

## CONFERENCE – EARTH WEEK KICK-OFF AT JMSB PRESENTED BY THE JOHN MOLSON EXECUTIVE CENTRE



### BUSINESS ETHICS & SUSTAINABLE DEVELOPMENT

#### AGENDA – April 20th from 9 am to 5 pm

##### Morning

###### **Business Sustainability & Competitive Advantage,** *Sanjay Sharma, Dean of JMSB*

- Sustainability at JMSB: Current & future initiatives
- Role of Business in Sustainability: What Does Sustainability Mean for Business?
- Sustainability: Related Risks to Revenues & Costs
- Sustainability: Related Risks to Competitive Advantage
- Creating Sustainable Value
- Generating Competitive Advantage

###### **Environmental Accounting: a Component of Corporate Social Responsibility,**

*Charles Cho*

- Importance of “environmental accounting” and corporate social responsibility (CSR)
- Background, definitions and concepts related to environmental accounting
- Reactions & responses: is such a combination possible?
- Disclosure of environmental information in financial reports
- Accounting standards related to environmental liabilities
- Measurement of environmental performance
- Link between the accounting profession and the environment

##### Afternoon

###### **Environmental Performance: Good Ethics or Good Business?**

*Michel Magnan*

- Interface between a firm’s financial interests and considerations, its environment performance and business ethics as they relate to the environment
- Environmental performance of business organizations: increasingly monitored by investors and other stakeholders
- Is environmental performance driven uniquely by the need for firms to appear ethical and responsible or is there a more fundamental business reason underlying the drive for good environmental performance?
- Relationship between a firm’s environmental performance and its financial performance or ability to raise funds
- Interaction between a firm’s capital investment program and its environmental performance
- Financial consequences from unethical actions

###### **Sustainable Development: Challenges & Advantages,**

*Philippe Colas*

- Realities pushing for sustainability
  - ✓ Government
  - ✓ Resources
  - ✓ Consumer
  - ✓ Competition
- Main objections towards the set up of a sustainability strategy in small and large organizations
- Vectors of change for the set up of a sustainability strategy in small and large organizations
- Strategies for the set up of a sustainability strategy in small and large organizations
- Conclusion

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### SPEAKERS



**Sanjay Sharma** - As the Dean of the JMSB, Sanjay Sharma is also Professor of Strategy and Sustainability and the Director of a cross-university Centre for Responsible Organizations at the School of Business and Economics, Wilfrid Laurier University, Waterloo, Canada. He is pioneer in the field of sustainability and consults on corporate sustainability for several Fortune 500 corporations, international governments, and international organizations such as the World Bank and the International Finance Corporation.



**Charles Cho** – Holding a PhD in Business Administration, Dr. Cho has worked for KPMG LLP and other accounting firms for the past several years in auditing and taxation prior to teaching Accounting at the JMSB. His research interests are Social and Environmental Accounting; Corporate Social Responsibility; Accounting and Public Policy; Professional and Corporate Governance Regulation; and Accounting and the Public Interest. In addition, his work has been presented at various international conferences.



**Michel Magnan** - Dr. Magnan is a Professor at the JMSB and is the Lawrence Bloomberg Chair in Accountancy. His teaching and research interests include financial reporting, mergers and acquisitions, management control, corporate disclosure strategies, performance management, and business ethics. He is the coauthor of more than 60 journal publications, both in North America and in Europe. He is Education Editor for CA Magazine and Editor-in-chief of Contemporary Accounting Research.



**Philippe Colas** - Philippe Colas has been teaching Marketing at JMSB since 1991. He has a very strong interest in the subjects of business sustainability, business ethics and corporate social responsibility, which he includes in the various courses he teaches. He has been one of the initiators and is the faculty representative of the John Molson Sustainable Business Group and has been strongly promoting sustainability at Concordia University. He holds a Master in Chemical Engineering from McGill University and a MBA from Queen's University.

**Attendance** \$400 per person  
\$320 for **CMA, CA** and **PMI** Members  
\$280 for Concordia Staff, Faculty and Alumni  
\$50 for Students

**Time** April 20, 9 AM to 5 PM

**Location** Concordia University  
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