

SIMON FRASER UNIVERSITY

OFFICE OF THE VICE-PRESIDENT, ACADEMIC

MEMORANDUM

To: Senate

From: J. Munro, Chair
Senate Committee on Academic Planning

Subject: Centre for Innovation in Management
(SCAP Reference: SCAP 99-52)

Date: December 10, 1999

Action undertaken by the Senate Committee on Academic Planning gives rise to the following motion:

Motion:

"that Senate approve and recommend to the Board of Governors as set forth in S.00 - 3 , the proposed Centre for Innovation in Management as a Schedule A Centre."



SIMON FRASER UNIVERSITY

MEMORANDUM
OFFICE OF VICE-PRESIDENT, RESEARCH

TO: Alison Watt
Secretary, Senate Committee
on Academic Planning (SCAP)

FROM: Bruce P. Clayman
Vice-President, Research

RE: Centre for Innovation in
Management

DATE: November 10, 1999

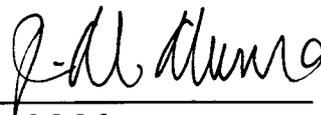
Attached is a proposal from Dr. John Waterhouse for the establishment of a Centre for Innovation in Management as a Schedule A Centre (centres which are under the direct authority of the Dean).

The Governing Committee for Centres and Institutes recommends that the Centre for Innovation in Management be granted approval by SCAP. Once approved by SCAP, the proposal is to be forwarded to Senate, followed by submission to the Board of Governors.

Governing Committee:



Bruce P. Clayman
Vice-President, Research



John M. Munro
Vice-President, Academic

Attachments

**Constitution for the Proposed
Centre for Innovation in Management
Faculty of Business Administration, Simon Fraser University**

October 25, 1999

Purpose

The purpose of the Center is to foster innovation in management through research, collaborative learning and the dissemination of information and ideas.

Objectives

1. To undertake research to define the management systems and structures that enable companies to establish beneficial and sustainable stakeholder relationships.
2. To create opportunities for dialogue and learning for business leaders, managers and academics on emerging ideas about stakeholder-oriented management.
3. To stimulate new thinking about the social and economic impact of stakeholder oriented management through the collection, synthesis, publication and dissemination of cross-disciplinary research and best practise case studies.

Vision

The Center for Innovation in Management is a dynamic, inspiring, and collaborative catalyst for fostering stakeholder-responsive and responsible management practises. The Centre focuses on the interrelated systems and structures that allow corporations to build the trust and support of their key stakeholders catalyse intangible assets like reputation, innovation and long-term alliances and ultimately produce competitive advantage. The Centre is a leading edge source of research and learning opportunities for business leaders and academics in North America.

Proposed Areas of Activity

i. Research on Stakeholder Oriented Companies

The Center will conduct research aimed at understanding whether, how and why a stakeholder orientation leads to business success and at the same time supports sustainable communities. The Sloan Foundation has funded the initial project in this area

The Sloan Foundation funded research will examine the formation and evolution of relationship between corporations and stakeholder organizations using detailed case studies. The research is aimed specifically at identifying the organizational, interpersonal and contextual variables that affect trust and interdependence in relationships between individuals and between organizations in a business context.

ii. Programs and Events

The Center will sponsor seminars, conferences, workshops and other events on topics related to stakeholder relations. The programs and events will be a source of revenue and will raise the profile of SFU in the business community.

The programs and events will be aimed at two audiences:

- a. mid-career managers/executives who are pursuing further education in public affairs, community relations, and values-based management.
- b. consultants, business leaders and academics who are actively engaged in developing and implementing values-driven business strategies.

The proposed types of collaborative learning programs and events include:

Courses/Workshops Related to Stakeholder Relations

Skill-focused two or three day professional development seminars and workshops for managers in the high tech, telecommunications, natural resources, and entertainment industry sectors.

Symposia/Forums for business leaders, consultants and government officials focusing on emerging issues related to developing and managing 'intelligent organizations. Possible topics: creating an innovation culture; revolutionizing supply-chain relationships; engaging customers in an internet world; environmental and social performance measurement and reporting; managing global corporate citizenship; new models of corporate governance

Public Events/Lectures

One day/evening events with high profile speakers on issues of interest to broad cross-section of business leaders and managers in the Vancouver area

iii. Partnerships

Discussions are underway regarding a formal partnership with Boston College Centre for Corporate Community Relations (Carroll School of Management). The Boston Centre is a leading provider of training, research and strategy development in the area of corporate community relations with over 500 corporate members. The partnership would be primarily in the area of course/workshop program development. Other partnerships will be established as opportunities arise.

iv. Publications

The Centre will create booklets, reports, videos and other materials for the business community. Research findings will be disseminated to both the academic and business communities through conferences, academic papers, book(s), articles in business journals, SFU's website, and the mainstream media.

Funding

It is anticipated that external research funding will be the mainstay of the Center's revenue in the first three years. Revenue will also be generated through conferences, executive professional development programs and events. The Centre will not draw on University or Faculty of Business Administration financial resources.

Roles

The members of the Centre will elect a Director of the Centre each year. Ann Svendsen, an adjunct professor in the Faculty of Business Administration, will serve as the Executive Director of the Centre. The Executive Director will be responsible for the development of Centre activities including:

- Developing a business plan
- Securing additional funding
- Developing a network of supporters inside and outside SFU
- Designing, implementing and sponsoring research,
- Writing articles and publications, and
- Planning programs and events.

Dr. Mark Wexler and Dr. Mark Selman will be members of the Center. Other SFU faculty who have an interest in stakeholder relations will be invited to join and participate in future research, professional development programs and publishing initiatives. *X See Addendum*

Governance and Reporting

The Executive Director of the Center will report to the Director and Dean of the Faculty of Business Administration as per the requirements of SFU's Policies and Procedures for Schedule A Centers and Institutes. An annual report on the center's activities along with financial statements will be prepared by the Executive Director and submitted to the Dean by April 15 each year.

The Centre's activities will be conducted in accordance with all University policies.

Centre for Innovation in Management
Addendum
November 10, 1999

Charter members

- Carolyn Egri
- Larry Pinfield
- Mark Selman
- Carolyne Smart
- Richard Smith
- Ann Svendsen
- John Waterhouse
- Mark Wexler