



# Management scholarship *should* address and inform societal grand challenges

Stephanie Bertels, W.J. VanDusen Professor, Simon Fraser University



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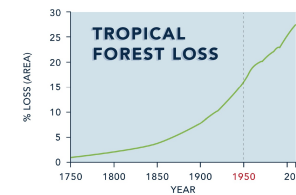
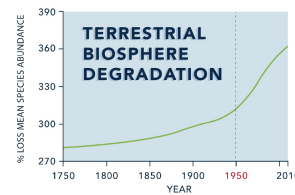
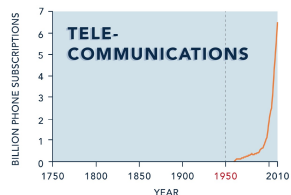
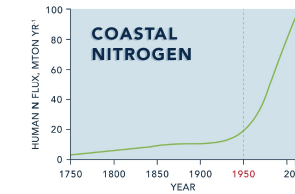
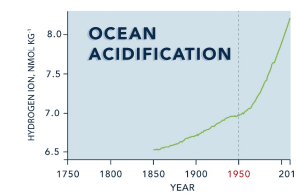
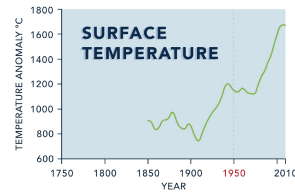
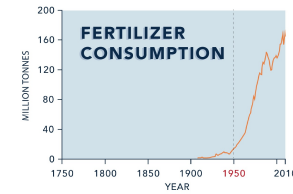
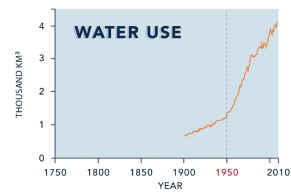
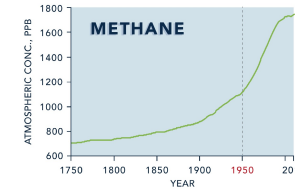
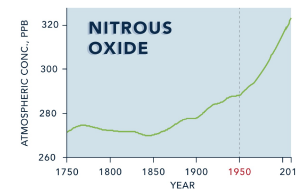
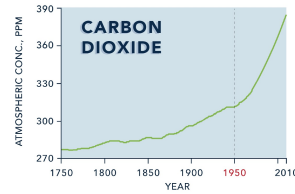
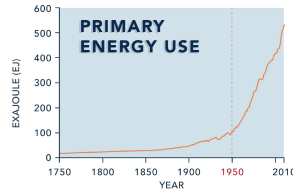
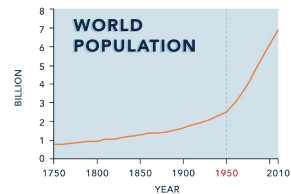
CENTRE FOR CORPORATE  
GOVERNANCE AND SUSTAINABILITY

**Embedding  
PROJECT**

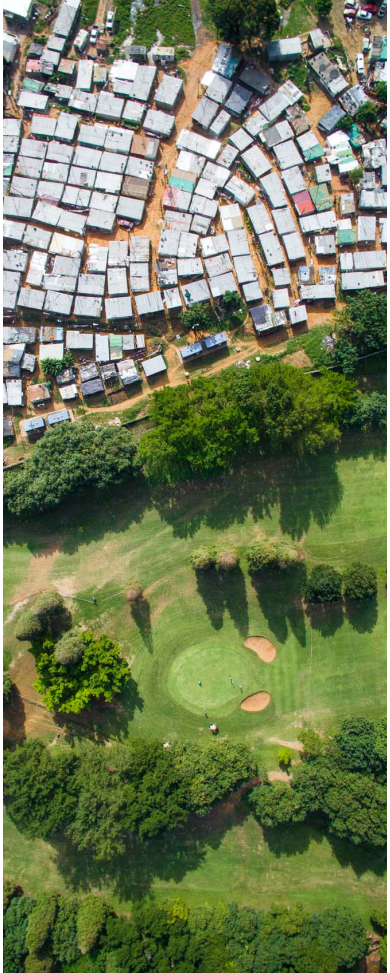
# Organizations have a profound impact on society and how we face grand challenges

## SOCIO - ECONOMIC TRENDS

## EARTH SYSTEM TRENDS



# Urgent action is required



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# Management scholarship contributed to the challenges we now face

*A Friedman doctrine—*  
**The Social  
Responsibility  
Of Business Is to  
Increase Its Profits**

By MILTON FRIEDMAN

**URING G.M.**—Chairman James Roche of General Motors (right) lies to members of Campaign G.M. (below, wearing "Tame G.M." signs) at the corporation's stockholders' meeting in May. Representatives of the campaign demanded that G.M. name three new directors to represent "the public interest" and set up a committee to study the company's performance in such areas of public concern as safety and pollution. Stockholders defeated the proposals overwhelmingly, but management, apparently in response to the second demand, recently named five directors to a "public-policy committee." The author calls such drives for social responsibility in business "pure and unadulterated socialism," adding: "Businessmen who talk this way are unwitting puppets of the intellectual forces that have been undermining the basis of a free society."



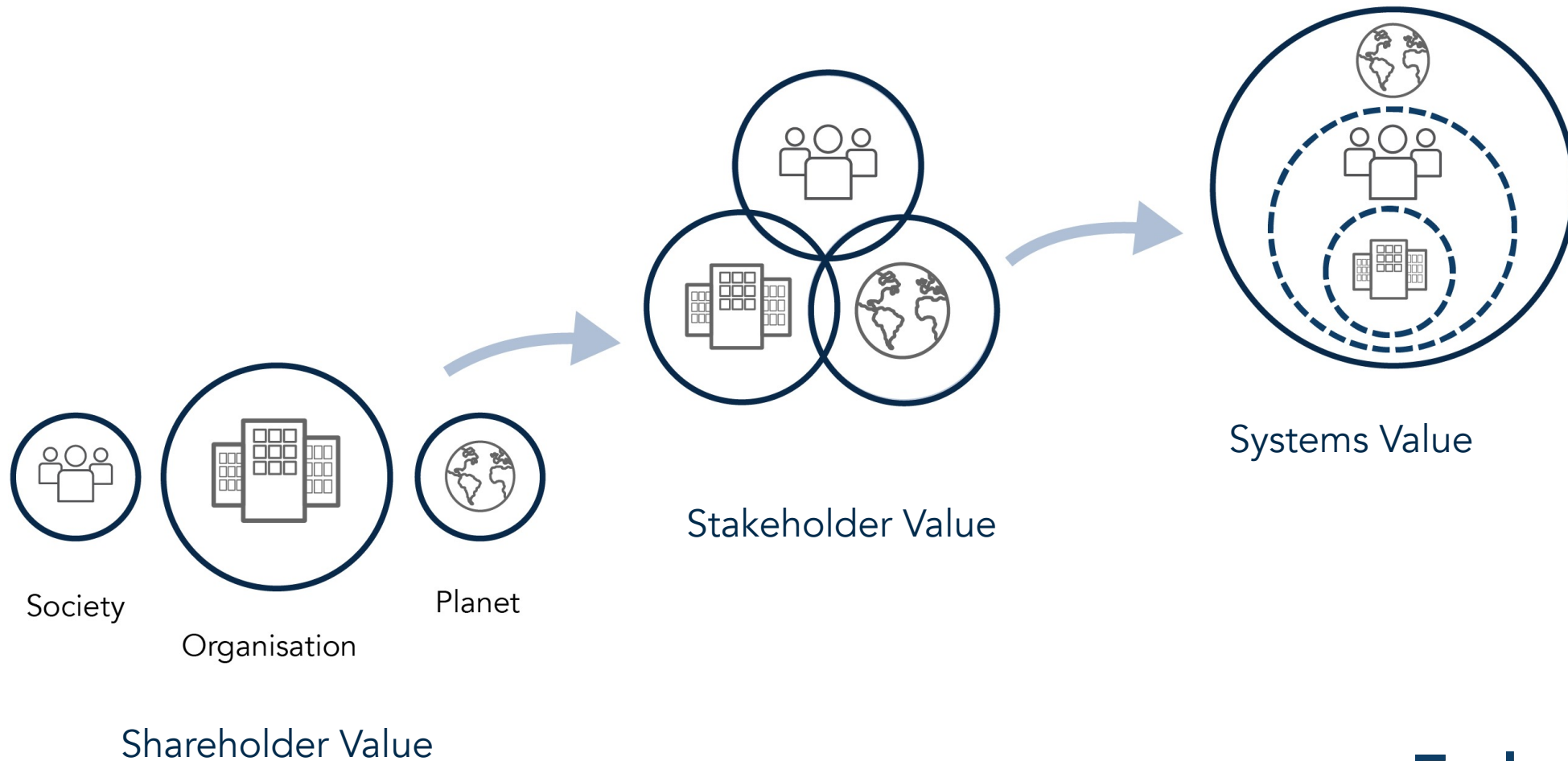
SFU

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# Our scholarship needs to help shape better management practice



# Our work as scholars can bridge the gap



Complexity  
Systems Thinking  
Identity  
Ecosystem Thresholds  
Inclusion  
Assessment  
Change Agency



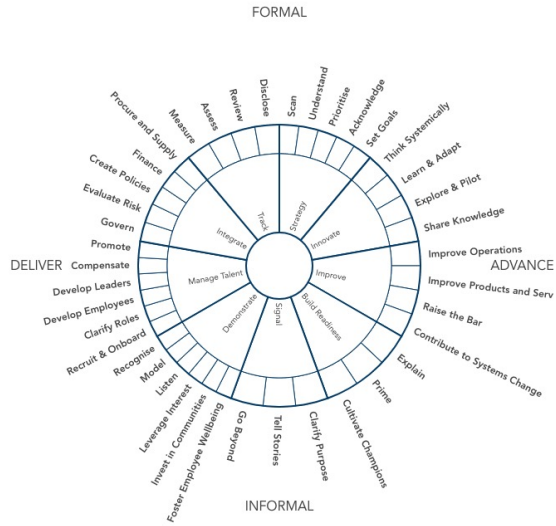
Company



Community

## Resources for Embedding Sustainability

We've curated a selection of the most relevant resources and tools to help you better embed sustainability into your company.



Click on a pathway or practice above to explore the resources

[Click here for our goals database](#)

[Click here for our position database](#)

Or explore one of these cross cutting themes:

Culture	Systems	Strategy
Change Agents	Governance	Storytelling

