Communiqué
Centre for Social and Sustainable Innovation
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Yay Gustavson!
Individually and as a faculty, we already tick off most the items on the Top 20 Campus Sustainability Activities list that appeared in the coffee room recently. Fully 40% of us leave the car at home at least part of every week. We print on both sides of the paper. We switch off our lights when we leave at the end of the day. We compost our coffee cups. We are, according to Rita Fromholt of UVic’s Office of Planning and Sustainability, The Greenest Faculty on Campus (emphasis added😊)

Ethics:
The Psychic Cost of Doing Wrong: Ethical Conflict, Divestiture Socialization, and Emotional Exhaustion, Journal of Management. Organizations create social contexts that influence employees’ decisions. ... It is possible that social pressures in professional firms are in conflict with the standard ethical principles employees learn during the course of their education. These ethical conflicts may lead employees to feel frustrated and emotionally exhausted if they believe their time is spent working at a company that violates their image of a just society.

Openness in Extraction, Project Syndicate by Lisa Sachs and Shefa Siegel. Transparency – full disclosure of everything from contracts to management of revenues and environmental commitments – is crucial for realizing the extractive industry’s economic potential, and avoiding conflict and collapse.

The Data’s In: Honesty Really Does Start at the Top, HBR blog by Jack Zenger and Joseph Folkman. “To understand the impact top managers have on ethics and honesty, we looked at the data we’d collected from 5,268 leaders in five different organizations...”

Dr. Glen Dowell of Cornell University recently spoke at McGill’s Desautels Faculty of Management about “How Firms Respond to Mandatory Information Disclosure.” He cited empirical evidence that found “particularly rapid improvement among establishments located close to their headquarters.... Large establishments improve more slowly than small establishments in sparse regions, but both groups improve similarly in dense regions, suggesting that density mitigates the power of large establishments to resist institutional pressures. Finally, privately held firms establishments outperform those owned by public firms.”

Strategy:
Why Every Company Needs a CSR Strategy and How to Build It, by Kash Rangan, Lisa A. Chase, and Sohel Karim Harvard Business School weekly newsletter. This is “a pragmatic alternative framework for CSR with a view towards developing its practice.”

A Pragmatic Alternative for Creating a Corporate Social Responsibility Strategy, Dina Gerdeman Harvard Business School weekly newsletter. This is a very readable commentary/summary of Rangan, Chase and Karim’s article "Why Every Company Needs a CSR Strategy and How to Build It."

These links (and more!) are in the Centre for Social and Sustainable Innovation repository on Gustavson’s SharePoint site. To maneuver in SharePoint, go to https://share.uvic.ca/bus/ then on the left-hand side View All Site Content then in Document Libraries click on Shared Documents. That’s also where you’ll find a folder with actual documents, like the World Bank report, journal articles, a list of sources for data and statistics to use in business ethics classes, and more.