This edition brought to you by PRME 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.

How that translates into action at Gustavson: our projects advance understanding of business impact on environment, society and economy.

Check out the snippet about the Gustavson Brand Trust Index, below, for a sample.

Everybody’s business: Gustavson’s good data
22 industry sectors.
40 attributes.
248 Canadian companies and brands.
3,125 consumers.
The Gustavson Brand Trust Index uses serious data to explore the relationships between social equity, trust and advocacy for brands in Canada.
The results show what consumers care about: leadership, social and environmental performance, and authenticity.
For more, check out the Brand Trust website or this story on Gustavson’s website.

Water, water everywhere…except not
Under the leadership of Dr. Basma Majerbi, CSSI’s Operations chair, in 2012 CSSI worked with UVic Facilities Management and the university’s Revolving Sustainability Fund to replace with low-flow versions all of the toilets and faucets in the Business and Economics and David Strong buildings.
That’s one of the ways Gustavson is reducing our environmental impact, and it’s particularly important with this summer’s early and severe drought.
There’s more about UVic’s water management in The Ring this week.

Accounting, sustainability and empiricism
New Zealand researchers tackle a rare empirical study of “the plurality of understandings of sustainability held by those people working to incorporate sustainability within business.”
Their second goal with this research is to consider the likelihood of a dialogic accounting that would account for the plurality of perspectives that the study identifies.
Learn more in Seeds of hope? Exploring business actors’ diverse understandings of sustainable development in Accounting, Auditing & Accountability Journal.

Financial management and CSR
How do managers perceive the role of corporate social responsibility within Islamic financial institutions?
Islamic finance is gaining greater attention in the finance industry, and these scholars analyze how Islamic financial institutions (IFIs) are responding to the welfare needs of society. Using interview data with managers and content analysis of the disclosures, they found that “[a] thorough understanding of CSR by managers, as evident in the interviews, has not been translated fully into practice.”
The whole story is in Corporate Social Responsibility and Islamic Financial Institutions (IFIs): Management Perceptions from IFIs in Bahrain in the Journal of Business Ethics this month.

Innovation, entrepreneurship
Entrepreneurship was a surprise entry in The Story of Science, BC’s Knowledge Network. On reflection, of course, entrepreneurial spirit is a close relative of the innovation of scientists, so it was fun to learn in Episode 4 how a couple of innovators made fortunes from adapting steam technology for efficiency and new applications. The series is on TV now, and available for online viewing.