Everybody’s business: beyond Gustavson’s classrooms

Andrew Hall and Derek Juno (both BCom ’11) with another business partner have started MealShare to provide meals for people in need. Since July 2013, the startup has served more than 6,600 meals in Edmonton, Calgary, and Vancouver and today it’s starting in Victoria at Canoe Brewpub, Zambri’s, Lido Waterfront Bistro, and West Coast Waffles. Order a menu item sporting the MealShare logo, and a second meal will be donated to Our Place Society in Victoria or Children’s Hunger Fund in developing countries.

Webinar

Michael C. Jensen, Jesse Isidor Straus Professor of Business Administration, Emeritus, Harvard Business School, Co-Founder, Chairman and Integrity Officer, Social Science Electronic Publishing (SSRN) will present “Putting Integrity into Finance: A Positive Approach,” Mon, Nov 11 from 8-9:30 am PT at Concordia University (David O’Brien Centre for Sustainable Enterprise). The talk will be recorded and available to those who sign up in advance at https://www3.gotomeeting.com/register/511670694

“Retailing with purpose: How the pursuit of social responsibility can inspire and sustain retail growth and innovation,” Journal of Brand Strategy, Summer 2013

This article showcases success stories of retail leadership guided by commitment to purpose over profit in the UK, USA, Brazil, Peru, Turkey, South Africa and China. The authors present a range of examples and describe how “retailing with purpose” can manifest itself and make a meaningful social difference while actually thriving during recession.


Mentor well, promote often, and let people work from home once in a while: those are the workplace aspirations of the 18- to 32-year-old set. So-called millennials also crave a sense that they’re working for a higher purpose.

"Corporate social responsibility and good citizenship are key to the millennial generation," says Valerie Grillo, chief diversity officer at American Express, who spoke on a panel this fall at an event in New York hosted by EY (formerly Ernst & Young) to present its survey findings.