Our world is in the throes of disruptive change and upheaval. Developments in our political, economic, social, cultural and physical landscapes are chipping away at the institutions and systems that form the bedrock of our societies and economies. They are undermining the norms and values that govern our relationships, casting a troubling shadow on our notions of truth and understanding. They are forcing us to question our very ability to survive the coming ravages from a warming planet.

Businesses (and business schools) have been caught off guard by the speed at which these developments are unfolding and how their impacts are colliding in unimagined ways to alter the very fabric of the world we live in.

So, how should business schools react and function in what is becoming a fragmented and fractured world? The answer may be found in reimagining and reframing the purpose of business and business schools to accommodate these shifts, rising to and above the challenges that accompany them, and playing a role in shaping the nature of things to come.

At first glance, this seems to call for a doubling down on the traditional mission of business schools to help organizations cope with these changes through our research and teaching. While not denying the value of such a contribution, it may be more useful to consider a complementary and possibly more ambitious agenda.

What if our renewed purpose were to be to connect the success of business education and scholarship to the overall goal of improving lives in society, especially through serving and strengthening those impacted most by the fragmentation? In other words, what if instead of merely strengthening the core (mainstream business community), we devoted our efforts to also strengthening the edges (marginalized and left-behind communities)?

We invite you to join us in Victoria for a day of discussion and debate on reimagining the purpose of business schools in an emerging fragmented world. We will explore questions such as:

- What are the inherent nature, core features and dynamics of a fragmented world?
- How will it impact the way businesses function?
- How can we re-imagine, re-articulate and re-enact purposeful business schools to suit the future?
Agenda

Friday, February 8, 2019

afternoon  Check-in to downtown hotels
18:00    Informal reception (location TBA)

Saturday, February 9, 2019

8:30    Bus departs downtown for University of Victoria
9:00 - 9:15  Introduction
9:15 - 10:30  Nature, Features & Dynamics of a Fragmented World  
(Ambitions of the Victoria Forum)
10:30 - 10:45  Refreshment Break
10:45 - 12:00  Erosion and Rebuilding trust  
(Lessons from the Brand Trust Index)
12:00 - 13:00  Lunch
13:00 - 13:10  Walk to First Peoples House
13:10 - 14:30  Marginalized and Left-Behind Communities  
(Insights from the National Consortium for Indigenous Economic Development)
14:30 - 14:45  Refreshment Break
14:45 - 15:45  Sustainability, Social Responsibility & Societal Prosperity  
(Facilitated by the Centre for Social and Sustainable Innovation)
15:45 - 16:00  Wrap Up & Closing Remarks on an Architecture of Purpose
16:00  Return to hotels
19:00  Dinner (location TBA)

Sunday, February 10, 2019

Travel to Vancouver (please make your own arrangements)