

Founding partners:



Sanjay Sharma, Ph. D.
Dean
John Molson School
of Business, Concordia University Canada
Email: ssharma@wbcsb.com

Paul Shrivastava, Ph. D.
Director
David O'Brien Center for Sustainable Enterprise
Canada
Email: pshrivastava@wbcsb.com



Dr. Katrin Muff
Dean
Business School Lausanne
Switzerland
Email: kmuff@wbcsb.com



Prof. Dr. Thomas Dyllick
Vice-President
University of St Gallen
Switzerland
Email: tdyllick@wbcsb.com

WBSCSB

THE WORLD BUSINESS SCHOOL COUNCIL FOR
SUSTAINABLE BUSINESS



If you wish to join or support the WBSCSB or for more information, please contact us at info@wbcsb.com.

www.wbcsb.com

Launching of initiative

At the 2010 annual conference of the Academy of Management in Montreal, a small group of concerned deans and professors took a first step to create the World Business School Council for Sustainable Business (WBSCSB).

Perspective

While the World Business Council for Sustainable Development was founded by Swiss industrialist Stephan Schmidheiny back in 1992 to organize a contribution of the business community to the global challenges posed by sustainable development, business schools have yet to organize a collective effort towards this goal. So far,

there have been many valuable contributions by individual business scholars addressing the pressing sustainability issues of our times; however business schools on an institutional level have not yet assumed their collective responsibility. There is a need for the business school community to develop and present a common voice in the global dialogue of how we, as global citizens, can address and resolve the challenges our planet faces in the coming 50 years.

Context

There already are a number of international organizations (i.e. EABIS, APABIS, GRLI and PRME) pushing a sustainability agenda that includes business schools. However, there is no organization of business schools themselves to provide leadership and support for a change towards sustainability on a global basis.

Vision

WBSCSB is a sustainability think-tank and platform of action for business schools to contribute making business sustainable through their research, education and engagement.

Objectives

The WBSCSB defines its three core areas of activities to achieve its vision as follows:

- Research must address the pressing sustainability issues in a global and overarching way, transcending disciplinary perspectives where necessary, and producing insights that are timely, widely understood and actionable.
- Education must embrace sustainability as an integrated function of business in order for graduates to effectively address sustainability as part of their management responsibilities.
- Business scholars and educators can and should use their competence and reputation to engage in public dialogue and activities to further sustainable development.

Calling

It is high time for business schools to step up and orchestrate scholarly thinking on a global basis to respond effectively to the pressing sustainability issues of our times. The WBSCSB assembles business schools and concerned academic thought leaders in business sustainability, thereby collaborating closely with the business community, international organizations and NGOs.

Join us

The founding partners of the WBSCSB seek to make a first step, recognizing the need to establish an organizational structure flexible enough to include all relevant key players in the business school community as the joint effort gains momentum and speed.



Paul Shrivastava, Sanjay Sharma, Thomas Dyllick and Katrin Muff, August 2010 in Montreal