2020 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.
As with the most of the world, there were big changes in how the work of the Dhillon Centre was carried out in 2020. What remained constant was the Centre’s focus on pro-social consumer behavior, professional ethics, responsible investing, diversity and corporate purpose.

Although all forms of collaboration moved online in March, the Centre continued to work with other UBC Sauder units, across UBC campus and with academic, business and professional associations across Canada and North America. The Centre also benefitted from the expertise and involvement of individuals such as Dr. Carol Liao, the Dhillon Centre’s UBC Sauder Distinguished Scholar, an Assistant Professor at the UBC Allard School of Law, Director of the UBC Allard Business Law Centre and Co-Principal Investigator of the Canada Climate Law Initiative.

The Centre continued to expand its research impact, including the second annual offering of its Business for Social Good research grant program. The Centre also supported business and professional ethics student case competitions and offered timely multi-stakeholder events on responsible business themes. As well, it continued to be a trusted advisor and collaborator with business and a frequent source for media on responsible business topics.

While no one can know what 2021 holds for the business community and the world, what is clear is that the Centre’s mission is more relevant than ever and we look ahead with great excitement about the role the Centre can continue to play,

Christie Stephenson, Dhillon Centre Executive Director

Katherine White, Dhillon Centre Academic Director
Pillar 1: Research

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.

Throughout 2020, the Centre’s Academic Director, Katherine White, and UBC Sauder Distinguished Scholar, Carol Liao continued to have tremendous impact through their prolific published research, successful grant funding, and as frequent speakers to academic research audiences.

During the year, the Dhillon Centre hosted research events, and for the second time, offered research funding 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.
**Business for Social Good Grant**

September 2020

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 Oludolapo Makinde and advisor Carol Liao, for research on “Combating Corruption for Stakeholders and Social Good: From Canadian Multinationals to Global South State-Owned Enterprises”.

**Conservation Finance and Effective Governance Webinar**

September 2020

Public webinar on conservation finance and effective governance featuring G.L. Terri-Lynn Williams-Davidson, Dr. Peter Arcese and Dr. Amanda D. Rodewald, which was co-hosted by the Dhillon Centre for Business Ethics at UBC Sauder.

**The Moral Psychology of Misinformation**

October 2020

Research talk by Dr. Daniel Effron, Associate Professor of Organisational Behaviour at the London Business School, who was joined by discussant Dr. Karl Aquino, Richard Poon Professor of Organizations and Society at UBC Sauder School of Business. The event was hosted by the Dhillon Centre.


Dunn, L. H., White, K., and Dahl, D. W. “A Little Piece of Me: hen Mortality Reminders Lead to Giving to Others,” Accepted, *Journal of Consumer Research*


Habib, R., Hoegg, J., White K. (2020), Everybody Thinks We Should but Nobody Does: How Descriptive and Injunctive Norms Motivate Organ Donor Registration, Revise and Resubmit and *Journal of Consumer Psychology*

Habib, R., White, K., Hardisty, D. J., and Zhao, J. (in press), "Shifting Consumer Behavior to Address Climate Change," Accepted, Current Opinion in Psychology.
Publications (cont…)


Research

Presentations

Presenter, “Corporate Climate Governance” in “Lawyering in the Age of Climate Change,” hosted by the Stanford Law Review, Stanford University, Stanford CA, 3-4 April 2020 (Liao)

Keynote Speaker, “How Can Marketers Encourage Consumers to Embrace Brands that Do Well by Doing Good?” MSI Consumer Behavior Conference on Brand Accountability, Boston (White)


Presenter and Roundtable Participant, “Culture, Equity, Diversity and Inclusion” to the Committee on the Future of Corporate Governance led by the Institute of Corporate Directors and TMX Group, via Zoom, 7 October 2020 (Liao)

Featured Expert, “Equity, Diversity and Inclusion in Leadership,” Special Presentation to the Board of Directors and Executive Officers of Bard on the Beach (with Shona McGlashan), via Zoom, 18 November 2020 (Liao)

Featured Expert, “Equity, Diversity and Inclusion in Leadership,” Special Presentation to the Board of Directors and Executive Officers of the David Suzuki Foundation (with Shona McGlashan), via Zoom, 29 October 2020 (Liao)

Featured Expert, “Anti-Racism in Governance,” Special Presentation to the Board of Directors and Executive Officers of Longview Communications Inc. (with Shona McGlashan), via Zoom, 23 October 2020. (Liao)
Grants Funding

Principal Investigator, Social Sciences and Humanities Research Council Connection Grant: “Behavioural Insights into Business for Social Good”: $24,945 (White)

Principal Investigator, Social Sciences and Humanities Research Council Project Development Grant: “Sustainable Behavioural Insights: Developing a Framework for Nudging Long-Term Behaviour Change” $196,000 (White)

Principal Investigator, Social Sciences and Humanities Research Council Insight Grant: “Using Marketing Communications to Encourage Prosocial Consumer Actions When Ingroup Norms are Low,” successful: $167,020 (White)

Co-Applicant, UBC Cluster Grant: “Decision Insights for Business and Social Good” – successful $99,746 (White)

Co-Applicant, Social Sciences and Humanities Research Council Insight Grant: “Transitioning to Good: When is Striving to be an Ethical Business as Good as Being One,” successful: $54,917 (White)

Co-Applicant, “International Research Roundtable Grant – “Time for Hope: Developing Innovative Ideas for Moving to a Net Zero Carbon Economy” successful $10k Peter Wall Institute for Advanced Studies (Stephenson)

Principal Investigator, UBC Sauder School of Business: “Business for Social Good Grant,” successful: $4k (Liao)

Principal Investigator, UBC Sauder School of Business: “Corporate Sustainability Law,” successful: $15k for three year renewal (Liao)

Co-principal Investigator, The JW McConnell Foundation: “Canada Climate Law Initiative,” successful: $450k over 3 years (Liao)

Co-principal Investigator, Ivey Foundation: “Canada Climate Law Initiative,” successful: $75k over 3 years (Liao)

Co-principal Investigator, The Jarislowsky Foundation: “Canada Climate Law Initiative,” successful: $150k over two years (Liao)

Co-principal Investigator, Trottier Foundation: “Canada Climate Law Initiative,” successful: $50k over two years (Liao)

Co-principal Investigator, North Family Foundation: “Canada Climate Law Initiative,” successful: $50k over two years (Liao)

Collaborator, UBC Grants for Catalyzing Research Clusters: “Decision Insights for Business & Society,” successful: $200k over two years (Liao)
Editorships

Guest Associate Editor, Journal of Marketing 2019-2020 Special Issue on Marketing and For a Better World (White)

_Innovating Business for Sustainability: Regulatory Approaches in the Anthropocene_ (co-edited with Aikaterini Argyrou and Beate Sjåfjell) (Edward Elgar, forthcoming 2021) (Liao)

_Corporate Social Responsibility and the Law from the Next Generation of Lawyers_ (McGill-Queen’s University Press, forthcoming 2021) (Liao)

Other

Experts, Canada Climate Law Initiative (CCLI) Climate Governance Experts, a cross-disciplinary research initiative seeking to develop strategies to encourage meaningful governance action by directors and other fiduciaries in the transition to a low-carbon economy (Liao and Stephenson)

Member, Research Group on Companies, Markets, and Society, University of Oslo, Norway, 2020-Present (Liao)

Academic Fellow, _Seoul Corporate Governance Forum_, Seoul National University, Seoul, Korea, 2018-Present (Liao)

Steering Committee Member, _Themis International Network of Female Business Scholars_, University of Oslo, Norway, 2016-Present (Liao)
Pillar 2: Students

In 2020, the Dhillon Centre continued to offer a variety of opportunities for students to be exposed to concepts of responsible business.

The Centre sponsored and coached several UBC Sauder student teams for business and professional ethics case competitions. Specifically, it supported teams for the 2020 CFA Ethics BC Provincial Challenge in Vancouver, the 2020 Milgard International Invitational Case Competition on Social Responsibility in Tacoma Washington, and the 2020 Ted Rogers Virtual Ethical Leadership Case Competition.

The Dhillon Centre was advancing the inclusion of responsible business topics for students by providing guest lectures for dozens of UBC Sauder classes and UBC courses in other faculties both at the undergraduate and graduate level. As well, it hosted events for students related to responsible business and corporate purpose.
Students

CFA Ethics Challenge
January 2020

The Dhillon Centre managed a team of students in the 2020 Chartered Financial Analyst (CFA) Ethics Challenge provincial competition. The team members were Joshua Hung, Christine Mohan, Ghazal Farshchian, Gaby Fekete and Erwin Hsiung.

Corporate Social Responsibility Case Competition
February 2020

The Dhillon Centre managed the winning team at the 9th 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 Emielia Dahl-Sam, Megan Yakabuski and Chelsea Leong.

Ted Rogers Case Competition
November 2020

The Dhillon Centre managed a team of students in the 2020 Ted Rogers Case Competition hosted virtually on November 14th. The team placed third and members included Brendan Smith, Benson Yang, Cathie Ji, and Sarah Farag.
The Social Purpose of Business
May 2020

The Dhillon Centre collaborated with Mary Ellen Shaafsma, Director of the Social Purpose Institute at the United Way of the Lower Mainland to host a virtual student roundtable event regarding social purpose. Students include: Luk Pham, Emielia Dahl-Sam, and Joseph Lyons as student panelists, and Chelsea Leong as moderator.

Responsible Investment Trends in Corporate Governance
January 2020

The Dhillon Centre for Business Ethics at UBC Sauder and the UBC Allard Centre for Business Law co-hosted “Responsible Investment Trends in Corporate Governance” by Ravipal Bains, an Associate at McMillan law firm.
2020 was a year in which there was tremendous interest from the business community in the expertise of the Dhillon Centre. It was another active year collaborating and engaging with business leaders, policy makers, and the public, to advance discussion, disseminate new research, and share best practices related to responsible business.

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 Centre was honoured to receive a special citation from BC Business Magazine for its inaugural Business of Good Award during 2020.

Major TV, radio and print media outlets continued to rely on the Centre as a source on responsible business issues throughout the year and it was another year when these topics continued to be of tremendous interest to the business community and the public.
Community

Speaking Engagements


Presenter, “Green Investing,” hosted by Temple Shalom, Vancouver BC, 12 January 2020 (Stephenson)

Featured Expert, “Canada and the SDGs: Sharing Insight from Canada Executives and Leaders,” Webinar by Competent Boards, 11 February 2020 (Liao & Stephenson)


Panelist, “Governance Strategies on Climate Change and Financial Risk,” Continuing Legal Education of BC’s Corporate Governance 2020, 27 February 2020 (Stephenson)


Keynote speaker, “Encouraging Sustainable Consumer Behaviors,” Globescan Seminar, 4 June 2020 (White)

Key Note Speaker, “How Can Marketers Encourage Consumers to Embrace Brands that Do Well by Doing Good?”, MSI Consumer Behavior Conference on Brand Accountability webinar, 10 June 2020 (White)


Presenter, “Advancing the Climate Agenda: University Collaboration in the Investment Ecosystem,” hosted by Canada Climate Law Initiative, “Post-Pandemic Opportunities for a Sustainable Society Webinar,” 30 June 2020 (Stephenson)
Speaking Engagements (cont…)

Moderator, “Climate Governance and Fiduciary Obligation,” Canadian Female Corporate Law Professors Workshop, 8 July 2020 (Liao)


Moderator, “Increasing Diversity Amongst Board Directors and Improving Board Relevance – A Global Opportunity,” hosted Responsible Investor Canada, Virtual, 16 September 2020 (Stephenson)

Moderator, “Conversation Finance and Effective Governance Webinar,” co-hosted with Canada Climate Law Initiative, Peter Wall Institute for Advanced Studies, Centre for Business Law, Peter A. Allard School of Law, University of British Columbia and Cornell University, “Time for Hope: Developing Innovative Ideas for Moving to a Net Zero Carbon Economy,” Virtual, 16 September 2020 (Stephenson)

Co-Organizer and Chair, “Indigenous Green Energy Projects” in “Post-Pandemic Opportunities for a Sustainable Society,” e-conference hosted by the Canada Climate Law Initiative, 16 September 2020 (Liao)

Chair, “Conversation Finance Policy Roundtable,” co-hosted with Canada Climate Law Initiative, Peter Wall Institute for Advanced Studies, Centre for Business Law, Peter A. Allard School of Law, University of British Columbia and Cornell University, Virtual, 16 September 2020 (Stephenson)

Panelist, “Governance Solutions for Uncertain Times,” hosted by the Canadian Leadership Congress, “Challenge of Change Forum,” Virtual, 1 October 2020 (Stephenson)

Panelist, “Climate Change and the Role of Boards in the Transition in a Low Carbon Economy,” hosted by Governance Professionals of Canada, “Annual Corporate Conference 2020,” Virtual, 7 October 2020 (Stephenson)

Presenter, “Webinar: Responsible Investing for Beginners,” hosted by Her Dollars and Sense, 14 October 2020 (Stephenson)

Panelist, 1st Annual Canadian Sustainable Finance Network (CSFN) Conference “Integrating Social Finance into Mainstream Finance Curriculum” 22 October 2020 (Stephenson)
Speaking Engagements (cont…)

Keynote speaker, “Board Service as Knowledge Philanthropy,” Finding Philanthropy in Business event, hosted by Young Women in Business (YWiB) at the University of British Columbia (UBC), Virtual, 12 November 2020 (Stephenson)

Panelist, “Connecting Feminist Approaches to Business and Human Rights” hosted by the Danish Institute for Human Rights, via Microsoft Teams, 26 November 2020 (Liao)

"How Relative Distance from Fundraising Goals Can Increase Charitable Giving," Society for Judgment and Decision Making, with Rishad Habib and Dave Hardisty (White)

Keynote Speaker, “Behavioural Insights for Diversity, Inclusion, and Equity”, Diversity and Equity Office, 2020 (White)

Other

Judge, 2nd Annual BC Business of Good Awards, BC Business Magazine, December 2020 (Liao)

Member, BC Securities Commission Corporate Finance Stakeholder Forum (Stephenson)

Climate Governance Experts, Canada Climate Law Initiative (Liao & Stephenson)
Co-Hosted Events

“Children’s Rights and the Mining Sector,” co-hosted with the School of Public Policy and Global Affairs (SPPGA), the UBC Allard Centre for Business Law, and Canadian International Resources and Development Institute (CIRDI), as part of the Cross Campus Seminar Series, “Mining and Mineral Extraction in a New Global Landscape,” Vancouver BC, 22 January 2020

“The Climate Crisis: Is the Financial Sector a Friend or a Foe?,” co-hosted with the UBC School of Public Policy and Global Affairs (SPPGA), the UBC Allard Centre for Business Law, and Canadian International Resources and Development Institute (CIRDI), as part of the Cross Campus Seminar Series, “Mining and Mineral Extraction in a New Global Landscape,” Vancouver BC, 10 February 2020

“Bracing the Storm: Climate Litigation Risk,” co-hosted with the Chartered Professional Accountants of Canada, Canada Climate Law Initiative, UBC Allard Centre for Business Law, and PricewaterhouseCoopers, Vancouver BC, 13 February 2020

“North-South, Arts, Business, and Governance,” co-hosted with Canada Climate Law Initiative, Peter Wall Institute for Advanced Studies, Centre for Business Law, Peter A. Allard School of Law, University of British Columbia and Cornell University, as part of “Time for Hope: Developing Innovative Ideas for Moving to a Net Zero Carbon Economy,” Webinar, 17 September 2020

“Pension Funds and the Transition to a Low-Carbon Economy: Are Canada Public Funds Doing Enough?,” with Canada Climate Law Initiative, Peter Wall Institute for Advanced Studies, Centre for Business Law, Peter A. Allard School of Law, University of British Columbia and Cornell University, as part of “Time for Hope: Developing Innovative Ideas for Moving to a Net Zero Carbon Economy,” Webinar, 18 September 2020
Media Quotes and Coverage

“The Business of Good 2020: Special Citation,” BC Business, 4 March 2020 (Stephenson)

“How The COVID-19 Pandemic Will Change the Way We Live,” Discover Magazine, 17 April 2020 (White)

“Retail apocalypse? B.C. stores don’t know if shoppers will return,” CTV News, 22 April 2020 (White)

Live interview in on-air episode of CBC on the Coast with Gloria Macarenko, “Racist Attack,” 24 April 2020 (Liao)

“The Pleasure and Peril of Snitching on Your Neighbours During a Pandemic,” CTV News, 26 April 2020 (White)

“Lynda Steele Show: Reporting Others’ Counter-normative COVID-19 Behaviours” CKNW, 27 April 2020 (White)


“How to Avoid the Greenwashing Trap,” Business of Fashion, 17 May 2020 (White)

“Billionaire Owner of Western Canadian Supermarket Chain Suggests He’s Powerless to Stop Worker Pay Cut”, Press Progress, 8 June 2020 (Stephenson)

“Helping Consumers Make Wiser Choices,” APA Monitor, 2020 (White)

“Study of 3,000 Consumers Proves Why Negative Reviews are Good for Business,” Inverse, 2020 (White)


“Our Research on Mortality and Donating Possession,” Radio News 1130, 8 July 2020 (White)

“The time is now to move beyond ESG questions to solutions” AMNe Microblogs, 5 August 2020 (Stephenson)

“Should Boards Have Been Consulted? Reviewing the Business Roundtable Pledge One Year Later,” Director Lens, Institute of Corporate Directors, 21 September 2020 (Liao)
Media Quotes and Coverage (cont…)

“Why Hootsuite’s retreat from deal with U.S. agency ICE may put other companies on notice,” The Star, 24 September 2020 (Stephenson)

“How to be a Sustainable Marketer,” via The Network for Business Sustainability, Vox, 1 October 2020 (White)

"Appealing to self-interest makes conservatives more accepting of coronavirus-prevention behaviors, study finds. “ PsyPost, 11 October 2020 (White)

"CDC wants you to wear a mask. That's to protect you and others - and to avoid new lockdowns," Washington Post, 12 October 2020 (White)

“Momentum Grows to Force Corporate Boards and Pension Plan Trustees to Disclose Climate Risks,” The Georgie Straight, 13 October 2020 (Liao)

"How to Make Halloween Less Wasteful“, The New York Times, 18 October 2020 (White)
"Taking a Stand: Four Steps to Creating and Marketing Authentic Brand Activism, Marketing Science Institute, 20 October 2020 (White)

"Study of 3,000 Consumer Proves Why Negative Reviews are Good for Business,” Inverse, October 2020 (White)

"Trends Analysis: Brands, Carbon Offsetting and eCommerce Delivery," Scalefast, 5 November 2020 (White)

"Here's Why Transparency is Key to Winning the EV Race," SHIFT Sustainability, 18 November 2020 (White)

“Appealing to self-preservation makes conservatives more likely to adhere to COVID-19 guidelines," The Ubyssey, 26 November, 2020 (White)

“Story on compassion by business in wake of customer with large unexpected bill,” CBC TV Vancouver News, 22 December, 2020 (Stephenson)

Story on compassion by business in wake of customer with unexpected phone bill, CBC Radio Vancouver News, 23 December, 2020 (Stephenson)

“Her husband was in hospital for 5 weeks, they stayed connected by phone but racked up a huge bill,” CBC News British Columbia online, 23 December, 2020 (Stephenson)
UBC Sauder Coverage

Katherine White and DIBS team receives 3-year funding grant for behavioural insights research work, UBC Sauder Insights, 4 August 2020 (White)

Social and environmental expectations are reshaping board governance, UBC Sauder Insights, 23 October 2020 (Liao and Stephenson)

More Republicans follow COVID guidelines when they're told it will protect themselves: study, UBC Sauder Insights, 2 November 2020 (White)

Crowdfunding can affect consumer product choices — especially when the products do good, UBC Business, Law & Society, 16 December 2020 (White)

Fighting Climate Change with Behavioural Insights, UBC Sauder Insights, 17 November 2020 (White)

Crowdfunding can affect consumer product choices — especially when the products do good, UBC Sauder Insights, 14 December 2020 (White)
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
Students Working at the Centre

Emielia Dahl-Sam
4th Year BCom
Operations & Logistics

Jennah Wahab
4th Year BCom
Finance

Noahm Rozen
5th Year BCom
Finance

Felicity Wang
3rd Year Bcom
Finance

Brielle Man
5th Year Bcom
Marketing

Judy Sin
5th Year BCom
Business Technology Management

Chelsea Leong
4th Year BCom
Marketing & Human Resources

Luk Pham
3rd Year BCom
Marketing
Advisory Board Members

Penny McIntyre
Board Director

Peter P. Dhillon
CEO, Richberry Group

Wendy Bach
Project Lead, Methanex Corporation

Bev Briscoe
Lead Director, Goldcorp Inc.; Chair of the Board, Ritchie Bros. Auctioneers

Until August 2020

Kim Baird
Owner, Kim Baird Strategic Consulting

Dale Griffin
Professor, Marketing & Behavioural Science, UBC Sauder School of Business

Sheila Biggers
President & CEO, JABC

The Honourable Wally Oppal, Q.C.
Senior Counsel, Boughton Law
Sue Paish
CEO, Digital Technology Supercluster
Until August 2020

Bob Rennie
Executive Director and Founder, Rennie Marketing Systems

Martin Thibodeau,
Regional Director, British Columbia, RBC Royal Bank

Tamara Vrooman
President & CEO, Vancity
Until August 2020

Daniel Skarlicki
Professor, Marketing & Behavioural Science, UBC Sauder School of Business

Katherine White
Academic Director, Dhillon Centre

Christie Stephenson
Executive Director, Dhillon Centre