2019 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

I. **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

I. **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.
The Peter P. Dhillon Centre for Business Ethics at UBC Sauder School of Business had another busy year in 2019. Its initiatives addressed topics including pro-social consumption, professional ethics, responsible investing, social finance, and philanthropy, among others.

The Centre continued to collaborate with other UBC Sauder units, university centers, business and professional associations, and student-led organizations. It also benefitted from the expertise and involvement of Carol Liao, the Dhillon Centre’s UBC Sauder Distinguished Scholar and an Assistant Professor at the UBC Allard School of Law.

The Centre also pursued a variety of research-related activities throughout the year, continued to be a trusted advisor and collaborator with business, engaged actively with students, and been a frequent source for media on responsible business topics.

The year’s most significant initiative was the Dhillon Centre’s “Business for Social Good Conference”, which attracted 110 business professionals and 70 professors and students from across North America.

As it has been since inception, the Centre has received support from the Dean and senior leadership team at UBC Sauder, as well as the Centre’s Advisory Board of prominent business leaders, and assistance by several outstanding UBC Sauder students working for the Centre.

Katherine White, Dhillon Centre Academic Director

Christie Stephenson, Dhillon Centre Executive Director
By 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 2019, the Dhillon Centre hosted several research events, from single speaker talks to its two-day conference “Business for Social Good Conference”, which featured presentations on research findings from dozens of academics from across North America.

The Centre was also able to leverage the research productivity of both its Academic Director, Kate White, and its UBC Sauder Distinguished Scholar, Carol Liao. Both continued to be prolific in terms of published research, successful grant applicants, and frequent speakers to academic research audiences.

In addition, for the first time, the Centre offered research grants to students and academics through its Business for Social Good Research Grant, which supports innovative, early stage research that examines how business can be a force for social good. This year’s first place winner was PhD student Rishad Habib and advisor David Hardisty for research on “Deciding between Charitable Organizations: The Role of Discrepancies in Amount Raised.”
Research Talk by Kate White
February 2019

The Dhillon Centre hosted a research talk by Academic Director Kate White on using the SHIFT framework to encourage sustainable consumer behavior changes. The talk touched upon ways to decrease consumption, promote more sustainable choices and encourage more efficient use and disposal of products.

Research Talk by Remi Trudel
August 2019

Remi Trudel, hosted by the Dhillon Centre for Business Ethics, presented on “Framing Everyday Behaviors as Addictive Undermines Perceived Control.” Trudel discussed consumer well-being and decision making in sustainability, health and diet, and personal finance.

Business for Social Good Research Grant
September 2019

The “Business for Social Good Grant” supports innovative, early stage graduate student research that examines how business can be a force for social good. This year’s first place winner was PhD student Rishad Habib and advisor David Hardisty for research on “Deciding between Charitable Organizations: The Role of Discrepancies in Amount Raised.”
Guest Associate Editor, Journal of Marketing (2019), Special Issue on Marketing and For a Better World (White)

White, K., Hardisty D., and Habib, R. (2019), "5 ways to shift consumers towards sustainable behaviour" The Conversation


Co-Editor, Special Issue of Journal of the Association for Consumer Research on the Prosocial Consumer (White)


Presentations

Presenter, “Corporate Social Responsibility Rephrased as Risk: Fiduciary Duties and Climate Change in a Shifting Legal Landscape,” Singapore Management University School of Law, Singapore (Liao)

Presenter, “State Sponsored Branding and the Erosion of Implicit CSR: B Corporation and the International Lobbying of Benefit Entity Statutes” in Colloque international, Mission des entreprises, intérêt social et devoirs des administrateurs, Université Laval, Québec City (Liao)

Panelist, “Benefit Corporation (or Not)? Establishing and Maintaining Social Impact Business Firms”, Southeastern Association of Law Schools Annual Conference, Boca Raton, FL (Liao)

Presenter, “#MeToo, the Boardroom, and Organizational Change,” Canadian Law and Society Association Annual Conference, UBC Allard School of Law (Liao)

Keynote Speaker, “Behavioural Insights for Diversity, Inclusion, and Equity”, UBC Diversity and Equity Office (White)

Presenter, “Everybody Thinks We Should but Nobody Does: How Descriptive and Injunctive Norms Motivate Organ Donor Registration,” Society for Consumer Psychology Conference, Huntington Beach, CA (White)


Distinguished Speaker, “SHIFT: A Framework for Changing Sustainable Consumer Behaviours for Good”, University of Western Ontario (White)

Presenter, “The Transcendent Self: The Influence of Exposure to Nature on Self-Serving Versus Pro-Social Consumption,” Association for Consumer Research, Atlanta, GA (White)

Presenter, “Feeling Bad for the Brand: Customer Empathetic Responses toward Brands Being Treated Unfairly,” Association for Consumer Research, Atlanta, GA (White)
Presentations

Presenter, “A Little Piece of Me: The Impact of Mortality Salience on Donations,” Association for Consumer Research, Atlanta, GA (White)

Presenter, “How Crowdfunding Shifts Consumer Preferences Toward Social Good Products,” American Marketing Association, Consumer Behavior Special Interest Group Bern, Switzerland (White)


Wharton School of Business, University of Pennsylvania, “The Role of Perceived Transcendence in Charitable Giving,” 2019 (White)

Rice University, “The Role of Perceived Transcendence in Charitable Giving,” 2019 (White)

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

Awards

• UBC Killam Research Award (White)
• Sauder Senior Award for Research Excellence (White)
• Ranked number 15 world-wide for publications in the A-level marketing journals (White)
• Journal of Consumer Psychology Best Reviewer Award (White)
In 2019, the Dhillon Centre continued to offer a variety of opportunities for students to be exposed to concepts of responsible business.

The Centre hosted several events for students during the year related to ethics, sustainability, and business responsibility.

The Centre also sponsored and coached UBC Sauder’s CFA Canadian Ethics Challenge teams in 2019. In addition, the Centre sponsored and managed a team for the Milgard Invitational Case Competition on Social Responsibility and was thrilled that UBC Sauder’s four undergraduate students from UBC Sauder - Brielle Man, Neekita Bhatia, Marian Lee and Theo Guevara - placed first in this international competition.

The Dhillon Centre was also active in advancing the inclusion of responsible business topics for students by providing guest lectures for numerous UBC Sauder classes and UBC courses in other faculties both at the undergraduate and graduate level.

As well, the Centre’s academic director developed and delivered a new executive education course for UBC Sauder “Influencing Behavioural Change for the Public Good” and the Centre’s executive director delivered training on ethics for board members through Directors College and for accountants through the Chartered Professional Accountants of Canada (BC).
CFA Ethics Challenge
January 2019

The Dhillon Centre managed a team of students in the 2019 Chartered Financial Analyst (CFA) Ethics Challenge provincial competition. The team members were Margot Leroux, Joshua Ting, Jennah Wahab, Felicity Wang, and Shukai Zhang.

Talk on “Global Trends in ESG Investment Integration” by Monika Freyman, CFA
February 2019

The Dhillon Centre hosted a talk by Monika Freyman, Director of Investor Engagement at Ceres in Boston. Freyman discussed why and how many investors are deciding to integrate ESG issues into their portfolio process, as well as addressing major ESG trends and various career paths in this field.

Corporate Social Responsibility Case Competition
March 2019

The Dhillon Centre managed the winning team at the 8th Annual Milgard Case Competition on Social Responsibility in Seattle. The competition challenged students to tackle complex cases on real-world businesses’ CSR initiatives. The team members were Neekita Bhatia, Theo Guevara, Marian Lee, and Brielle Man.
UBC Sauder Philanthropy Program Talks
March 2019

Christie Stephenson, Executive Director of the Dhillon Centre, presented a talk on “Corporate Philanthropy: Business, Responsibility and Giving” as part of the UBC SPP Speakers’ Series. In a second event, Joel Solomon, Founding Partner of Renewal Funds, presented a talk on “Finance for Social Change”, discussing how money can have a regenerative purpose.

Impact Investment & Sustainable Finance in Developing Countries Talk
September 2019

The Dhillon Centre and PH&N Centre for Financial Research co-hosted a talk by Christopher Clubb, Managing Director, Europe of Convergence Blended Finance. Clubb, a UBC Sauder Alumnus, discussed investment needs in developing countries to achieve Sustainable Development Goals.

Panel Event: A Step Beyond Business
November 2019

The Dhillon Centre and UBC Commerce Community Program co-hosted the panel event moderated by UBC Sauder students. Industry professionals provided practical insights on values-based businesses and highlighted opportunities for impact within not-for-profit business sectors.
The Dhillon Centre had another active year collaborating and engaging with the business community, policy makers, and the public, to advance discussion, disseminate new research, and share best practices regarding business ethics.

The Dhillon Centre both hosted events for the business community and also continued to participate in numerous external initiatives hosted by businesses, professional associations, and non-profit organizations as a presenter, panelist or expert advisor at dozens of business and industry events both in Canada and beyond.

The Dhillon Centre’s Business for Social Good Conference alone attracted 110 business professionals in addition to 70 professors and students. It featured “Ted-style” talks by responsible business thought leaders.

The Dhillon Centre also supported a number of events including a seminar series, “Mining and Mineral Extraction in a New Global Landscape”, which it co-hosted with the UBC School of Public Policy and Global Affairs, Norman B. Keevil Institute of Mining Engineering, UBC Allard Centre for Business Law, and the Liu Institute for Global Issues.

As well, the Centre’s executive director served as a judge for the Governance of Professionals of Canada’s Excellence in Governance Awards and participated as an expert with the Canada Climate Law Initiative (CCLI) Climate Governance Experts alongside the Centre’s UBC Distinguished Scholar.

The Centre continued to serve as a frequent source on responsible business for the media, being featured dozens of times in major news outlets on TV, radio and in print.
Community

Responsible Business & the Law
July 2019

The Dhillon Centre and Centre for Business Law at the Allard School of Law co-hosted the third annual roundtable event. Academics and practitioners presented on diverse areas of the law fueling rising expectations of business responsibility.

Business for Social Good Conference
September 2019

The Dhillon Centre for Business Ethics and UBC Sauder School of Business hosted a two day conference featuring a keynote by Robert Cialdini. Presentations from industry professionals and research academics focused on the question of how business can be used as a vehicle for social good and make a valuable impact on society.

Forum on Pension Fund Investing & Climate Change
October 2019

The Dhillon Centre co-hosted this panel event with several organizations including the Centre for Corporate Governance and Sustainability at SFU Beedie School of Business and the Centre for Business Law at UBC Allard School of Law. The panel discussed pension fund investment strategies that recognize climate driven risks and opportunities.
Presentations


Presenter, “Managing Risks in the Changing Landscape of Corporate Social Responsibility,” Fasken Symposium (Liao)

Spotlight Speaker, “The Purpose of the Corporation: Legal Myths and Legal Truths,” Dhillon Centre Insights into Business for Social Good conference (Liao)


Moderator, “Bracing the Storm: Climate Litigation Risk,” co-hosted by Chartered Professional Accountants of Canada, Dhillon Centre, UBC Allard Centre for Business Law, Canada Climate Law Initiative, and Pricewaterhouse Coopers (Liao)

Presenter, “Accountability, Responsibility and Leadership” Workshop at the 2019 UBC Student Leadership Conference (Stephenson)

Panelist, “Indigenous Initiatives Learning Community: Collaboration & Reciprocation” at UBC First-Year Educators' Symposium (Stephenson)

Presenters, “Finding Your Voice: Gender in the Workplace” event, UBC Sauder MBA Women in Business (Liao and Stephenson)

Panelist, “Canadian Leadership and Global Competitiveness”, Canadian Business for Social Responsibility conference (Stephenson)

Panelist, “The Power of Institutional Investors in Company Transformation”, CSR 5.0: Responsibility as a Driver of Corporate Performance Conference, Skytop Strategies

Presenter, “The S in ESG: Social Issues, Reputational Risk and Brand Value”, Conference Board of Canada Corporate Responsibility and Sustainability Institute (Stephenson)
Presentations

Moderator, “Business and Reconciliation: The Role of Investors in Supporting Call to Action 92” panel at the ‘Investing in Reconciliation and the Indigenous Economy: the Role for Institutional Investors’ conference hosted by the Shareholders Association for Research and Education (SHARE) and the National Aboriginal Trust Officers Association (NATOA), Ottawa (Stephenson)

Panelist, “Purpose and Profit,” Institute of Corporate Directors (Stephenson)

Presenter, “Engaging Organizational Leaders on Climate Risk,” Conference Board's Corporate Responsibility and Sustainability Council, Calgary (Stephenson)


Plenary Speaker, “How to SHIFT Society Towards Sustainable Energy Use Behaviors,” Shell and SustainAbility Powering Progress together Conference, San Francisco, CA (White)

Co-host and closing speaker, BIG Difference for BC Conference (White)

Speaker, “Charity Avoidance: When Consumers Walk Away (and When They Won't),” BIG Difference for BC Conference (White)

Speaker, “How To SHIFT Consumer behaviours To Be More Sustainable,” BIG Difference for BC Conference (White)
Media

Quoted in article, “No Shadow on City’s Choice of SNC-Lavalin Says Anti-Corruption Expert,” Ottawa Citizen, 22 February, 2019 (Stephenson)

Featured, “Reaction continues to reversal of Kamloops Chamber of Commerce’s hiring decision,” CBC News Radio, March 2019 (Stephenson)

Quoted, “Amid calls for further action, Board of Governors votes to double contribution to UBC’s sustainable endowment fund,” 19 April, The Ubyssey (Stephenson)

Co-authored, “It’s time to make Canada a leader in sustainable finance,” National Observer, 18 April, 2019 (Stephenson)

Quoted, “Canada Falls Behind on Climate Risk Reporting, Sustainable Finance,” The Energy Mix, 5 May, 2019 (Stephenson)

Quoted, “Young entrepreneurs gather in Vancouver, eager to change the world,” CBC, 11 May 2019 (Stephenson)


Quoted, “Saie reaps benefits from rise in natural products demand,” Vancouver Sun, 10 June 2019 (White)

Quoted, “The right cause: When giving at the cash register makes sense,” Vancouver Sun, 10 June 2019 (White)

Quoted, “The Powerpoint that got a climate scientist disinvited from a Shell Conference,” The Incercept, 5 July 2019 (White)

Quoted, “Investing in the Next Generation of Governance,” Director Lens, Institute of Corporate Directors, 19 August 2019 (Liao)

Community

Media

Quoted, “5 ways to shift consumers towards sustainable behaviour,” GreenBiz, 21 August 2019 (White)

Co-authored, “Canadian mining companies key players in Mexico’s move to sustainable development,” The Globe and Mail, 15 September 2019 (Stephenson)

Quoted, “MEC to close its doors across the country as climate strikes hit Canada,” CBC, 20 September 2019 (Stephenson)

Quoted, Vancouver social enterprise competition coverage, CBC Radio News, 21 September 2019 (Stephenson)

Quoted, Climate strikes coverage, CBC Radio News, 23 September 2019 (Liao and Stephenson)

Quoted, Climate strikes coverage, CBC TV News, 23 September 2019 (Stephenson)


Quoted, “‘A strong odour of status quo’: Understanding fossil fuel divestment at UBC,” The Ubyssey, 30 October, 2019 (Stephenson)

Quoted, “Harley unveils new electric motorcycle,” CTV News, November 2019 (Stephenson)

Quoted, “Two B.C. investment funds save millions by ditching fossil fuels,” The Thunderbird, 20 November 2019 (Stephenson)

Quoted, “4 Ways to Green Your Online Shopping,” Chatelaine Magazine, 26 November 2019 (Liao and Stephenson)

Quoted, “Encouraging Consumers to Switch to Reusable Bags,” The Globe and Mail, 5 December, 2019 (White)

Quoted, “Calgary investment platform The51 aims to boost funding for women-led businesses,” The Globe and Mail, 16 December 2019 (Stephenson)

Quoted, Commentary on sustainable gift-giving, Fairchild TV, 16 December 2019 (White)
Media

Quoted, Commentary on sustainable gift-giving, *CFAX Calgary*, 17 December 2019 (White)


One-on-one interview in on-air episode of *CBC on the Coast with Gloria Macarenko, “SNC-Lavalin Case,”* 19 December 2019 (Liao)

Quoted, “Why we put climate concerns on hold for the holiday season,” *CBC*, 24 December 2019 (White)

Quoted, “Reusable bags may not be the panacea to too much plastic,” *Globe and Mail*, 26 December 2019 (White)


UBC Sauder Coverage

*Planet before profits: UBC Sauder conference explores how social good is the new bottom line for businesses*

*UBC Sauder team wins case competition on social responsibility*

*Thinking beyond the bottom line: UBC Sauder panel explores how to maximize social impact, inside and outside of traditional businesses*

*UBC leads the way in new global university impact rankings*

*UBC Sauder graduate discusses benefits of blended finance and impact investing*

*Exploring ethics and sustainability at third annual Roundtable on Responsible Business and Law*

*UBC Sauder’s Katherine White wins award as one of UBC’s outstanding researchers*

*Soon-to-be graduates encouraged to amplify female voices in the workplace*

*UBC ranks first in Canada and 25th in the world for business and economics degrees*
Christie Stephenson is the Executive Director of the Dhillon Centre at UBC Sauder

Katherine White is the Academic Director of the Dhillon Centre and Professor of Marketing and Behavioural Science at UBC Sauder

Carol Liao is a UBC Sauder Distinguished Scholar at the Dhillon Centre, an Assistant Professor at the Peter A. Allard School of Law, and the Director of the UBC Allard Centre for Business Law
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Noahm Rozen
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