreneurial practice.

Our MBA programme has a strong thread of Corporate Social Responsibility (CSR) and sustainability running through a number of courses.

- **MBAD663 Leading Sustainable Enterprises**: contains comprehensive insights on the conceptual and empirical issues linking sustainability with business practice. The course is interdisciplinary, drawing on insights from socio-economic, political, environmental and business management studies. The lectures and workshops will introduce students to the roles that business, globalisation, consumerism and environmentalism play in the global system we find ourselves part of.

- **MBAD642 Leading Others**: introduces cutting edge theory and practice and describes critical task and skill requirements. The course also looks at the personal foundations required to apply the practices of positive leadership with particular emphasis on balance, sustainability and positive psychology.

- **MBAD615 Leading Ourselves**: the purpose of this course is to enhance organisational leadership capability by building a personal leadership foundation of mindfulness, positivity and meaning.

- **MBAD605 Managing People and Performance**: effective management of people and the sustainability of human capital are major leadership responsibilities. MBAD605 provides a guide to this challenging area of leadership and aims to help graduates apply basic human resource management (HRM) principles and techniques in ways that are both organisationally relevant and topical.

**Our Visiting Academics**

Each year the UC Business School hosts a range of visiting academics who present their research but also teach into our academic programmes. Many of these academics have an interest in sustainability and responsible leadership. For example, in 2018, Professor Gyan Nyaupane from the Arizona State University co-taught MKTG317 “Sustainable Tourism Enterprises and Destinations” covering sustainability issues and challenges such as climate change, carbon footprint, green behaviour, green marketing and quality assurance tools. Professor Guy Holburn from the University of Western Ontario also visited and taught across a range of courses in business sustainability topics with an economics perspective.

**Our Students**

**Student ventures at UC Centre for Entrepreneurship (UCE)**

UCE has a clear focus on social and corporate responsibility in its programmes and activities. UCE’s mission is to create New Zealand’s next generation of entrepreneurs, innovators and leaders who act in an ethical and socially responsible manner. The aim is to ensure that graduates are well prepared for the future world of
work and to show students that their actions can have a positive social and economic impact on their community and beyond.

**Summer Programme**
Of the students that take part in the UCE programme, up to 40% decide to work on social enterprises, while those that work on for-profit enterprises mostly incorporate a social good or social element to the enterprise. Examples include:

- Creating a sustainable device to capture clean water for third world countries
- New ways for students to volunteer in third world countries where they can make a noticeable difference through building schools in conjunction with local communities
- Removing Didymo from waterways and converting it into sustainable materials
- Creating a cafe that trains young people with intellectual disabilities.

**Contributions to the Wider Community**
One of the strengths of the School in meeting its strategic goals around ethics and sustainability is the connection with UCE. Because of UCE’s entrepreneurial nature it works closely with the community and as a result students can engage with and make contributions to the wider community with relative ease. Members of the local community often provide guest lectures and mentor students. The organisations also provide case studies, take students on tours of their facilities, provide projects, and internships for students.

In addition to community impact, School staff and students have had an impact on the corporate sector. Markus Milne and master’s student Udom Chirapattanakorn have contributed to ‘Towards Transparency: Sustainability Reporting Practice in New Zealand 2018. A Guide for Practitioners’ by Proxima. Using Chirapattanakorn’s recent research the article casts light on the state of non-financial reporting among New Zealand’s Stock Exchange (NZX) listed organisations. It also provides insights into the likelihood of whether reporting might improve, given the NZX’s recent move to revise its governance code and encourage issuers to report ESG information

**Student Leaders**
UCE encourages and supports the development of ventures that are sustainable and socially responsible. Students from both UCE and the wider School have gone on to become leaders in this area within New Zealand. For example:

- Samantha Jones is the founder of Little Yellow Bird. Ethical uniform company Little Yellow Bird, which hatched in the start-up incubator of the University of Canterbury’s Centre for Entrepreneurship, is flying home, fully fledged. Now in its fourth year of trading, Little Yellow Bird is an award-winning sustainable manufacturer and supplier of ethically produced, organic cotton uniforms and apparel, which traces its origins to a UC student club contest.

- Cecilia Clavijo Boshoff is the founder of VitaBag, which aims to replace plastic produce bags throughout supermarkets with sustainable socially responsible bags
• Harry Seagar, the founder of Pride Conservation, works as an advocate for conservation initiatives in different fields, including supporting the protection of native birdlife and creating sustainable wine-producing practices in New Zealand
• Kaitlyn White has worked as UC’s local representative for Thursdays in Black, a national student led movement that seeks to create a safe working and studying environment for all students at UC.

2018 Sustainability Challenge
In April 2018, UCE ran a sustainability challenge where students had 48 hours to identify solutions to challenges based on environmental sustainability problems. Mentors and experts from the local community supported students to identify solutions

Impact Summit 2018
In 2018, UCE ran a one-day Impact Summit (called Day One) around entrepreneurship and innovation for young people aged from 15 to 30 years from across New Zealand. The intent of the one-day event is to get young people to be more innovative. The main themes throughout the conference were sustainability and social impact. The Summit attracted over 275 attendees (not only students) with speakers coming from around New Zealand and Australia including the Commonwealth Young Person of the Year, Australian Businessman Usman Iftikhar.

Following the Summit attendees were invited to take part in a two-day Social Enterprise Challenge. The Impact Summit also included a two-day startup competition for tertiary students, the Social Enterprise Challenge, 27 & 28 September, in which entrants worked with experts and business mentors to create a social enterprise that improves resilience in Christchurch. The event was led by the UC Centre for Entrepreneurship and supported by a student committee and student clubs. This event was a first for Christchurch and the team have plans to build the Impact Summit into an annual event.
21-Day Challenge

The School has not restricted its focus on just local and domestic issues. In 2015, the School launched its first 21-Day Challenge. The event focussed on providing social enterprises for a community in the Philippines that had been devastated by a typhoon. Initially, participating students interacted with the community via Skype calls. The winning teams then travelled to the Philippines to implement their projects within the community. A variation of the Challenge was used in Kaikōura, New Zealand following devastating earthquakes in the region in late 2016. In 2017, the New Zealand Transport Agency (NZTA) sponsored a ‘Kaikōura Challenge’, which provided an opportunity for students to make a difference to a community in need following this disaster. The challenge to all UC students was to develop solutions to assist a community in need, based on community, sustainable and short-term impact.
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.

One of the School’s research strengths is in the area of sustainability and corporate responsibility. A number of academic staff within the School are known internationally for their research on sustainable business practice, tourism and environmental accounting and reporting. Some of the key contributors in this field are:

- Professor Markus Milne (environmental accounting and reporting)
- Professor C. Michael Hall (social/green marketing, sustainable tourism)
- Professor Pavel Castka (corporate social responsibility)
- Associate Professor Michaela Balzarova (corporate social responsibility, business ethics)
- Dr Ann-Marie Kennedy (social marketing ethics, sustainability as a business strategy).

Additionally, Business School researchers have worked with ChristchurchNZ and Tourism Industry Aotearoa on a project to explore the impact of Airbnb on Canterbury tourism. The research considers the economic social and environmental impact of peer to peer accommodation.

Marketing Research group
A team based research project, with Assoc. Prof. Jörg Finsterwalder, Dr. Alastair Tombs (University of Queensland), Prof. Michael Hall, Assoc. Prof. Girish Prayag on the topic entitled “Role of permanent and transitional servicescapes in maintaining attachment to place in light of the Canterbury earthquakes”, explores sustainability and resilience issues in Christchurch post-earthquakes. The team are interviewing different groups of residents and visitors in understanding how their relationship with Christchurch develops following the rebuilding process, to provide insights in understanding how to responsibly and sustainably rebuild a city after mega natural disasters, as well as the impacts of transitional servicescape.

Q21 Research Group
The School’s Q21 Research Group aims to conduct theoretical and applied research into various aspects of sustainability and innovation. Directed by Professor Pavel Castka and Associate Professor Michaela Balzarova, it focusses on the role of self-regulation in the business environment (voluntary standards, eco-labels and certifications). It also examines the impact of self-regulatory instruments on firms and supply chains, and administrative and firm practice innovations. The group’s research has been funded by the School, UC, BRANZ, the Royal Society Mobility Fund, New Zealand Organisation for Quality, and the Joint Accreditation System of Australia and New Zealand. Further funding is currently being sought from governmental research funds as well as from industry sponsors.
Other Research

- Tourism research within the School is informed by collaborative projects with local, national and international government bodies, and non-profit organisations. In the last four years, tourism researchers have worked on internal projects and grant applications with ChristchurchNZ, the local economic development agency for the Canterbury Region.

- Staff are also currently involved in several international projects, on the impacts of climate change, which have a corporate component. For example, a research project on Norwegian nature-based tourism involves the Norwegian Trekking association, Flam AS, Destinasjon Hardanger, Visit Sognefjord and Destination Nordfjord and Destination Lofoten. Government partners include the counties of Hordaland, Sogn og Fjordane and Nordland as well as NCE tourism-Fjord Norway.

- Staff have worked with international bodies such as the UN World Tourism Organisation on tourism and climate change in Asia, with the OECD on marine tourism, and with the World Travel and Tourism Council on freedom to travel.

Our Students

PhD research areas *

Echo Fang – “Post-Disaster Psychological Capital and Organisational Resilience: A Narrative Analysis of Small Business Owners’/Managers’ Experiences.”

Hang Pham Phuong – “Environmental Target Setting, Reporting and Performance.”

Heba Gaber Ahmed – “Understanding expectation gaps in sustainability assurance practices: The New Zealand market.”


Muhammad Azman Ibrahim – “Understanding Malaysian Food Retailers’ Perception of and Attitude Towards Organic Certification.”

Joya Kemper – “Comparing the Worldviews of Marketing and Sustainability”

Samantha White – “Meat Substitutes: Understanding Consumption, Markets and Promotion of Protein Alternatives.”

Lilly Zhao – “A case Study of an international joint venture: How stakeholders make sense of their experience of a Sino-New Zealand Collaboration.”

*(this is a representative sample of recently completed or current)
Our Academic Staff Publications

Examples of Referred Journals, Books and Publications 2017-2018


Truong, D. & Hall, C.M. (2017), Corporate social marketing in tourism: To sleep or not to sleep with the enemy? *Journal of Sustainable Tourism*, 25(7), 884-902.


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.

Our Students

180 degrees consulting
The University of Canterbury hosts the only New Zealand branch of 180 degrees consulting. This student driven organisation works with organisations to improve their social impact in the community. These organisations range from small not-for-profits to social enterprises or businesses that want to make a positive difference. Students are selected to be 180 Degree Consultants and receive professional training in areas such as non-profit management, social impact measure and ethical decision making then work with mentors in the business community to provide very high quality, affordable consultancy services.
Our Academic staff
A number of the School’s connections with industry and community have social engagement dimensions. For example, a recent MOU has been signed with Regenerate Christchurch, an organisation that was established in 2017 to lead the regeneration of Christchurch with input and support from community, business organisations and partners. UC and the School are working with the organisation to develop a shared research model as well as internship opportunities for students. The model is based around cooperating in a range of activities, research, learning and the sharing of resources that focus on achieving shared objectives for Christchurch.

Academic staff activities
- Led student teams to help World Vision, one of New Zealand’s largest not-for-profit organisations, better organize their resources to encourage participation in the 40-hour famine, a fund-raiser held in hundreds of secondary educational institutions throughout New Zealand. This past year we received a letter of commendation from the Head of New Zealand’s Partnership Engagement unit
- Collaborating with Christchurch Casino on waste minimisation project
- Panelist Katerva Award (recognizes innovations with the greatest potential to advance the planet toward sustainability), transportation category (http://www.katerva.net/awards)
- ChristchurchNZ – collaboration on sustainable tourism
- Guest speaker at Chch City Mission’s Inaugural Business Breakfast; Pro Bono supporter and adviser for Chch City Mission’s Marketing redevelopment; Pro bono supporter and adviser for Cholmondeley Home’s Digital Marketing redevelopment; Board Member for the Canterbury Clinical Network’s Population Health and Access Service Level Alliance
- Advisory Board Member for the Canterbury District Health Board’s All Right? Campaign. Facilitator for Ngāi Tuahiriri’s vision development workshops. Facilitator for Ngāi Tahu’s Water Wananga
- Developing an ethical consulting strategy with Hairy Lemon, Christchurch, New Zealand
- Kathmandu and Fisher and Paykel – B2B sustainability scale developed for a journal article with that has been used by these two businesses for their sustainability positioning research.
PRINCIPLE 6 | DIALOGUE

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

The courses outlined in Principle 3 all engage students in the dialogue and debate surrounding global social responsibility and sustainability. A number of our academic staff are involved in international organisations from conservation to social enterprise. In addition a number of our academics serve as editors for significant journal and book publications that are consistent with the PRME principles.

Associate Professor Balzarova was invited to the ‘International Week on Sustainability’ at the University of Antwerp, from 5 to 9 March 2017, as a guest speaker. Associate Professor Balzarova delivered two seminars within the arena of business and sustainability that investigated with students ‘How feasible is it to expect businesses to drive changes toward creation of sustainable thriving society?’

NZ Social Marketing Academics Network
UC Business School academics have been instrumental in the founding of the NZ Social Marketing Academics Network The first collection of academics researching and teaching marketing for social good in NZ. This was co-founded by Dr Ann-Marie Kennedy and Associate Professor Ekant Veer.

2017 Oikos Case Writing Competition
The participation in international challenges is not limited to students as Associate Professor Balzarova and Professor Castka successfully competed in the 2017 Oikos Case Writing Competition and were runners up in the Corporate Sustainability track. This is an annual competition that promotes the development of new, high-quality teaching case studies that reflect on sustainability within the fields of management, entrepreneurship and finance. The competition therefore hosts three different tracks: ‘Corporate Sustainability’, ‘Social Entrepreneurship’ and ‘Sustainable Finance’. This is a prestigious competition and award-winning cases are often incorporated into the teaching curricula of top ranked universities and business schools. The full case is now published in Case Studies in Sustainability Management: The Oikos collection.
Social Enterprise World Forum 2017

Dr Rachel Wright (Director of UCE) was a member of the organising committee for the Social Enterprise World Forum (SEWF) in Christchurch 2017. She attended the SEWF in Hong Kong in 2016 as part of the New Zealand delegation where she gave a talk on empowering young people to have a positive social impact on the world through social enterprise. The underlying theme of SEWF in Christchurch for 2017 was ‘creating a global legacy of positive change and to take an active role in shaping the world’s future’.

Scientific Integrity Workshop

Academic staff from Economics facilitated a workshop for all University and visiting researchers looking at tools to enable Scientific Integrity in research.

General

Academic staff are actively engaged with community through research and in advisory roles to a number of social and community organisations such as churches and community groups through to Non-Government Organisations (NGOs). Below is a brief list of some academic community engagement:

- Associate Professor Lucie Ozanne is a Research Advisor to Time Banks of New Zealand and also works with toy libraries in Australia
- Associate Professor Richard Watt works with World Vision to improve fundraising for the 40-hour famine
- Dr Chris Chen works with Basketball New Zealand in developing sustainable business practices
- The Tourism Research Group works with Tourism Industries Aotearoa (TIA) on developing sustainable tourism in New Zealand
- Associate Professor Ekant Veer has worked closely with the Christchurch City Mission to build better relationships between the mission and the business community, including having his MBA class complete marketing plans for the City Mission.
FUTURE PLANS

The UC Business School intends to build on its current ERS developments and strategies including:

- Incorporation of the UN’s Sustainable Development Goals (SDGs) into activities and curricula
- Specifically redevelop the MBA programme to develop strategies that support the UN SDGs
- Increased use of social enterprise projects through courses
- Continue to work with not-for-profits and charity groups.

Continue to develop research connections including:

- Research project with University of Iceland on impacts of energy developments on Icelandic wilderness and tourism
- Research project with Linnaeus University on tourism and freshwater resources
- Potential research project with Western Norway Research Institute on Resorts and Climate Change.