

Bond Business School

2017 - 2018 PRME Report



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CRICOS CODE 00017B

February 27, 2019

PRME Steering Committee
c/o PRME Secretariat
United Nations Global Compact Office
685 3rd Avenue, 12th Floor
New York, New York 10017

Dear PRME Steering Committee,

Re: Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, Bond Business School is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Regards,



Professor Terry O'Neill
Executive Dean

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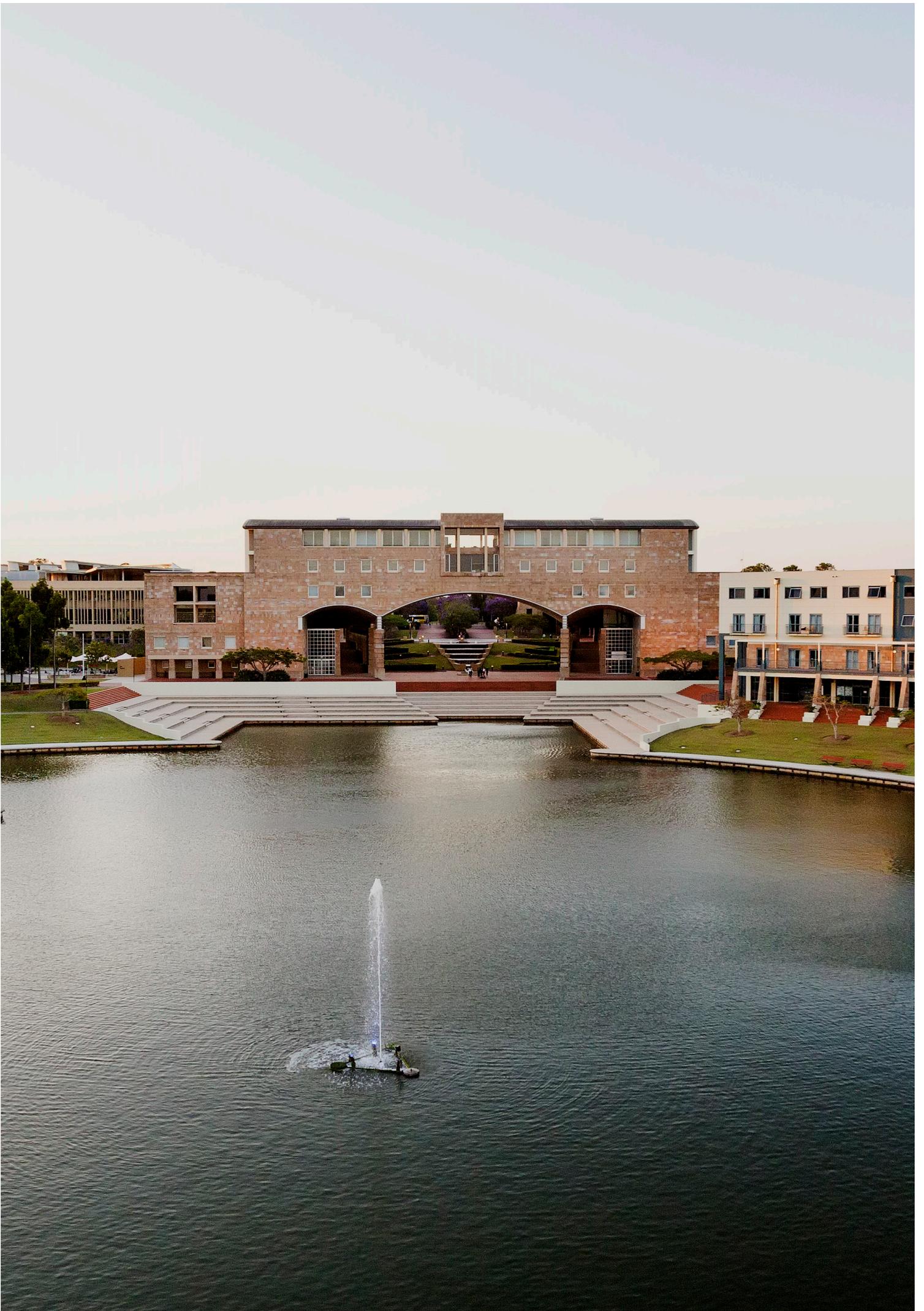
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Section A: Introduction

The Bond Business School (BBS) at Bond University signed up to the Principles of Responsible Management (PRME) in 2012. Since joining PRME, Bond Business School has reiterated its commitment to the six principles of PRME and strived to implement these principles through teaching programs, research activities, industry linkages and community outreach events. A committee of three academic staff members guide the School's initiatives in support of the PRME principles. This report details PRME related initiatives at Bond Business School in 2017-2018.

The report begins with the details of the completed goals from the 2015-2016 PRME report of Bond Business School. This is followed by a description of teaching and research activities, industry linkages and community outreach programs in the areas of business ethics, sustainability and corporate social responsibility (CSR) undertaken at Bond Business School in 2017 - 2018. These activities are reviewed in relation to addressing the six PRME principles. Finally, the goals of Bond Business School for 2019 - 2020 to further implement the six PRME principles are stated.



Section B: Completed Goals from PRME Report 2015 - 2016

The following goals of Bond Business School related to teaching and research in business ethics / sustainability / CSR that were listed in the 2015 - 2016 PRME report have been completed:

1. A FORMAL PRESENTATION ABOUT PRME WILL BE DEVELOPED AND DELIVERED TO ALL FACULTY.

In March 2018, a presentation on PRME was delivered to all Faculty members. This presentation was attended by the Faculty Executive and other faculty members. The presentation highlighted the six PRME principles and how Bond Business School is currently implementing these principles through its teaching curriculum and research. Faculty members were encouraged to continue delivering teaching materials and content in business ethics / sustainability / CSR and were also encouraged to pursue research in these areas. As part of the incentives to conduct research in these areas, faculty members were informed of the \$5,000 competitive grant available for research in business ethics / sustainability / CSR.

2. THERE WILL BE A CONTINUATION OF THE \$5,000 BUSINESS ETHICS / SUSTAINABILITY / CSR RESEARCH GRANT.

The \$5,000 grant for research in business ethics / sustainability / CSR was advertised to all Business School academic staff members in October, 2018 (see Appendix for the grant advertisement). A panel of three academic experts assessed the grant submissions. In December, 2018 the grant was awarded to Associate Professor Rafi M. M. I. Chowdhury for a project entitled, 'Consumer social responsibility: The roles of perceived income inequality and subjective socio-economic class'. The grant recipient will complete the project within one year of receiving the grant, will submit a manuscript based on this research to a highly ranked business ethics journal and will present the research findings in the Bond Business School Seminar Series.

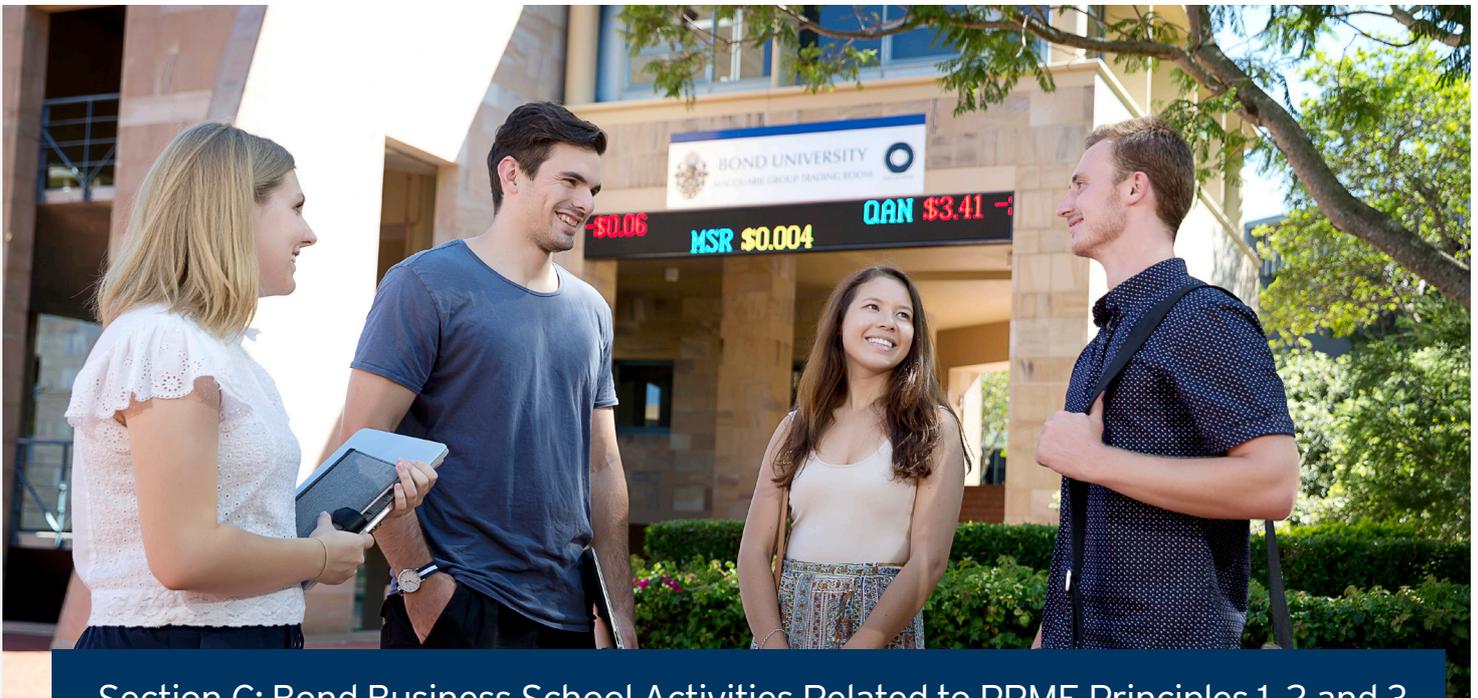
3. A FACULTY-WIDE SEMINAR COVERING BOTH RESEARCH AND PRACTICE IN ETHICS AND SOCIAL RESPONSIBILITY WILL BE ORGANISED.

The Bond University Sustainability Committee organizes several seminars each year on a range of topics related to sustainability. Assistant Professor Elizabeth (Libby) Sander of the Bond Business School is a member of the University Sustainability Committee. A University Sustainability Seminar to be presented by Associate Professor Collette Southam and Doctoral Candidate Manuel Siegrist of Bond Business School has been organized for March 2019. The seminar topic is "Embedding environment and sustainability into corporate financial decision-making". This will be presented to an audience of university staff, students and external stakeholders.

Several other presentations on ethics, CSR and corporate social responsibility were organized as part of the Bond Business School seminar series. These are discussed in Section D of this report.

4. EACH YEAR BOND BUSINESS SCHOOL WILL CONDUCT A SURVEY OF HOW ACADEMIC STAFF ARE INCORPORATING ETHICS, SUSTAINABILITY AND CSR ISSUES INTO THEIR SUBJECTS. THIS DATA WILL PROVIDE INFORMATION AS TO HOW THE SCHOOL MIGHT INCREASE THE INTEGRATION OF THESE TOPICS WITHIN APPROPRIATE SUBJECTS TAUGHT AT THE SCHOOL.

Surveys of academic staff members at Bond Business School were conducted in December 2017– January 2018 and in January 2019 – February 2019 in order to record teaching activities related to business ethics, sustainability and corporate social responsibility. These surveys also gathered information on research in these areas. The results of the latest survey are discussed in Section C and Section D of this report.



Section C: Bond Business School Activities Related to PRME Principles 1, 2 and 3

Principle 1 (Purpose), Principle 2 (Values) and Principle 3 (Method) are related to teaching and learning activities with a focus on ethics, sustainability and social responsibility. The principles are stated below:

PRINCIPLE 1 (PURPOSE)

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and work for an inclusive and sustainable global economy.

PRINCIPLE 2 (VALUES)

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in the international initiatives such as the United Nations Global Compact.

PRINCIPLE 3 (METHOD)

We will create education frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Faculty surveys at Bond Business School demonstrate the extent to which business ethics, corporate social responsibility and environmental sustainability are inherently designed into specific subjects within the School. The latest survey of academic staff members at Bond Business School was conducted in January 2019 – February 2019 in order to record teaching activities related to business ethics, sustainability and social responsibility in 2018. All full time and adjunct academic staff members were e-mailed a web link to the online survey. The survey results are based on the responses of 32 academic staff members who taught 82 subjects.

The key findings from the survey related to teaching include:

- 61.0% of subjects (50 subjects) included general issues of business ethics (e.g. bribery, ethical dilemmas in business, violation of reporting standards etc.)

- 37.8% of subjects (31 subjects) included general issues related to CSR (e.g. corporate philanthropy, triple bottom line etc.).
- 39.0% of subjects (32 subjects) included general issues related to sustainability (e.g. environmental issues).
- Overall, 74.4% of subjects (61 subjects) included general issues related to business ethics, CSR and / or sustainability.

In the survey, academic staff members also reported whether their subjects covered any professional codes of conduct. The results indicated that 30.5% of subjects (25 subjects) covered professional codes of conduct / regulations. The professional codes of conduct / regulations that were covered included the following:

- APES 110 Code of Ethics for Professional Accountants
- Australian Tour Guides Code of Conduct
- Chartered Institute of Management Accountants Code of Ethics for Professional Accountants
- Clarity in Pricing Legislation
- Code of Professional Conduct from Actuaries Institute Australia
- Code of Ethical Principles for Professional Valuers
- International Valuation Standards Council (IVSC) Code of Ethical Principles
- International Labor Organisation (ILO) Declaration of Principles on MNEs (Multinational Enterprises)
- National Statement on Ethical Conduct in Human Research
- Organisation for Economic Co-operation and Development (OECD) Guidelines on MNEs (Multinational Enterprises)
- United Nations World Tourism Organization Global Code of Ethics for Tourism

Ethics, CSR and sustainability issues are covered in subjects across various disciplines taught at the Bond Business School. Some highlights of business ethics, CSR and sustainability teaching are provided below. This selective list - which is by no means exhaustive - illustrates how business ethics, CSR and sustainability issues are embedded in teaching material across a wide range of subjects taught at the School.

Corporate Finance (Code: FINC 13-301, Undergraduate; FINC 71-601, Postgraduate):

A requirement of the subject and the finance major is that all students must complete the Certified Financial Analyst (CFA): Ethics and Standards of Practice online course which is designed to familiarise participants with the CFA Institute's Code of Ethics and Standards of Professional Conduct. The interactive learning materials are in the form of audio and video clips. Students are required to complete and achieve 70% or better on the Standards of Practice exam in order to satisfy one of the two preconditions to receiving a passing grade in Corporate Finance.

Responsible and Sustainable Business (Code: MGMT 11-201 Undergraduate):

The whole course is structured around issues of business ethics and sustainability. As part of the assessment of this subject, students are required to develop a film on sustainability. This is presented to an audience consisting of representatives from the business community, faculty members and students.

Global Business (Code: IBUS 71-602, Postgraduate):

A documentary on ENRON is shown to illustrate the importance of business ethics in a global context. There are also extensive discussions on shareholder vs. stakeholder value and the challenges of ethnocentrism / geo-centrism (e.g. economic development in developing economies vs. environmental protection / human rights abuses etc.).

Taxation Practice for Accountants (Code: ACCT 13-308, Undergraduate): Taxation practice is driven by the need to comply with the underlying law contained in several pieces of legislation. The ethical aspects of understanding and complying with the legislation is raised throughout the subject, including negligence aspects when incorrect advice is provided.

Cost Management Systems (Code: ACCT 12-200, Undergraduate):

Management accounting focuses on internal reporting where there are few reporting 'rules' so practitioners need to use their personal judgment when dealing with ethical issues. Students work through the fundamental principles and the 8 step process suggested in the CIMA Code of Ethics and apply these to hypothetical situations.

Promotional Design and Planning (Code: MKTG 13-302, Undergraduate):

Extensive class discussions are held on advertising ethics (e.g. advertising to children) and the relationship between advertising and consumer ethics, materialism etc.

Managerial Planning and Control (Code: ACCT13-304, Undergraduate):

Topic 1 covers Responsible Business Practices, Business Ethics and Professional Accountants' Ethics (specifically, APES 110 Code of Ethics for Professional Accountants; Chartered Institute of Management Accountants Code of Ethics). Topic 10 covers Sustainability Accounting, Corporate Social Responsibility and Disclosure. Classwork for these two topics incorporates business scenarios where students are required to apply concepts from Ethical Codes, Securities' Exchanges Listing requirements, and contemporary approaches to business sustainability, as applicable.

MBA Workshop on Ethics:

MBA students must complete a workshop on the Giving Voice to Values (GVV) process developed by Professor Mary Gentile, University of Virginia. This workshop requires student groups to present and formally write a GVV analysis of a values conflict situation which one of their group members has experienced.

China Study Tour:

Students visit comparable organizations e.g. BaoSteel (China) and BlueScope Steel (Australian) and compare the two companies in terms of CSR, ethics (particularly in terms of work conditions) and sustainability practices. Students also participate in a buying exercise - they find a wholesaler or producer to 'import' a product to Australia and present their experience. They are challenged on the ethical and environmental implications of finding 'cheapest' producers, the liability associated with the product and are asked to question the appropriateness of exploiting cheap labour and lax environmental standards to make a profit.

A number of different teaching approaches and teaching techniques are utilised in relation to teaching business ethics, CSR and sustainability issues at the Bond Business School. Within the 61 subjects that cover these issues, the most prevalent teaching approaches and teaching techniques are:

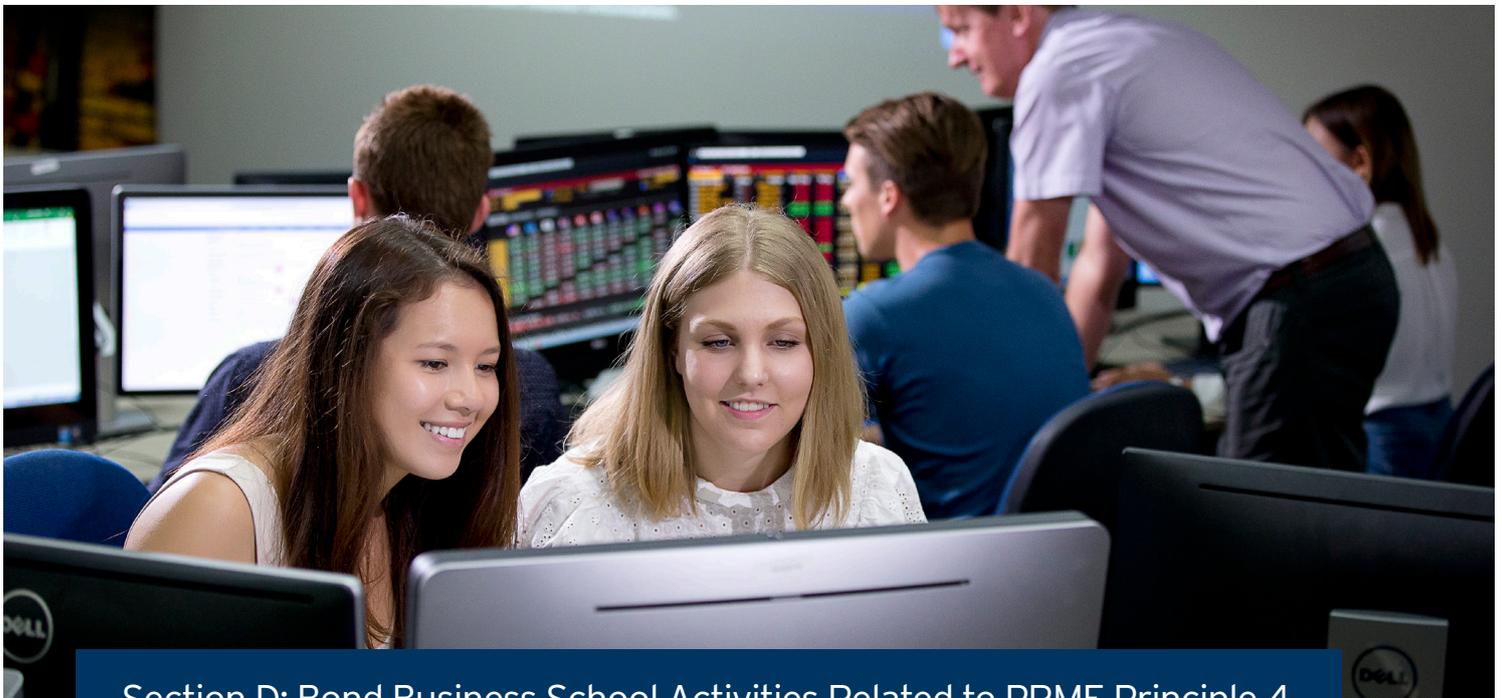
- Use of case studies (e.g. Harvard cases): 31.1% of subjects (19 subjects).
- Group work (e.g. major group component): 18.0% of subjects (11 subjects).
- Use of real world projects (e.g. developing environmental sustainability plans): 14.8% of subjects (9 subjects).

All undergraduate students enrolled at Bond University also have to enrol in a core subject entitled **Ethical Thought and Action**. This interdisciplinary subject explores critical ethical issues in science, law, business, media and the environment. The learning objectives for this subject are:

1. Demonstrate knowledge and understanding of ethical principles, norms and values.
2. Demonstrate skills of analysis, reasoning and communication with which to address ethical challenges and dilemmas.
3. Demonstrate the ability to implement and promote ethically appropriate choices in personal and professional contexts.

Other initiatives at Bond Business School that are relevant to teaching and learning in ethics include:

- All subject outlines at Bond Business School now incorporate statements regarding preventing plagiarism and the policies of the University in this regard.
- Academic integrity modules are available where students can learn about academic integrity policies/requirements.
- A university wide academic integrity database includes information on students who have committed acts of plagiarism or other forms of misconduct. This provides a means for monitoring the prevalence of such acts and enhances the ability to monitor and counsel students to prevent further violations.



Section D: Bond Business School Activities Related to PRME Principle 4

Principle 4 (Research) is related to research activities with a focus on ethics, sustainability and social responsibility. The principle is stated below:

PRINCIPLE 4 (RESEARCH)

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.

The results of the latest faculty survey indicated that since 2013, several academic staff members at Bond Business School have conducted and / or published research in the areas of business ethics, sustainability or CSR. The following research has been published or presented at conferences during this period (Bond Business School academic staff member name in bold):

Abel, A., & **O'Brien, D.** (2015). Negotiating communities - sustainable cultural surf tourism. In J. Ponting and G. Borne (Eds.), *Sustainable Stoke - Transitions to Sustainability in the Surfing World* (pp. 154-165). Plymouth, UK: University of Plymouth Press.

Aragon-Correa, J. A., Marcus, A. A., Rivera, J. E., & **Kenworthy, A. L.** (2017). Sustainability management teaching resources and the challenge of balancing planet, people, and profits. *Academy of Management Learning and Education*, 16(3), 469-448.

Brotankova, J., **Randall, M.**, Lewis, A., Pressey, B., & Wenger, A. (2015). A genetic algorithm solver for pest management control in island systems. *Proceedings of the Australian Conference on Artificial Life and Computational Intelligence*, 8955, 273-285.

Campbell, N. (2016). Corruption leading to poorly maintained equipment and infrastructure. *Business and Economic Research*, 6 (1), 46-54.

Campbell, N. & Saha, S., (2013). Corruption, democracy and Asia-Pacific countries. *Journal of the Asian Pacific Economy*, 18 (2), 290-303.

Chowdhury, R. M. M. I. (2018). Religiosity and voluntary simplicity: The mediating role of spiritual well-being. *Journal of Business Ethics*, 152 (1), 149-174.

Chowdhury, R. M. M. I. (2018). Religious orientations and consumer ethics: The mediating role of personal moral philosophies. *Journal of Macromarketing*, 38 (3), 315-330.

Chowdhury, R. M. M. I. (accepted August 2017). The moral foundations of consumer ethics. *Journal of Business Ethics*.

Chowdhury, R. M. M. I. (2017). Emotional intelligence and consumer ethics: The mediating role of personal moral philosophies. *Journal of Business Ethics*, 142(3), 527-548.

Chowdhury, R. M. M. I., & Fernando, M. (2014). The relationships of empathy, moral identity and cynicism with consumers' ethical beliefs: The mediating role of moral disengagement. *Journal of Business Ethics*, 124 (4), 677-694.

Chowdhury, R. M. M. I., & Fernando, M. (2013). The role of spiritual well-being and materialism in determining consumers' ethical beliefs: An empirical study with Australian consumers. *Journal of Business Ethics*, 113 (1), 61-79.

De Janasz, S., & **Kenworthy, A. L.** (2015). Toward authenticity or defeat: The jolting effect of layoff. In S.G. Baugh & S.E. Sullivan (Eds.), *Searching for Authenticity* (pp.67-88). Charlotte, NC: Information Age Publishing.

- Dekker, J., & Hasso, T. (2016). Environmental performance focus in private family firms: The role of social embeddedness. *Journal of Business Ethics*, 136(2), 293-309.
- Duignan, M., Kirby, S., O'Brien, D., & Everett, S. (2018). From "clone towns" to "slow towns": Examining festival legacies. *Journal of Place Management and Development*, 11 (3), 350-366.
- Dunstan, K., & Gepp, A. (2018). Guest editorial: Special issue in forensic accounting teaching and research. *Pacific Accounting Review*, 30(2), 130-134.
- Filo, K., Funk, D., & O'Brien, D. (2014). An empirical examination of the role of camaraderie, cause, competency and participation motives in the development of attachment to a charity sport event. *Managing Leisure*, 19 (4), 245-262.
- Furray, J., Leigh, J., & Kenworthy, A. L. (2015). Special section cluster on responsible management education: Nurturing a PRME ethos. *Academy of Management Learning and Education*, 14(2), 293-296
- Gepp, A. (2016). Addressing the problem of financial statement fraud: Better detection through improved models. Presented at *8th Asia-Pacific Interdisciplinary Research in Accounting (APIRA) Conference*, 13–15 July, Melbourne, Australia.
- Gepp, A., Kumar, K., & Bhattacharya, S. (2016). The fraud detection triangle: A new framework for fraud detection research. Presented at *American Accounting Association Annual Meeting*, 6–10 August, New York, US.
- Gepp, A., Kumar, K., & Bhattacharya, S. (2016). Improving models that detect financial statement fraud: A new framework to guide variable selection. Presented at *Accounting and Finance Association of Australia and New Zealand (AFAANZ) Conference*, 3–5 July, Gold Coast, Australia.
- Gepp, A., Linnenluecke, M. K., O'Neill, T. J., & Smith, T. (2018). Big data techniques in auditing research and practice: Current trends and future opportunities. *Journal of Accounting Literature*, 40, 102-115.
- Hollindale, J., Kent, P., Routledge, J., & Chapple, L. (2017). Women on boards and greenhouse gas emission disclosures. *Accounting & Finance*.
- Kelly, D., Fairley, S., & O'Brien, D. (In Press). It was never ours: Formalised event hosting rights and leverages. *Tourism Management*.
- Khalid, A. M., & Rajaguru, G. (2018). Investigating the determinants of domestic bonds: The role of socio-economic and institutional factors. *Applied Economics*, 50 (1), 35-50.
- Leigh, J. S., & Kenworthy, A.L. (2018). Exploring the "three Ps" of service-learning: Practice, partnering, and pressures. Oxford Research Encyclopedia's Business and Management Volume.
- Lewis, A. & Randall, M. (2017). Solving multi-objective water management problems using evolutionary computation. *Journal of Environmental Management*, 204 (P1), 179-188.
- Lewis, A., Randall, M., Capon, S., & Jackwitz, E. (2017). Constrained optimisation of agricultural water management with parameter-sensitive objectives. *Proceedings of the 15th International Conference on Computer Applications*, 79-85.
- Lewis, A., Randall, M., Stewart-Koster, B., Dieu Anh, N., Burford, M., Condon, J., Van Qui, N., Huu Hiep, L., Van Bay, D., & Sammut, J. (2018). Explorations of a Bayesian belief network for the simultaneous farming of rice and shrimp crops. *Proceedings of the 16th International Conference on Computer Applications*, 85-93.
- Martin, S. & O'Brien, D. (2017). Surf resource system boundaries. In J. Ponting & G. Borne (Eds.), *Sustainable Surfing* (pp. 23-38). Oxford: Routledge.
- Mervine, E. M., Wilson, S. A., Power, I. M., Dipple, G. M., Turvey, C. C., Hamilton, J. L., Raudsepp, M., Southam, C., Matter, J. M., Kelemen, P. B., Stiefenhofer, J., Miya, Z., & Southam, G. (2018). Potential for offsetting diamond mine carbon emissions through mineral carbonation of processed kimberlite: An assessment of De Beers mine sites in South Africa and Canada. *Mineralogy and Petrology*, 112 (2), 755-765.
- Montgomery, J., Fitzgerald, A., Randall, M., & Lewis, A. (2018). A computational comparison of evolutionary algorithms for water resource planning for agricultural and environmental purposes. *Proceedings for the Congress on Evolutionary Computing*, 1-8.
- O'Brien, D., & Ponting, J. (2018). STOKE Certified: Initiating sustainability certification in surf tourism. In B. McCullough & T. Kellison (Eds.), *Handbook on Sport, Sustainability, and the Environment* (pp. 301-316). Oxford: Routledge.
- O'Brien, D., & Ponting, J., (2013). Sustainable surf tourism: A community centered approach in Papua New Guinea. *Journal of Sport Management*, 27, 158-172.
- Ponting, J., & O'Brien, D. (2015). Regulating Nirvana: Sustainable surf tourism in a climate of increasing regulation. *Sport Management Review*, 18, 99-110.
- Ponting, J., & O'Brien, D. (2014). Liberalizing Nirvana: An analysis of the consequences of common pool resource deregulation for the sustainability of Fiji's surf tourism industry. *Journal of Sustainable Tourism*, 22(3), 384-402.
- Power, I. M., McCutcheon, J., Harrison, A. L., Wilson, S. A., Dipple, G., Kelly S., Southam C., & Southam, G. (2014). Strategizing carbon-neutral mines: A case for pilot projects. *Minerals*, 4, 399-436.
- Raybould, M., Anning, D., Fredline, E., & Ware, D. (2015). Urban beach venues: Vulnerability and sustainability in the face of climate change. *International Journal of Event Management Research*, 10(1), 85-105.

Saufi, A., **O'Brien, D.**, & Wilkins, H., (2014). Inhibitors to host community participation in sustainable tourism development in developing countries. *Journal of Sustainable Tourism*, 22(5), 801-820.

Siegrist, M., Southam, C., & Bowman, G. (2018). Embedding sustainability into corporate financial decision-making. *2nd International Conference in Environmental Finance*, 8-9 November, University of South Australia, Adelaide.

Siegrist, M., Southam, C., Bowman, G., Wilson, S. A., & Southam, G. (2017). Analysis of the potential for negative CO2 emission mine sites through bacteria-mediated carbon mineralisation: Evidence from Australia. *Energy Procedia*, 114, 6124-6132.

Siegrist, M., Southam, C., & Southam, G. (2017). An economic analysis of the worldwide potential for CO2 sequestration through bacteria-mediated carbon mineralisation at nickel mine sites. *Australasian Finance and Banking Conference*, 18-22 December, Sydney, Australia.

Siegrist, M., Southam, C., Bowman, G., Wilson, S. A., & Southam, G. (2016). Analysis of the potential for negative CO2 emission mine sites through bacteria-mediated carbon mineralisation: Evidence from Australia. *13th International Conference on Greenhouse Gas Control Technologies, GHGT-13*, 14-18 November 2016, Lausanne, Switzerland.

Southam, C., & Southam, G. (2013). Sustainability. In A. H. El-Shaarawi & W.W. Piegorisch (eds.) *Encyclopedia of Environmetrics*, 2nd Edition. Wiley.

Yee, A., **Gepp, A., & Vanstone, B.**, (2018). The financial consequence of integrity: Using automated fraud detection for investment. Paper presented at *9th Australasian Actuarial Education and Research Symposium: Actuarial Science and Data Analytics*.

Bond Business School also regularly organises a research seminar series. During 2017 - 2018 the following research seminars were presented in the areas of ethics / sustainability / CSR:

November, 2018: Milind Tiwari, "Shell companies: Identification of an instrument used for illicit purposes".

October, 2018: Sneha Raut, "Occupational fraud in family firms".

October, 2018: Rafi Chowdhury, "Personal values and consumer ethics: A test of the Hunt-Vitell theory of ethics".

July, 2018: Adrian Gepp, "The fraud related cost of gambling in Australia".

March, 2018: Jia Xu, "Disclosure and misclassification of business entertainment expenses in China: Impact of political costs and the anti-corruption campaign".

March, 2018: Rob Nash, "Urban space, urban renewal".

December, 2017: Ben Hu, "Do Chinese firms substitute related party transaction items to inflate earnings before new equity offerings?"

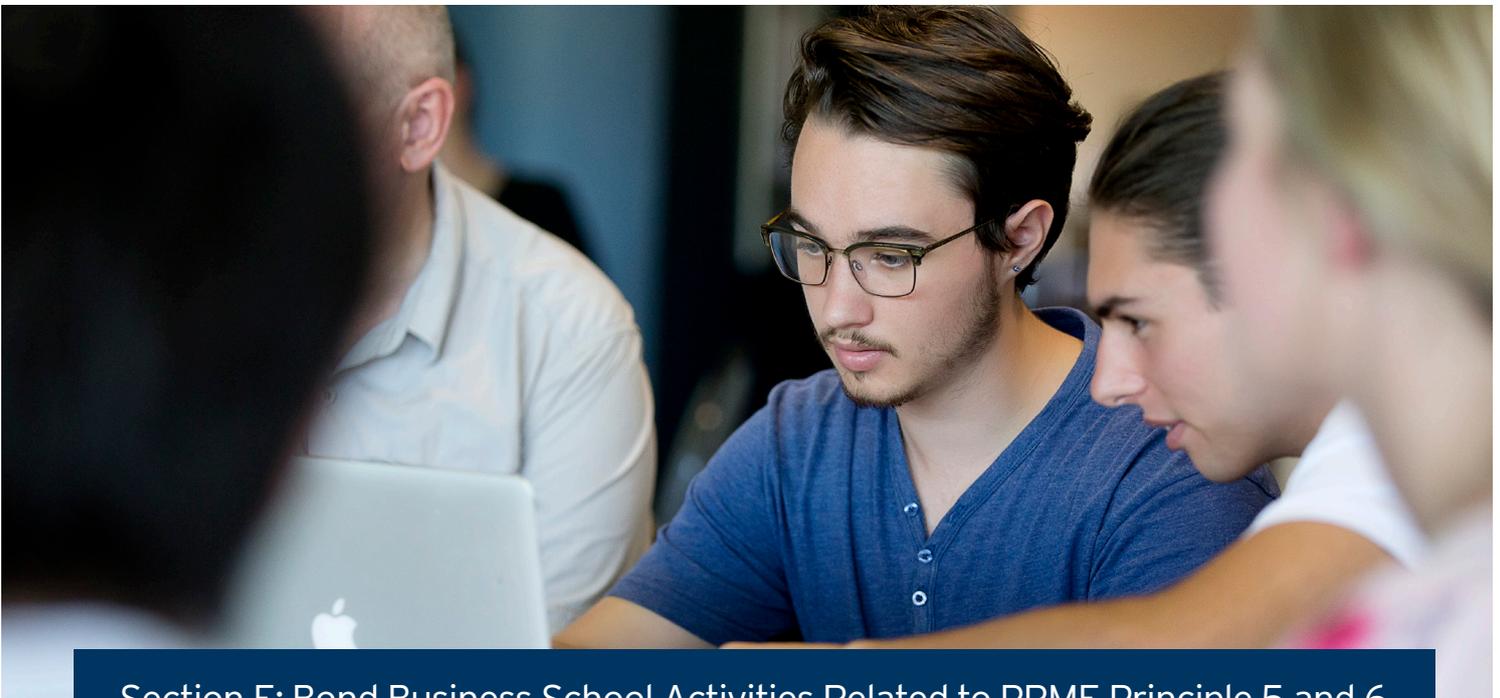
November, 2017: Rafi Chowdhury, "Religious orientations and consumer ethics: The mediating role of personal moral philosophies".

November, 2017: Danny O'Brien, "The "parallel path": Considering community capacity in sport management research".

September, 2017: Safdar Khan, "The determinants of women's empowerment: The strategic role of family formation and culture".

June, 2017: Ron Neilson, "Is our economic growth sustainable?"

May, 2017: Cong Wang, "What has driven the great fertility decline in developing countries since 1960?"



Section E: Bond Business School Activities Related to PRME Principle 5 and 6

Principle 5 (Partnership) and Principle 6 (Dialogue) are related to industry linkages and community outreach activities with a focus on ethics, sustainability and social responsibility. The principles are stated below:

PRINCIPLE 5 (PARTNERSHIP)

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meet these challenges.

PRINCIPLE 6 (DIALOGUE)

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

University Sustainability Seminar

Assistant Professor Elizabeth (Libby) Sander is a member of the University Sustainability Committee which organizes several seminars annually. The University Sustainability Seminars are open to all members of the Bond University community as well as external stakeholders. Recent presentations include the following:

- October, 2018: Dr. Richard Matthews, "A moral critique of sustainable development".
- July, 2018: Professor Pak Sum Low, "Climate change: International negotiations and politics".

Bond Business Leaders Forum

- The Bond Business Leaders Forums are a series of presentations from high profile Australian and international business leaders. These forums provide invaluable development and networking opportunities for business professionals, the local community and beyond. Recently two of these forums have been related to ethics, sustainability and CSR issues:

- In February, 2018 Kenny Haubl, CEO of Sun Energy 1 gave a presentation on "the international renewable energy business and opportunities for Australia". Sun Energy 1 is one of the leading commercial solar energy companies in the USA.

- In May, 2018 Maxine Horne, co-founder and CEO of Vita Group gave a presentation on "lessons in leadership/women in business". Maxine was named QBR Business Woman of the Year, Retail in 2006 and received the 2014 EY Entrepreneur of the Year award for the industry category, Northern region. In 2016, Maxine was inducted into the Businesswomen's Hall of Fame.

39 Country Initiative

Bond Business School is a 'node' for an initiative which collects business books, journals, course packs / readings / cases for shipment to an institution in one of 39 developing countries. This initiative began at the Ivey Business School, Western University, Canada. Ivey Professor Paul Beamish is a Visiting Professor at Bond University and in addition to collecting materials, this initiative is also seeking sponsorship to hold Case Teaching Workshops in these target countries. <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/>



Section F: PRME Related Goals for Bond Business School 2019 - 2020

In addition to continuing to support and implement the six PRME principles through teaching initiatives, research activities, industry linkages and community outreach, the Bond Business School has set the following goals for 2019 - 2020 to enhance its adherence to the PRME principles:

1. A Faculty-wide seminar covering both research and practice in ethics and social responsibility in business will be organised.
2. There will be a continuation of the \$5,000 ethics / sustainability / social responsibility research grant. The grant will be offered biennially. Actions will be undertaken to increase the number of staff applying for the grant.
3. Each year, Bond Business School will conduct a survey of academic staff with the objective of identifying business ethics / sustainability / CSR related teaching and research activities within the School. This data will provide directions to help increase the integration of these topics within the curriculum taught at the Bond Business School. The data will also identify research expertise in the areas of ethics, sustainability and social responsibility.
4. There will be an annual presentation to the staff on the PRME principles. The presentation will also include a description of the ongoing activities related to business ethics / sustainability / CSR at Bond Business School in support of the continual commitment of the School to the PRME principles. This presentation will be conducted by a member of the PRME committee at Bond Business School. The objective of the presentation will be to motivate staff to continue pursuing teaching, research, industry linkages and community outreach programs that adhere to the PRME principles.

Appendix: Research Grant for Research on Business Ethics / CSR / Sustainability

CALL FOR RESEARCH FUNDING SUBMISSIONS

Bond Business School competitive research funding for research on business ethics, CSR and / or environmental sustainability in organisations.

In 2012, the Bond Business School became a member of the Principles for Responsible Management Education (PRME) Association. In doing so, BBS committed itself to the six major PRME principles. Among these was Principle 4 regarding research activity.

Principle 4 – Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.

Consistent with Principle 4, and to encourage research within the School on the specific topics of business ethics, corporate social responsibility and environmental sustainability within organisations, the Executive Dean has established a \$5,000 Bond Business School competitive research grant to help fund staff research on any of these three topics.

Requirements concerning submissions for this funding are as follows:

- Research proposals should be submitted to Emma Hunt (BBS Research Development Manager) via email (ehunt@bond.edu.au) by no later than 5pm on November 30, 2018. No proposal will be accepted after that date for the 2018/2019 funding. Proposals must be complete, with all information required (as indicated below) or they will not be reviewed.
- A decision and announcement of those receiving the funding will be made no later than December 14, 2018.
- Proposals may be submitted only by research active Bond Business School academic staff who will be employed by the University for the period during which the research is to be conducted.
- Members of the BBS PRME Committee will serve as the proposal evaluation committee. However, in case one or more PRME committee members apply for the grant, they will recuse themselves from the reviewing process and additional qualified academics will be placed on the review committee after consultation with the Executive Dean and the Associate Dean of Research.
- The total research funding available will be \$5,000. The evaluation committee may give all \$5,000 to one proposal or split the amount among no more than three proposals.

• Proposals should be no longer than 10 pages (but may be shorter), and include:

1. A brief (150 words or less) abstract of the research proposal.
2. A description of the qualifications of the researcher to conduct the proposed research.
3. An introduction and justification of the proposed research.
4. A description of the sample and methodology to be used, and any specific materials needed for the research.
5. A detailed budget for how the funds will be used. The maximum budget requested can be no more than \$5,000. Payment of funds directly to the principal investigator for their time will not be allowed, but the hiring of a research assistant whose duties will relate solely to the proposed research project is acceptable. Only travel, software, equipment, materials and costs essential to the successful conduct of the research will be considered.
6. A clear time frame for the conduct of the research must be specified. Unless an exception is specifically approved by the evaluation committee, the research and funding expenditure should be completed by the end of 2019.
7. A statement of the practical value of the research must be included or, in the case of research on teaching, a statement is required of how the outcome(s) of the research will enhance teaching of business ethics, corporate social responsibility and / or environmental sustainability at Bond University and elsewhere.

• The submission must be in Calibri 12 pt font with 2.54 cm margins on all sides and with 1 ½ line spacing (not single spaced). The 10-page length restriction includes all text, references, appendices, etc. Everything you want the Committee to consider must be within the 10-page limit.

• Funding of the research will not occur until all necessary permissions for conduct of the research have been obtained, e.g. Bond University Human Resource Ethics Committee clearance. Note that as the completion date will not be extended, it is in your best interest to apply for ethical clearance early.

• Those obtaining this grant will be required to present a Bond Business School Research seminar to report the findings of their research project within a reasonable time once the project is completed.



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