**Principle 4: Research @ Gustavson**

A group of elite researchers within the Strategic Management Society (SMS) invited Gustavson’s Dr. Josh Ault to join them for their second conference in the summer of 2015.

“It was a four-day conference in Peru,” Josh explains. “Peruvian scholars submitted papers ahead of time, and then we outside scholars reviewed two papers each and provided feedback.”

The goal of these small conferences is to bring together researchers who have publications in top-tier global journals with scholars at universities in countries with high levels of poverty. This year it was Peru; last year was Ethiopia.

Combining local expertise with international track records will build skill sets to create more compelling research, says Josh, whose own research looks at micro-lending and poverty reduction strategies in India and Africa.

Not all of the senior researchers who organized the gathering have focused their careers on poverty, but they do see it as an important field to examine – and to encourage others to enter.

“This was incredibly useful,” Josh says. “I didn’t know some of them because they don’t research and publish in the area of poverty, but they are brilliant researchers.”

They’re also journal editors and reviewers who recognize the value of work like Josh’s and therefore can open doors for scholars in emerging fields. Josh explains that Sustainability and Social Responsibility research is still very much like social entrepreneurship in that you have to create a market for it.

“People need to show that it can be done and it is being done,” he says.

And as with any groundbreaking work, sometimes it’s hard to be the pioneer.

But at Gustavson, “to pioneer business education that creates sustainable value” is our vision. Professors like Josh Ault are simply showing us how it’s done.

**School supplies: green pencils**

They’re light, contain a graphite core, and can be sharpened with the usual sharpener. They’re also made with used newspapers bought from registered groups of youth, women, and people with disabilities. Learn more in *Green pencils firm making a mark in stationery market* in *Business Daily*.

**Häagen-Dazs or Ben & Jerry’s?**

Find out who’s behind your favourite ice cream or breakfast cereal and how they score when it comes to looking after people and the planet. Oxfam’s *Behind the Brands* ranks the ‘Big 10’ food companies based on seven different categories:

- Transparency at a corporate level
- Women farm workers and small-scale producers in the supply chain
- Workers on farms in the supply chain
- Farmers (small-scale) growing the commodities
- Land, both rights and access to land and sustainable use of it
- Water, both rights and access to water resources and sustainable use of it
- Climate, both relating to reducing greenhouse gas emissions and helping farmers adapt to climate change

**Sustainable Manufacturing:**

**A Q&A With Eastman Chemical’s Mark Cox**

In *Industrial Manufacturing and Plant Operations*, Mark Cox, senior vice president and chief manufacturing and engineering officer at *Eastman*, explains that going green isn’t just about corporate responsibility or feel-good PR — it’s a boost for the mega-manufacturer’s bottom line.