2018 Annual Report
Peter P. Dhillon Centre for Business Ethics
UBC Sauder School of Business
The Peter P. Dhillon Centre for Business Ethics was established in 2015 with the aim of creating a leading international voice in the application of ethical perspectives in business.

The Centre provides a focus to UBC Sauder's diverse approaches to advancing business ethics and values-driven business practices locally, nationally and globally through three pillars:

I. Excellence in Values-Based Research: Coordinate, support, and disseminate scholarly research that investigates and influences ethical, sustainable, and socially responsible practices across business disciplines

II. Increasing Student Connection to Ethics and Responsible Business: Develop and support academic programming and educational activities on ethics, sustainability, and social responsibility in our business school, across the university, and across a network of educational, business, government, and non-governmental institutions

III. Engaging and Collaborating with the Community, Policy Makers, and Business Partners: Collaborate and engage with the business community, policy makers, and the public to advance discussion, disseminate new research, and share best practices related to ethics and responsible business

The Centre’s goal is to transform both the experience of students, our future business leaders, and the current conversation around ethics in the business and policy community.
2018 was another busy and impactful year for the Peter P. Dhillon Centre for Business Ethics at UBC Sauder School of Business. Programming addressed topics included professional ethics, responsible investing, social finance, and philanthropy, among many others.

The most significant development of the year was UBC Sauder professor Katherine White being named as the Centre’s inaugural Academic Director.

The Centre continued to collaborate with other UBC Sauder units, university centres, business and professional associations, and student-led organizations.

It also continued to benefit from the expertise and involvement of Carol Liao, the Dhillon Centre’s UBC Sauder Distinguished Scholar and Assistant Professor at the UBC Allard School of Law, as well as the Centre’s first visiting professor, Shunsuke Yagi from Japan.

The Centre continued to be a trusted advisor and collaborator of business, as well as engaged in activities supporting students and their initiatives. The Centre also pursued a variety of research-related activities and was involved in the development of new values-focused courses at UBC Sauder.

Throughout the year, the Centre benefited from the support of the Dean, and senior leadership team at UBC Sauder, as well as an Advisory Board of prominent business leaders. Assistance was also provided by several outstanding UBC Sauder students working for the Centre.

Dale Griffin, Dhillon Centre Interim Academic Director (until June 2018)  
Katherine White, Dhillon Centre Interim Academic Director (as of July 2018)  
Christie Stephenson, Dhillon Centre Executive Director
Pillar 1: Values-Based Research

Through coordinating, supporting and disseminating values-based research, the Dhillon Centre aims to investigate and influence ethical, sustainable and socially responsible business practices across a variety of business disciplines.

In 2018, the Dhillon Centre was able to leverage the energy and expertise of the Centre’s first visiting professor, its UBC Sauder Distinguished Scholar, and inaugural Academic Director, to expand its research and academic engagement.

In order to engage the broader academic community, the Centre hosted several research events and talks on topics relating to business ethics, responsibility and sustainability.

Additionally, academics affiliated with the Centre authored academic articles and book chapters, and the Centre’s Academic Director served as a special issue editor for an academic journal issue on prosocial consumers.
Professor Katherine White, an international thought leader in research related to ethical, prosocial and sustainable consumers behaviours, has been appointed Academic Director of the Peter P. Dhillon Centre for Business Ethics at the UBC Sauder School of Business.

White is a professor of Marketing and Behavioural Science at UBC Sauder, where she joined the faculty in 2011. In addition to teaching courses at the undergraduate, graduate and executive levels, she is an Associate Editor for the Journal of Marketing Research and is on the editorial review boards of the Journal of Consumer Research, the Journal of Marketing, and the Journal of Consumer Psychology.

White was identified as an up-and-coming Young Scholar by the Marketing Science Institute in 2009, and in 2015, was honoured by the American Marketing Association as one of the Top 5 Marketing Researchers in the world. She has been inducted into the College of New Scholars, Artists and Scientists at the Royal Society of Canada, and has received numerous awards for her research. White has also served as chair of the Marketing and Behavioural Science division at UBC Sauder from 2013-2017.

The announcement of White’s appointment capped off a busy summer for the Centre. In addition to supporting curriculum developments for three new courses related to Sustainable Business Strategies, Social Finance and Philanthropy, the Centre offered guest lectures about responsible business and investing; presented at dozens of industry and professional events; provided media commentary on a range of responsible business topics; and sponsored a conference related to “The Prosocial Consumer.”

The announcement of White’s appointment came after she developed and co-organized a conference related to “The Prosocial Consumer” with UBC Sauder Professor Darren Dahl. The conference focused on the causes of, motivation for, and consequences of prosocial consumer behaviours, which include charitable giving and ethical and sustainable purchasing and consumption.
Research Events Hosted

**Future of the Public Company**

January 2018

UBC’s Allard School of Law Business Law Centre and UBC Sauder’s Dhillon Centre for Business Ethics co-hosted a lecture by Cambridge Professor Brian Cheffins. Dr. Carol Liao, Assistant Professor at UBC’s Allard School of Law and the Dhillon Centre’s UBC Sauder Distinguished Scholar, was the discussion respondent.

**The Future of the Public Company**

January 2018

UBC’s Allard School of Law Business Law Centre and UBC Sauder’s Dhillon Centre for Business Ethics co-hosted a lecture by Cambridge Professor Brian Cheffins. Dr. Carol Liao, Assistant Professor at UBC’s Allard School of Law and the Dhillon Centre’s UBC Sauder Distinguished Scholar, was the discussion respondent.

**Patently Secret? Theorizing and Testing the Use of Hydraulic Fracturing Patents to Contain Public Risk Information**

January 2018

The Dhillon Centre hosted a research talk by Dr. Joel Gehman, who is an Assistant Professor of Strategic Management and Organization from the University of Alberta School of Business.

**Corporate Sustainability**

February 2018

The Dhillon Centre hosted a research talk by Dr. Shunsuke Yagi, the Centre’s 2017-18 visiting academic from Otemon Gakuin University in Japan. Yagi presented his work on "Corporate Sustainability Strategy and Tension Management in an Era of Integrated Reporting and Integrated Thinking."
Law and Social Enterprise  
April 2018

The proliferation of businesses self-identifying as "social enterprises" has led to confusion as to what is and is not permissible under Canadian law. The Dhillon Centre hosted a research talk by Dr. Carol Liao, the Centre’s UBC Sauder Distinguished Scholar and an Assistant Professor at the UBC Allard School of Law, entitled “Making Sense of Corporate Law and Social Enterprise”.

Academic-Practitioner Roundtable on Business and the Law  
July 2018


Consumers and Sustainable Products  
August 2018

The Dhillon Centre and the UBC Sauder Marketing and Behavioural Science Division co-hosted a research talk “Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products” by Dr. Laura Marie Edinger-Schons, a University of Mannheim professor of corporate social responsibility.
The Centre's 2018 Research Activities included the following:

Special Issue Editor, “The Prosocial Consumer,” *Journal of Association for Consumer Research* (White)

Co-authored article, “Focusing on the Forest or the Trees: How Abstract Versus Concrete Construal Level Predicts Responses to Eco-Friendly Products,” *Journal of Environmental Psychology* (White)


Authored book chapter, “Limits to Corporate Reform and Alternate Legal Structures,” *Company Law and Sustainability: Legal Barriers and Opportunities* (Liao)


Authored book chapter, “Power and the Gender Imperative in Corporate Law,” *Creating Corporate Sustainability: Gender as the Agent for Change* (Liao)

Chair and organizer, Prosocial Consumer Behavior Conference, Whistler BC (White)

Co-organizer and panelist, “Good Corporate Citizenship, the Oppression Remedy, and #DoingbySuing,” Fourth Annual Conference of the Themis International Female Business Scholars Network, Kea Greece (Liao)


Presenter, “Embracing Experiential Consumption and Charitable Giving,” Arizona State University (White)

Presenter, “Don’t Tell Me Who I Am! When and How Assigning Consumers an Identity Backfires In Charitable Giving,” Association for Consumer Research Conference, Dallas Texas (White)

Presenter, “Embracing Experiential over Material Consumption,” Association for Consumer Research Conference, Dallas Texas (White)

UBC Sauder offers a wide range of opportunities for students to get involved with responsible business and the Dhillon Centre engages with these students to foster a greater understanding of the intersection between business and ethics, sustainability, responsibility and values.

Continuing to grow from the previous year, in 2018 the Centre hosted numerous events for students, arranged speakers for student-run events, and provided individual advising on ethics related topics.

The Centre once again recruited and managed the CFA Canadian Ethics Challenge case competition team.

In 2018, the Dhillon Centre provided guest lectures for numerous UBC Sauder classes and also assisted, or led, the development of new UBC Sauder courses, including the MBA course “Impact Investing”, which ran in Fall 2018, and the Undergraduate course “Philanthropy in Review”, which will be run in Spring 2019.

As part of its continued support of the UBC Sauder Philanthropy Program, the Dhillon Centre initiated a philanthropic mentorship pilot program and continued to offer the philanthropic speakers series.
UBC Sauder Philanthropy Program

Housed under the Peter P. Dhillon Centre for Business Ethics, the UBC Sauder Philanthropy Program helps to build responsible, thoughtful, and creative business leaders with a deep understanding of the practice and impact of philanthropy.

This student-driven program aims to educate UBC Sauder students about philanthropy and provide unique opportunities to apply skills they acquire. The program exposes its Program Associates to local philanthropists and business leaders, and gives them first-hand experiences in philanthropy and opportunities to work with non-profit organizations and social enterprises.

Program Overview

Focused on developing a deep understanding of philanthropy, students are provided with opportunities to learn from community leaders about the fundamentals of philanthropy. Philanthropy takes many forms – managing grants, running non-profits, and impact investing, just to name a few. Learning components include:

- Speaker Series: Past speakers include both leading philanthropists as well as leaders working professionally in the philanthropic sector.

- Philanthropy Consulting Initiative: Students work closely with non-profits and social enterprises to tackle business problems. Professional consultants and mentors will provide guidance and support.

- Mentorship: Students will develop a network of business professionals in the philanthropic sector and have an opportunity to be matched individually with a mentor who is a leader in the philanthropic sector

Student Management Committee

The members of the Student Management Committee during 2018 were Adrienne Ellis, Amanjot Chahil, Curtis Kothe, Ellen Morrison, Kenny Leung, Sakiko Toriya, Shirali Desai, and Simranpreet Kaur.
Student Events Hosted

UBC Sauder Philanthropy Program Speaker Series

Featuring Jack Wong

Tuesday, January 16, 2018
6:00pm – doors close at 6pm
Henry Angus Rm 254
Please register at http://bit.ly/2haMv7u

Jack Wong is Chief Executive Officer of the Real Estate Foundation of British Columbia

Talk by Philanthropic Leader Jack Wong
January 2018

The UBC Sauder Philanthropy Program hosted a talk by Jack Wong, the Chief Executive Officer of the Real Estate Foundation of British Columbia. A certified member and fellow of the Society of Management Accountants of Canada, Wong also holds a Bachelor of Commerce from UBC.

Careers with B Corps Panel
February 2018

The Dhillon Centre for Business Ethics and the Business Career Centre at UBC Sauder hosted a panel event “Careers with B Corps”. Moderated by Mike Rowlands of Junxion Strategy, the panelists included business leaders Imran Jiwa of Active Impact Investments, Christine Carter of Bullfrog Power, Michelle Reid of Mills Office Productivity, and Derek Isley of Hootsuite.

UBC Sauder Philanthropy Program Talk
March 2018

UBC Sauder Philanthropy (SPP) alumnus Bruno Lam, now a young philanthropic leader in field of impact investing and social innovation, presented reflection on his career journey to the UBC Sauder community as part of the UBC SPP speakers’ series.
Student Events Hosted

UBC Sauder Philanthropy Talk
October 2018

The UBC Sauder Philanthropy Program hosted a talk on "The Roadmap to Philanthropy" by Abdul Ladha. Ladha is a prominent philanthropist and the Founder of Spark Global Philanthropic Foundation.

#MeToo in the Boardroom
October 2018

The Dhillon Centre for Business Ethics, in conjunction with the Center for Business Law and the Centre for Feminist Legal Studies at UBC’s Peter A. Allard School of Law, presented #MeToo in the Boardroom. This panel discussion features Shona McGlashan, Chief Governance Officer at Mountain Equipment Co-op, and Carol Liao, Assistant Professor at UBC’s Peter A. Allard School of Law and UBC Sauder Distinguished Scholar.
Getting Involved in the Non-Profit Sector: Options for Careers and Volunteering
November 2018

The non-profit sector presents an attractive option for students looking to work or volunteer whether in organizations addressing issues like health, education and social services, or emerging areas such as impact investing and social enterprise. Christie Stephenson, Executive Director of the Dhillon Centre for Business Ethics, provided an overview of how students can get involved in this important industry.

Ethics in Finance
November 2018

The Dhillon Centre for Business Ethics hosted a workshop on Chartered Financial Analysts professional ethics for students interested in business ethics, a career in financial services, or considering becoming a CFA charter holder. This fun and interactive session, led by Janine Guenther, CFA and CMT, examined real life ethical dilemmas that professionals working in the financial services industry may face in the course of their careers.
By collaborating and engaging with the business community, policy makers, and the public, the Dhillon Centre aims to advance discussion, disseminate new research and share best practices regarding ethics in business.

In 2018, the Dhillon Centre participated in numerous external initiatives hosted by businesses, professional associations, and non-profit organizations. Specifically, faculty and staff affiliated with the Centre acted as a presenter, panelist or expert advisor at over 20 different business and industry events, reaching more than 900 people, across Canada and internationally.


Additionally, 2018 brought significant media attention in the for the Dhillon Centre, as it was featured in numerous UBC and UBC Sauder internal and external publications, as well as industry publications and major Canadian media outlets.
The Centre's 2018 Business Community Activities included the following:


Lecturer, Ethics Module, Directors College (Stephenson)

Presenter, “The S in ESG: Social Issues, Reputational Risk, and Brand Value”, Conference Board of Canada Public Affairs Council (Stephenson)

Presenter, “Women’s Advancement in the Workplace: Barriers and Opportunities”, Greater Vancouver Board of Trade Women’s Leadership Circle (Stephenson)

Presenter, “Ethical Expectations of Canadian Business,” Chartered Engineers Pacific Corporate Social Responsibility Seminar (Stephenson)

Panelist, “Identifying Investment Managers that Drive Positive Impact for Portfolios”, Responsible Investment Conference, Toronto ON (Stephenson)

Panelist, “Making Yourself Board-Ready”, Association of Women in Finance event (Stephenson)

Panelist, “Agents of Change: Boards that are Leading on Gender Diversity”, sponsored by Women Get on Board and Gowling law firm (Liao)

Panelist, “Global and Regional Trends in Corporate Governance”, The NEXT Seoul Corporate Governance Forum, Seoul, Korea (Liao)

Panelist, “The Evolution of ESG and Integrated Reporting”, 2018 Trends in Governance seminar sponsored by Donnelly Financial Solutions (Stephenson)

Podcast, “Impactful and Sustainable Investing with UBC Sauder’s Christie Stephenson”, Wealth Exchange (Stephenson)

Panelist, “Responsible Investment & Finance”, Enlightened Economy Summit, Calgary AB (Stephenson)

Panelist, “What Role Should the Board Play in Organizational Culture?” Governance Professionals of Canada Conference Victoria BC (Stephenson)

Panelist, “Moving Workplace Sexual Harassment Up the Risk Register and Board Agenda - #MeToo and the Boardroom”, Governance Professionals of Canada Conference, Victoria BC (Liao)

Panelist, “Do Business Like a Canadian”, Sustainable Brands Conference (Stephenson)
During 2018, the Dhillon Centre was featured in media sources including:

Quoted in article “As Trans Mountain sits in limbo, will more people divest from fossil fuels?”, The Star (Stephenson)

Quoted in article, “Seniors’ groups say Greyhound should operate out of ‘goodwill’”, The Star (Stephenson)

Quoted in article “Report urges B.C.’s public sector pension funds to divest from fossil fuels”, CBC (Stephenson)

Quoted in article “Framework to SHIFT Behaviour, Creates Maps for Product Marketing”, Sustainable Brands (White)

Quoted in article “Companies struggle with Saudi question amid growing international condemnation”, The Globe and Mail (Stephenson)

Quoted in article, “The Future of Law and Social Enterprise”, The Bell News in Korea (Liao)


Quoted in sponsored content article, “Employers Increasingly Seeking Responsible Leadership Skills”, The Globe and Mail (White)

Quoted in sponsored content article, “Consumers Making Decisions Based on Brands’ Position on Social Issues”, The Globe and Mail (White)

Featured in news report on the circular economy, CBC Radio news (Stephenson)

Featured in news report on Kinder Morgan shareholders’ meeting, CBC Radio World Report (Stephenson)

Podcast, “Impactful and Sustainable Investing with UBC Sauder’s Christie Stephenson”, Wealth Exchange (Stephenson)
Students Hired

**Adrienne Ellis**
4th Year BComm
Marketing
UBC Sauder CFA Ethics Challenge; Philanthropy Program

**Spencer Hook**
3rd Year BComm
Marketing
Former marketing assistant at Fountain Tire

**Jonathan McKenney**
2nd Year BComm
Dual Degree Program with Le Havre (France)
JESSUP Mock Trial team coach

**Audrey Popa**
4th Year BComm
General
Communications for UBCC350
Students Hired

**Terry Say**
2nd Year BComm
Finance, Business Technology, and Sustainability
Blogger, content writer and designer

**Judy Sin**
4th Year BComm
Human Resources
Co-President, UBC Sauder CUS Sustainability

**Vanja (VJ) Terzic**
Master of Business Administration
Instructor with UBC Sauder Social Entrepreneurship Kenya and Ch’nook Indigenous Business Education Centre

**Pauline Tsai**
3rd Year BComm
Accounting
Campus Ambassador, Commerce Undergraduate Society
Advisory Board

The Honourable Wally Oppal, Q.C.
Senior Counsel, Boughton Law
An experienced counsel and strategic advisor, Oppal’s judicial career spans more than two decades and currently focuses on alternative and traditional dispute resolution as well as Aboriginal law. He is a former British Columbia Attorney General and Minister Responsible for Multiculturalism. He is certified as an International Arbitrator by the Chartered Institute of Arbitrators in Houston, Texas, and as a Mediator by the Straus Institute for Dispute Resolution in Pepperdine, California.

Wendy Bach
Senior Vice President, Methanex Corporation
Since 2000, Bach has held leadership roles in a number of different areas at Methanex Corporation. As Methanex’s Senior Vice President, Corporate Resources & General Counsel, she oversees the Human Resources, Information Technology, Legal and Stakeholder Relations functions. This role oversees the delivery of strategies to leverage Information Technology, enhance corporate reputation, ensure legal/regulatory compliance, and to mitigate exposure to legal risk. In 2018, Bach also became the Project Lead for the Coaching & Mentorship Program.

Kim Baird
Owner, Kim Baird Strategic Consulting
Baird’s consulting work focuses on governance development, economic development and major project impacts for First Nation communities. She also serves on several boards including Canada Infrastructure Bank, Vancouver Board of Trade, Order of Canada Advisory Council, Smithsonian National Museum of the American Indian, and Chief Joe Mathias Scholarship Foundation. She was the elected Chief of the Tsawwassen First Nation (TFN) from 1999-2012 and has been appointed to the Premier’s Aboriginal Business Investment Council.
Sheila Biggers  
**President & CEO, JABC**  
Biggers is the President & CEO of JABC. Sheila has over 25 years of experience working in the not for profit and public sectors. Previously to joining JABC, She was the Associate Dean, Development and Alumni Engagement for the UBC Sauder School of Business. She is a long-standing member of the Board of Directors of the Take a Hike Youth at Risk Foundation. She served on its board from 2001 to 2017 and is a past Chair of the Foundation.

Bev Briscoe  
**Lead Director, Goldcorp Inc.; Chair of the Board, Ritchie Bros. Auctioneers**  
Briscoe is currently Lead Director and Audit Committee Chair of Goldcorp Inc. and Chair of the Board of Ritchie Bros. Auctioneers Inc. – both TSX- and NYSE-listed public companies. Briscoe is a past director and Chair of a number of not-for-profit organizations and agencies including BC Forest Safety Council, Boys and Girls Clubs and VGH + UBC Hospital Foundation. She is also a past Audit Chair of the Office of the Superintendent of Financial Institutions in Canada. She also provides consulting advice through her Briscoe Management Ltd.

Peter P. Dhillon  
**Chief Executive Officer, Richberry Group**  
Dhillon is one of the largest shareholders and suppliers to Ocean Spray Cranberries. He is Chairman of the Board of Directors of Ocean Spray Cranberries Ltd. – the youngest chair and first Canadian to hold the position. Other board positions have included Vice Chairman, BC Ferry Corporation and Vice Chairman, Agricultural Land Commission. An active philanthropist, Dhillon supports numerous charitable causes including health care, child humanitarian support, education and sport. In 2009, he was honoured with the Order of British Columbia.

Dale Griffin  
**Professor, Marketing & Behavioural Science, UBC Sauder School of Business**  
Griffin, who is the Advisory Council Professor of Marketing and Behavioural Sciences at UBC Sauder, has taught at leading universities in Canada, Great Britain and the United States, including the Graduate School of Business at Stanford University. He teaches Consumer Behavior, Marketing Research and Strategic Decision Making at the MBA, PhD, and executive levels, and the course Strategies for Responsible Business at the undergraduate level, as well as consults in legal cases on consumer decision-making and risk communication.
Advisory Board Members

Philip B. Lind
Vice Chairman, Rogers Communications
A Rogers employee for 45 years, Lind’s accomplishments include having led company efforts to successfully acquire Canadian Cablesystems, Premier Cablevision, Western Cablevision, Multi-Lingual Television, and its expansion in the U.S. Lind currently serves on the boards of Rogers Communications Inc., Brookfield Asset Management Inc., Council for the Business and the Arts, Art Gallery of Ontario, Friends of Vancouver Art Gallery, and the Atlantic Salmon Federation.

Penny McIntyre
Board Director
A senior executive and international business leader, McIntyre has extensive experience at premier consumer packaged goods companies including Newell Rubbermaid, The Coca-Cola Company and S.C. Johnson, and was CEO of Sunrise Senior Living, an international elder care residential company. She sits on the board of directors of PVH Corp., where she chairs the Corporate Social Responsibility Committee, as well as Primrose Schools, a private-equity owned school for early childhood learning.

Sue Paish
CEO, Digital Technology Supercluster
Paish is the CEO of Canada’s Digital Technology Supercluster, an initiative working to deliver innovation, job creation and global competitiveness for Canadian companies across multiple sectors. During her 5 years as CEO of LifeLabs, Paish led the doubling of its market presence through two of the largest acquisitions in the Canadian diagnostics sector. Paish sits on a number of boards including UBC Sauder’s Faculty Advisory Board; Business Council of British Columbia; United Way of the Lower Mainland; and the Greater Vancouver Board of Trade.

Bob Rennie
Executive Director and Founder, Rennie Marketing Systems
For over 42 years, Rennie Group has redefined the business of real estate, offering specialized sales, marketing intelligence, and information & technology services. Bob is also currently a member of the Tate International Council, Tate Modern London, Tate Americas Foundation, and serves as trustee for the Art Institute of Chicago and the School of the Art Institute of Chicago. Bob has received the Queen Elizabeth II Golden and Diamond Jubilee Medals, the Order of British Columbia and an honourary doctorate from Emily Carr University.
Daniel Skarlicki
Professor, Marketing & Behavioural Science, UBC Sauder School of Business
Skarlicki is an international thought leader in organizational behaviour and leadership development. Publishing research in the world’s top journals, he brings his knowledge and expertise into the classroom and applies it with enterprises such as Cathay Pacific, Vancity, ICBC, Glaxo and Rocky Mountaineer.

Christie Stephenson
Executive Director, Peter P. Dhillon Centre for Business Ethics
Stephenson’s business ethics expertise is rooted in the 15 years she spent at leading responsible and impact investing firms, including Sustainalytics and NEI Investments (Ethical Funds), prior to joining UBC Sauder in 2016. She has also spent more than two decades as a director of cooperatives, non-profit organizations, and private companies. She currently serves on the boards of Canadian Business for Social Responsibility (CBSR) and the UBC Staff Pension Plan, as well as the governance committee of BlueShore Financial.

Tamara Vrooman
President & CEO, Vancity
Vrooman led Vancity, Canada’s largest community credit union, to become the first carbon-neutral financial institution in North America, the largest private-sector living wage employer in Canada, and one of the first mainstream financial institutions to launch an alternative to predatory payday loans for members. Under Vrooman’s leadership the credit union has grown by over 60 per cent to become Canada’s 10th largest financial institution.

Katherine White
Academic Director, Peter P. Dhillon Centre for Business Ethics
White is a recognized expert in the field of Marketing Research and in 2015, was honored as one of the top 5 Marketing Researchers in the world by the American Marketing Association. White currently sits on the editorial review boards of numerous Journals and has consulted on various behaviour-change projects with clients such as The City of Calgary, Health Canada and BC Women’s Hospital. Kate’s industry collaborations tend to focus on uncovering behavioural insights and shifting consumers towards various types of positive behaviour change.