1.0 Mission

1.1 Research Values and Mission Statement

The Gustavson School of Business aspires to be a world-recognized business school with research impact in the academic community, the classroom, in public policy and in both our global and our local communities. Original academic research provides the foundation for achieving this aspiration. As such, our research mission is to generate research that is:

- **Rigorous** and of high academic quality as recognized by our academic peers.
- **Pedagogically meaningful** to students and educators.
- **Practically relevant** to business practice, regulators and stakeholders in business and society.
- **Consistent with** Gustavson’s long standing core values of engaging in research that is:
  - international
  - integrative
  - innovative
  - socially responsible & sustainable.

1.2 Value 1: International Research

Gustavson aspires to research that is international in multiple respects:

- We aspire to research that is recognized internationally as being of the highest quality. We encourage our researchers to publish in internationally recognized outlets, particularly those recognized by academic peers as the leading global outlets for academic outlets such as the Financial Times 50 top journals (FT 50) and the Chartered Association for Business Schools Academic Journal Guide (ABS) 4* and 4 publications.
- We aspire to research that is international in its empirical and theoretical focus.
- We aspire to research that is comprised of international scholars working collaboratively.
- We aspire to research that draws from our sense of place and connects our global and local communities.

1.3 Value 2: Integrative Research

Gustavson aspires to research that is integrative in many ways:

- We aspire to research that recognizes the practical reality that business problems rarely appear in disciplinary silos. We recognize that business problems rarely emerge as issues confined to specific disciplinary knowledge domains. Rather business problems arise as complex bundles of issues that draw from multiple disciplines of academic research. We encourage our researchers to adopt this integrative and multidisciplinary approach in how they engage in research.
- We aspire to research that employs interdisciplinary teams of researchers that cross the boundaries of academic knowledge domains.
- We aspire to building a diverse community of scholars internally within the school and across the University of Victoria.
- We value integrative thinking in our research that uses mixed or multiple empirical methods and seeks to draw from multiple theoretical perspectives.

1.4 Value 3: Innovative Research

Gustavson aspires to research that is innovative in a variety of dimensions:

- We aspire to creative research that encourages us to constantly look at old problems in new and different ways and to avoid the ruts of applying conventional frames to new and emerging problems.
- We value research that identifies and theorizes new phenomena.
- We value normative research that goes beyond simply describing the world the way it is and, instead, imagines the world the way it might be.
- We value action research that tackles the world’s biggest problems with research that embraces the entrepreneurial spirit of Gustavson.

1.5 Value 4: Social Responsibility and Sustainability

Gustavson aspires to research that embraces and extends the meaning of Social Responsibility and Sustainability in the following ways:

- We value research that views business broadly, from the perspective of society rather than just the economy, and views corporations from the perspective of stakeholders rather than just shareholders.
- We encourage research that addresses the intractable problems of climate change, environmental degradation, inequality and indigenous reconciliation by applying business and management knowledge to processes of social innovation.
- We prioritize research that meets the school’s commitment to the United Nations Global Compact’s Principles for Responsible Management Education.
- We embrace research that advances regenerative sustainability that inspires and enables business to transform economies, strengthen communities and revitalize ecosystems.

1.6 Ethics, Integrity and Responsible Research

Gustavson is committed to integrity in research and creative activity as articulated in the guidelines of the Responsible Research in Business and Management Network. We aspire to research that adheres to the following core values:

- Honesty in presenting one’s own data in research or grant proposals, in performing research and in reporting and publishing research results.
- Appropriate acknowledgement and assignment of credit in research or grant proposals.
- Professional ethics, impartiality and fairness in conducting peer reviews.
- Collegiality in all scholarly interactions both within Gustavson and with external collaborators.
- Open and transparent disclosure of conflicts of interest, both real and potential.
- Adherence to the University standards for the protection of human subjects and animal subjects.
- Compliance with all Institutional (University of Victoria) and Sponsor (i.e. Tri-Council Funding agencies) research integrity requirements.
- Commitment to fair, transparent and equitable relationships between scholars and students, support staff and coworkers engaged in research.
2.1 Research Culture
Gustavson researchers value the vibrant and supportive research culture of the school. The culture has supported our strong commitment to nurturing PhD students, junior faculty and our ongoing commitment to foundational discovery research. Our research culture celebrates academic freedom, amply reflected in the diversity of academic pursuits of our faculty. We celebrate our commitment to interdisciplinary research, to pursuing research with meaningful impact and to research recognized for its rigour and academic excellence.

2.2 Existing Areas of Research Strength
Gustavson has a number of well-recognized areas of research strength. These areas, listed below, have emerged as a direct result of our historical commitment to our core values of internationalization, integration, innovation and sustainability/social responsibility. Our existing areas of strength are:
- international business and cross-cultural management.
- entrepreneurship and innovation.
- services management.
- social impact, responsible business, sustainable development, social innovation, and the environment.

2.3 Priority Areas for the Future
Gustavson will continue to encourage and extend research in our existing areas of research strength. We note, however, that the portfolio of our research has continued to evolve in a variety of directions that are consistent with the core values of the school and the new Aspiration 2030 Research Strategy of the University of Victoria. Accordingly, we will strategically expand our existing portfolio of research into the following priority areas:
- Indigenous management, organization and entrepreneurship.
- healthcare: services management, organization and policy.
- accountability and trust in business and social institutions.
- technological innovation.
- meaningful work.

This list is not intended to be exhaustive and reflects areas that are, or are expected to be, important to the school, the University of Victoria, and, more critically, the role of business in society.
3.0 Achieving our Research Mission

Achieving our Mission will require substantial support from our key stakeholders, particularly the Gustavson community and the University of Victoria. In order to realize our vision we will focus attention on maintaining and expanding our capacity for research excellence in the following areas:

3.1 Regenerating our Research Culture

Our ability to generate foundational research that is international, integrative, innovative and socially responsible rests on our capacity to build and maintain a vibrant, ambitious and robust research culture premised on the capacity to attract and retain outstanding researchers whose research interests and values align with the mission and aspirations of the school.

Faculty: In faculty recruitment, we will select candidates whose research profiles align with and reinforce our existing or emerging strengths. Faculty hiring will take into account research needs in equal consideration with teaching needs. We will continue to encourage research excellence and impact in alignment with our Faculty Evaluation Policy.

PhD students and Post-doctoral Fellows: Our aspiration for research excellence also rests on our ability to attract outstanding PhD students and Post-doctoral Fellows in our areas of existing and emerging research strengths. Similar to faculty hiring, our recruitment of PhD students and Post-doctoral Fellows will focus on those students whose research interests and values align with the mission and aspirations of the school. We seek to expand both the PhD and Post-doctoral Fellow programs in step with the growth of faculty in the school.

Undergraduate and Masters Students: Our aspiration for research excellence extends to our undergraduate and Masters students and we seek to continue to develop programs within Gustavson designed to identify, inspire and develop research excellence in our most promising undergraduate students.

3.2 Resources and Research Support

Funding: Our ability to generate foundational research that is international, integrative, innovative and socially responsible is dependant on reliable access to research funding. Currently our researchers have been supported by internal school funds (i.e. GEPRG, GROF), University funds (e.g. ICPRG), private sector seed funding (e.g. Vancouver Foundation, Innovate BC) and federal research grants (e.g. SSHRC, CIHR).

We will continue to pursue traditional external grants and make efforts to improve both the frequency and quantity of grant success from these sources. However, we commit to expand our access to research funding by applying for external research grants from non-traditional sources, particularly from international funding agencies, private foundations and corporations and related funding opportunities.

Funding Support: We will continue to provide staff support to help research faculty identify and apply for research funding and expand our funding support strategy to incorporate post-grant staff support for faculty who have been successful in getting research grants.

3.3 Faculty Strength

Our ability to generate foundational research that is international, integrative, innovative and socially responsible rests fundamentally on the quality, engagement and creativity of our faculty. We are committed to a program of faculty growth and improvement that prioritizes research excellence and candidates whose research programs are consistent with the values, areas of strength and emerging areas of research interest of our faculty as set out in this document.