



SECOND STAR TO THE RIGHT AND STRAIGHT ON 'TIL MORNING*: CHARTING A COURSE FOR SOCIALLY RESPONSIBLE BUSINESS STRATEGY

Investing in our communities, reducing our environmental footprint, and managing our collective financial responsibility to our diverse stakeholders – more than ever before, the business world finds itself coping with and adapting to the challenges of our modern world. As our society evolves from a business-for-profit to a business-for-purpose orientation, StFX's business school stands ready for the challenge. Research by **Dr. Mark Fuller** of the Schwartz School of Business explores ways in which Canadian firms can achieve socially, environmentally, and fiscally sustainable competitive market positions. His research suggests that corporate reporting in Canada conveys different messages to different audiences, rather than each firm speaking with one voice and a common set of values to all who hear it. And while Canadian firms have embraced responsible management practices faster than some of our rivals around the world, our comparative advantage may soon be eclipsed by our global competitors. In a nation where diversity is seen as a strength, where global engagement a benefit, and shared wealth a goal, Dr. Fuller's research is helping to educate Canada's next generation of business leaders to pick up the torch, to lead by example, and to embrace the world beyond our window.

* J.M. Barrie, *Peter Pan*