

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

I.H. Asper School of Business

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about I.H. Asper School of Business, including key details and basic institutional data.

Mission

We keep community in business.

We are relentless in our pursuit of building community by training impactful business leaders, producing research that transcends the boundary between industry and the academy, and contributing to prosperity and progress in Manitoba and beyond.

Vision

To lead global impact through local excellence.

We will lead business excellence in Manitoba through innovation and meaningful partnerships and serve as a catalyst for broader impact in Manitoba, Canada, and the world.

Strategy

asper-strategic-plan-2025-2030

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Institutional History

Institutional History_2026

The University of Manitoba was founded in 1877. Asper's lineage runs from the first Commerce programme (1937) and the School of Commerce (1950) to the Faculty of Commerce (1970, when the MBA launched); the Faculty was renamed the Faculty of Management in 1986 and the I.H. Asper School of Business in 2000. UM is Manitoba's only research-intensive university and a member of the U15 Group of Canadian Research Universities, holding degree-awarding authority for all Asper programmes under The University of Manitoba Act.

Milestones relevant to responsible management education: the Indigenous Business Education Partners (IBEP) programme was established in 1994 (over 190 alumni); Asper is Manitoba's only AACSB-accredited business school (accredited since 1999, reaffirmed through 2029); the School became a signatory to the UN Principles for Responsible Management Education in September 2024, joining a network of over 800 signatories in more than 90 countries, and participated in the Positive Impact Rating for the first time in 2024–25, achieving Level 3 ("Progressing") in 2025 and Level 4 ("Transforming") in 2026; and it contributes to the AASHE STARS programme through the University. RME is embedded in curriculum (e.g., IDM 2010 Indigenous Peoples & Canadian Business; IDM 3010 Sustainable Business) and in operations through a Sustainability Policy and a Climate Action Plan targeting a 50% reduction in scope 1 and 2 emissions by 2030.

Graduates & Enrollment

2025 Statistics	Number
Graduates	644
Faculty & Staff at the University	10457
Faculty & Staff at the Institution	193
Student Enrollment at the University	31922
Student Enrollment at the Institution	2488
Undergraduate Attendance	2262
Masters-Level Postgraduate Attendance	223
Doctoral Student Attendance	23

Degrees Offered

Bachelor Programs

- Bachelor of Commerce (BComm)

Masters Programs

- 📖 Master of Business Administration (M.B.A.) ● Master of Science (MSc) in Management
- Master of Finance (MFin) ● Master of Supply Chain Management and Logistics (MSCM)

Doctoral Programs

- 🎓 Doctor of Philosophy (Ph.D.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Definition of Purpose

Our school's strategic plan is guided by business community related to meaningful engagement, research excellence, and learner empowerment, which is grounded in sustainability nurtured initiatives, inclusive community, and reconciliation.

Continue telling your story

Purpose_Narrative

The I. H. Asper School of Business is a faculty of the University of Manitoba (UM), the province's only research-intensive university and a member of the U15 Group of Canadian Research Universities. Provincial legislation, The University of Manitoba Act, grants UM degree-awarding authority for all Asper programmes. Asper's 2025–2030 Strategic Plan, *Building Community, Inspiring Innovation*, aligns with UM's 2024–2029 strategic framework. Asper's mission is "We keep community in business," and its vision is "To lead global impact through local excellence."

The plan is organised around three strategic pillars and nine themes:

- **Empowering Learners** — providing a collaborative, accessible, and high-quality learning experience. Themes: (1) Enhancing Experiential Learning Opportunities; (2) Fostering Future-Ready Skills and Integrating Technology; (3) Promoting Flexible Learning Pathways.
- **Advancing Research Excellence** — producing research that matters. (4) Building Research Capacity; (5) Enhancing Research Impact and Visibility; (6) Driving Relevant and Community-Engaged Research.
- **Expanding Meaningful Engagement** — building community from the core. (7) Strengthening Connections with the Business Community; (8) Building Community for Societal Impact; (9) Expanding Global Engagement and Reputation.

Three commitments run across all three pillars rather than sitting as separate initiatives: **Advancing Reconciliation, Nurturing Sustainability, and Fostering a Vibrant and Inclusive Community**. These translate into the societal impact focus areas the School reports against — sustainability, Reconciliation, and equity, diversity and inclusion.

Asper became a signatory to the Principles for Responsible Management Education in September 2024, led by the School's Director of Sustainability. The commitment is held by named roles: three director-level societal-impact positions were established effective July 2024 — Director of Equity, Diversity and Inclusion; Director of Indigenous Business Relations; and Director of Sustainability — all of whom sit on the Deans and Department Heads Advisory Board, the body coordinating teaching, research, faculty matters and Strategic Plan commitments.

Purpose is embedded in the curriculum through the revised assurance of learning framework, in which **Societal Responsibility is one of four competency goals**, approved by Faculty Council in December 2024 and applying across all academic programmes. Shared learning objectives require students to demonstrate the ability to recognise Indigenous peoples as rights-holders, promote the social and

environmental responsibility of ethical businesses, and build equitable and inclusive business environments. Every graduate is therefore expected to leave Asper equipped to promote ethical business practice and contribute positively to society.

An initial KPI framework is in place, with refinement continuing through 2026. Progress is reported openly, including where it falls short: student exposure to sustainability, inclusion and Indigenous business and Reconciliation currently stands at 72% against an 85% target and is flagged as at risk. Asper's positioning is defined by three features: a connection between the School and industry through The Associates and the Young Associates and an experiential learning infrastructure; accessible pathways into and through business education that respond to Manitoba's specific context; and a research focus on business excellence and social value.

Pathways into and through business education

- The BComm offers Direct Entry from high school, Advanced Entry, and Winter intake, supported by articulation agreements with four Manitoba post-secondary institutions and an International College of Manitoba pathway for international students. The Indigenous Business Education Partners (IBEP) programme supports an Indigenous route; a new Direct Entry for Northern Manitoba Indigenous high-school students launched Fall 2025, expanding province-wide for Indigenous students Fall 2027.
- BComm students may declare a major up to the term before graduation, pursue a double major, or add a non-Asper minor; UM students may complete a Leadership for Business and Organizations minor.
- A Micro-Diploma in Leadership is offered; two AI micro-diplomas are in development, extending flexible-credential pathways for current students and external learners.
- Student support combines programme, career and Indigenous-specific advising with tuition fee reimbursement for eligible admitted M.Sc. and Ph.D. students. In 2024–25, undergraduate support totalled nearly \$2 million, professional graduate support approximately \$500,000, and PhD and M.Sc. support approximately \$800,000.

External assessment reflects this direction. Asper has held AACSB accreditation since 1999, most recently reaffirmed in 2024, and participated in the Positive Impact Rating for the first time in 2024–25, reaching Level 3 in 2025 and Level 4 in 2026.

UM Today - A legacy of leadership

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UM Today - Reflecting on Dr. Bruno Silvestre's time as Dean of the Asper School

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UM Today - Dr. Robert Biscontri appointed Acting Dean of the Asper School of Business

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Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

Our core values scope relates to inclusion, sustainability and reconciliation and were set to ensure that everyone that integrate our school have feeling of belonging while pursuing impact, innovation, and integrity.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Student contributor

Values Voices

Equity, diversity and inclusion outcomes

Equity, diversity and inclusion outcomes:

- In 2024–25 Asper provided approximately \$3.3 million in scholarships, bursaries, subsidies and student funding — roughly \$2 million undergraduate, \$500,000 professional graduate, and \$800,000 PhD/M.Sc. support. PhD and M.Sc. students are fully funded, with tuition fee reimbursement for eligible admitted students.
- Access for international students is supported through the International College of Manitoba pathway and the International Student Career Success Series, a co-curricular summer programme on Canadian workplace culture and job-search skills.
- UM was named a 2026 Canada's Best Diversity Employers recipient.
- Access and inclusion — a teacher from Southeast Collegiate, an Indigenous boarding school in Winnipeg, thanked the School for including their students in the High School Case Competition.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Reconciliation and Indigenous engagement

Reconciliation and Indigenous engagement:

- Indigenous student representation reached 7.02% in Fall 2025, up 21.4% year over year. The 2025 B.Comm intake welcomed 126 students of Indigenous ancestry, 81 of whom registered with IBEP (est. 1994).
- A new Northern Direct Entry – Canadian Indigenous Ancestry Category launched in Fall 2025 for Indigenous students from Northern Manitoba whose high schools do not offer Pre-Calculus 40S, with extended IBEP membership, dedicated advising, and a two-year Math upgrade pathway; from Fall 2027 it becomes a province-wide Direct Entry category.
- The Visionary Indigenous Business Excellence (VIBE) Awards set a fundraising record, with 100% of proceeds funding IBEP programming (19th VIBE, 6 November 2025, 312 seats, \$78,682 record). IBEP membership has more than doubled over four years, from 45 to 98.
- The student-led 10th Future of Indigenous Business Banquet was held 20 March 2026, and a Living Library was hosted on 5 June 2026 within the required core course IDM 2010.
- Two 2026 faculty appointments strengthen Indigenous research and Reconciliation: Dr. Angie Bruce (UM Vice-President (Indigenous)), joining as Assistant Professor, and Prof. Roy Suddaby, whose CIHR-funded research examines Indigenous historical trauma and barriers to healthcare access.

Continue telling your story

Governance

Governance: three director-level societal-impact positions were established effective July 2024 – Director of Equity, Diversity and Inclusion; Director of Indigenous Business Relations (IBR); and Director of Sustainability (Minelle Silva). All three sit on the Deans & Department Heads Advisory Board, the coordinating body directing teaching, research, faculty matters, and Strategic Plan commitments. The Committee on Indigenous Business Scholarship (CIBS) was formalised with new Terms of Reference (2025), co-chaired by the Directors of IBR and IBEP, reporting annually to Faculty Council. The Asper EDI Task Force (est. 2020) advances EDI through data-informed policy and curricular initiatives. Endowed chairs: Manitoba Professorship in Supply Chain Sustainability, Norman Frohlich Professorship in Business Sustainability, Morantz Professorship in Business Ethics.

UM Today - Get to know Asper School of Business
Director of Sustainability, Minelle Silva

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UM Today - Asper School talent makes it to
Thailand

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UM Today - International experiences shape the future of business leaders

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UM Today - The Sport for Business Minds

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UM Today - The traffic cone in Glasgow that capped off a leadership journey

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UM Today - 2025 VIBE Award recipients announced, honouring outstanding Indigenous entrepreneurs

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UM Today - Asper School welcomes new professors advancing Indigenous initiatives

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UM Today - IBEP - Supporting Indigenous student success for 30 years

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UM Today - MBA Alum Kathleen BlueSky leads with bravery, vulnerability, and truth

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UM Today - MBA grad champions inclusion and strives to create more opportunities for women

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UM Today - Redefining the Black entrepreneurial journey

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Winnipeg Free Press - U of M contest gives high schoolers keys to Manitoba Museum

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UM Today - Changing careers to make a difference
in Manitoba

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From local to global _ UMToday

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UM Today - Discovering a dynamic career route in
the Asper MSCM Program

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UM Today - Getting into investment action with
MFin student Angela Okware

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Asper Employment Report 2025

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Value Narrative

The Visionary Indigenous Business Excellence Awards have run for 19 years, hosted by the Indigenous Business Education Partners programme. The 19th awards, held on 6 November 2025, drew 312 attendees and set a fundraising record of \$78,682, with all proceeds funding IBEP programming. The 2025 recipients were Cody Gonsalves of Purposeful Movements Ltd. and E. Oliver Owen of Amik Aviation – both entrepreneurs whose businesses address problems they lived through, and Gonsalves an Asper alumnus who credits IBEP for the mentorship and cultural connection that shaped his company's values. The student-led Future of Indigenous Business Banquet marked its tenth year on 20 March 2026, and a Living Library was hosted on 5 June 2026, bringing community knowledge-holders into the classroom.

Three endowed chairs carry these commitments in their titles: the Manitoba Professorship in Supply Chain Sustainability, the Norman Frohlich Professorship in Business Sustainability, and the Morantz Professorship in Business Ethics. Naming a professorship after a value is a durable statement of what the School intends to sustain.

The Asper Social Committee marked Lunar New Year on 17 February 2026, giving the community an opportunity to learn about the festival's traditions and recognise the diversity within the School. The Commerce Students' Association ran an EDI in Action panel series on Women in Business, Building Healthier Workplaces, and Allyship and Advocacy, and deliberately built its Council to better reflect the student body.

The University of Manitoba recognised Robert Biscontri and Verna Kroeker with a Community Engagement Award for the High School Case Competition, which brings business education to students across Manitoba. A teacher from Southeast Collegiate, an Indigenous boarding school in Winnipeg, wrote to thank the School for including their students, describing it as an excellent learning experience.

Asper participated in the Positive Impact Rating for the first time in 2024–25 and reached Level 4, "Transforming," in 2026, up from Level 3 in 2025. The rating is assessed by the School's own students, which makes it a check on whether stated values are experienced as real.

UM Today - Bringing values to ventures

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UM Today - Changing careers to make a difference
in Manitoba

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Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

Our commitment to learner empowerment relies on curricular and extracurricular activities to develop students' future-ready skills. These are rooted in a competence goal of societal responsibility unfolding sustainability, inclusion, and reconciliation target. We intend that our student recognize the impacts of business in society.

Teaching Awards

In 2025, 7 awards were given to faculty and educators at I.H. Asper School of Business.

Expanded Reason Award

Granter: Joseph Ratzinger Foundation and Universidad Francisco de Vitoria in Madrid

Grantee: Bruno Dyck

Award Description:

- Expanded Reason Award, Teaching category (2019) — an international award from the Joseph Ratzinger Foundation and Universidad Francisco de Vitoria in Madrid, given for teaching that connects a discipline to wider human and ethical questions rather than treating it in isolation. Dyck was the first business scholar ever to receive it.

Award for Excellence in Teaching

Granter: Dr. and Mrs. H. H. Saunderson Award for Excellence in Teaching, University of Manitoba

Grantee: Bruno Dyck

Award Description:

- Dr. and Mrs. H. H. Saunderson Award for Excellence in Teaching, University of Manitoba (2023) — awarded to Dyck for pedagogical excellence and for advancing teaching and learning at UM and internationally, recognising his textbooks, peer-reviewed research and course design, and his advocacy for social and ecological sustainability in business.

Innovations That Inspire

Granter: AACSB

Grantee: Asper School of Business

Award Description:

In 2023 the Asper School of Business was recognised by AACSB International through its Innovations That Inspire initiative, which highlights business schools acting as champions of change. The recognition was awarded for the Career Development Centre's initiative to incorporate the UN Sustainable Development Goals into its co-op curriculum.

Luminary Teaching Award

Granter: Asper MBA Student Association

Grantee: Rajesh V. Manchanda

Award Description:

2022 Reg Litz MBA Luminary Teaching Award was awarded to Rajesh V. Manchanda for MKT-7080 Sustainability Marketing.

Created by the Asper MBA Student Association (aMBAsa), the Reg Litz MBA Luminary Teaching award recognizes a prominent individual who inspires or influences others.

Poets & Quants for Undergrads

Granter: Poets & Quants for Undergrads

Grantee: Wei Wang

Award Description:

Asper School Professor Wei Wang named one of the world's top 50 undergraduate professors (2025)

Merit Award

Granter: UM

Grantee: Wei Wang

Award Description:

Every year, the University of Manitoba recognizes faculty members whose exceptional contributions advance our academic mission. The Merit Awards recognize excellence in teaching, research, scholarly and creative work, service, and includes a special category dedicated to Indigenous Achievement.

Category: Social Sciences, Humanities and Fine Arts

Associates Teaching Awards 2025

Granter: Asper Associates

Grantee: Mohammad Eslami and Wei Wang

Award Description:

Mohammad Eslami and Wei Wang received the 2025 Associates Achievement Awards for Teaching, presented by The Associates of the Asper School of Business in recognition of teaching excellence.

Continue telling your story

UM Today - Asper School Professor Wei Wang named one of the world's top 50 undergraduate professors

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UM Today - Thinking Human at Reg Litz Teaching Day 2025

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UM Today - Asper professor of business sustainability receives prestigious UM award for excellence in teaching

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UM Today - Dr. Suzanne Gagnon receives unanimous renewal of Canada Life Chair in Leadership Education

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UM Today - Asper students excel in case competitions during the 2025-26 academic year

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UM Today - Giving Back with the President's Student Leadership Program

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UM Today - Learning alongside community

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UM Today - Asper School of Business introduces Leadership in Action Micro-Diploma

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UM Today - UM entrepreneurs learn to bet on themselves in six-week course

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UM Today - Is it worth it to make school buses electric

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Asper Employment Report 2025

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Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

All faculty members link to different sustainable development goals as part of their research agenda. Our school is currently targeting gender equality (Goal 5), decent work and economic growth (Goal 8), industry, innovation and infrastructure (Goal 9), reduce inequalities (Goal 10) and peace, justice, and strong institutions (Goal 16).

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, I.H. Asper School of Business was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2025, I.H. Asper School of Business contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2025, I.H. Asper School of Business reported 6 research projects that implemented responsible or sustainable activities.

Improving Agricultural Supply Chains Through Rail-Based Transportation: A Comparative Study of Canada and Sri Lanka

Period Covering: June, 2026 - November, 2026

Department: Supply Chain Management

This project compares rail-based transportation in agricultural supply chains in Canada and Sri Lanka. Rail moves grain and other farm products with lower emissions per tonne than road transport, so the comparison looks at how each country can use rail to make food supply chains more efficient and more sustainable. The project uses GIS methods, the same approach the research team applies to grain transport in Manitoba.

The project is led by Narendra Malalgoda (Supply Chain Management), with the Sri Lanka Institute of Information Technology as partner. It is funded by a Mitacs Globalink Research Award of \$6,000 and runs from June 15 to November 7, 2026.



Purpose Under Tension: How B Corp Models Travel Across Institutions

Period Covering: June, 2026 - May, 2028

Department: Business Administration

Rachel Zeng, Associate Professor and Asper Behavioural Management Fellow, studies how the B Corp model works in different countries and institutional settings. B Corps are certified companies that commit to social and environmental goals next to profit. The question is what happens to that model when it moves across borders: where it holds, where it weakens, and what conditions make it work.

The project takes a global view of purpose-driven business models and uses meta-analysis to bring together evidence from many studies. The aim is to produce findings that practitioners and policymakers can use.

Zeng received a 2026 SSHRC Insight Development Grant of \$64,828 for two years, from June 1, 2026 to May 31, 2028. She works with Annie Ruan of the University of Nottingham Ningbo China. The Asper School received three Insight Development Grants in 2026, worth \$221,270 in total.

Collaborator: Annie Ruan (University of Nottingham Ningbo China)



SSHRC Insight Grants 2026

Period Covering: April, 2026 - March, 2030

Department: Business Administration

<https://umtoday.ca/stories/asper-school-researchers-awarded-sshrc-insight-grants>

In the world of business, you'll be hard pressed to find a more complex strategic undertaking than a cross-border acquisition—when a firm acquires another from a different country.

During this type of acquisition, there is bound to be significant uncertainty. It could be a rogue stakeholder, cultural differences (either the company's, the country's, or both), or even media coverage of a company's past wrongdoing.

Rachel Zeng's SSHRC IG research focuses on this last issue: the impact of Corporate Social Irresponsibility (CSIR) media coverage on a cross-border acquisition.

Let's say that a Chinese company wants to acquire an American oil company. In the year leading up to the acquisition announcement, the media published stories about the oil company mistreating workers at one of its facilities.

From the Chinese company's point of view, several questions immediately arise: (1) Will the acquisition still be completed because of the media coverage on CSIR? (2) If so, how long will it take to complete the deal? And (3) under what conditions is media coverage more likely to create stakeholder resistance versus motivate firms to take actions that facilitate deal completion?

Zeng said that while conventional wisdom suggests greater media coverage of a CSIR incident would delay a deal, as firms work to regain trust and manage stakeholder concerns, her preliminary findings showed the opposite: greater media coverage was associated with faster deal completion.

Zeng sat back in her chair and paused as she told me, "So that's very interesting."

It was the kind of discovery that energized her and made her ask new questions. Questions that, with the backing of the Asper School of Business research community and the SSHRC grant, she is confident she can find the answers to.

Collaborators: Wenlong Yuan (Asper School of Business), Maoliang Bu (Nanjing University Business School) and Wonyong Oh (University of Nevada)

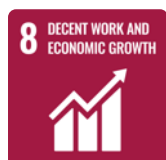


Chiu Centre for Business Serving Community

Period Covering: November, 2025 - November, 2035

Department: School

Develop and support multi-disciplinary research that enables examining the multi-facets of business models that enhance social impact. This includes awarding annual "Chiu Centre Research Fellows" with small grants that can be used for research purposes or for course buy-outs. Similar grants or funding may also be awarded to graduate students whose work is closely aligned with the Centre's.



SSHRC Insight Grants 2026 (2)

Period Covering: April, 2026 - March, 2030

Department: Business Administration

Wei Wang studies micro-interventions to stop workplace leaders from “breaking bad”

When power, money, and office politics are on the table, it's possible for organizational leaders perceived as “good” to “break bad,” and make unethical decisions.

Wei Wang's research asks, how do we stop leaders from taking the turn to the dark side? Wang says firms already have measures in place—they just don't work.

“Unethical leadership is costly; financially, mentally, and in terms of worker performance,” he said. “But the reason why it persists is that we never have good solutions.”

Long, boring training sessions “may work temporarily, but after a week or a month, core ideas are forgotten.”

Instead, with his SSHRC grant, Wang wants to learn the impact of “micro-interventions” – small, low-effort reflection tasks that leaders can do as a reminder to think twice about the impacts of their behaviour on employees.

One example is a “goal-setting intervention,” which is designed to stop leaders from using their followers as “tools they can exploit to achieve bottom-line goals.”

The key is that unlike a boring training session, a micro-intervention is an engaging task they can do daily or weekly, to keep those ideas top of mind.

Collaborators: Luke Zhu (York University) and Dr. Michelle Duffy (University of Minnesota)



GIS-Based Mapping of Agri-Food Supply Chain Resilience and Food Access: A Canada–Sri Lanka Research Partnership

Period Covering: August, 2026 - August, 2027

Department: Supply Chain Management

This project creates a research partnership between the Asper School of Business and the Sri Lanka Institute of Information Technology (SLIIT). The team uses geographic information systems (GIS) to map the resilience of agri-food supply chains and access to food in Canada and Sri Lanka.

The project is led by Narendra Malalgoda (Supply Chain Management). It is funded with \$25,000 through the Indo-Pacific Scholarships and Fellowships for Canadians (IPSFC), a Global Affairs Canada program that supports Canadian researchers working with institutions in the Indo-Pacific region. The award runs from August 24, 2026 to August 31, 2027.

The work supports food access and food security, more resilient food supply chains, and an international research partnership between a Canadian and a Sri Lankan institution.



Research Awards

In 2025, I.H. Asper School of Business was awarded 3 research awards for responsibility- and/or sustainability-related research.

Distinguished Dissertation Award in Social Sciences

Granter: UM

Grantee: Zhen Qi

Award Description:

The Faculty of Graduate and Postdoctoral Studies is proud to announce Dr. Zhen Qi, a graduate of the Asper School of Business, as a recipient of the Distinguished dissertation award in social sciences for his PhD thesis “Three Essays on Climate Finance and International Finance.”

This award recognizes his doctoral research that explores how cutting-edge machine learning models

can improve the predictability of international corporate bond returns, how climate change affects financial markets worldwide, and how better information about climate risks can enhance financial decision-making

BEST ARTICLE AOM

Granter: Academy of Management Review

Grantee: Sean Buchanan

Award Description:

Commercializing the Practice of Voyeurism: How Organizations Leverage Authenticity and Transgression to Create Value - 2023

Outstanding Advancement of the Art and Science of Buoyant Flight

Granter: American Institute of Aeronautics and Astronautics (AIAA)

Grantee: Dr. Barry Prentice

Award Description:

This recognition is a testament to Barry's lifelong commitment to advancing knowledge, fostering innovation, and promoting sustainable transportation solutions," said Conners. "His pioneering work has resulted in elevating the global dialogue on the uses of very large transport airships to the level of a self-fulfilling prophecy

Research Voices

The following statement demonstrates a way in which researchers at I.H. Asper School of Business bring sustainability and responsible management into their research.

Research Voice

Mary Margaret Licharson, Senior Lead, Research Facilitation and Mobilization — the role your Research narrative already cites but has no voice for. She describes Hickson Research Day as an opportunity to share accessible versions of projects with the wider UM community, noting that researchers *"translate their niche expertise into a story everyone can get excited about."*

Dr. Suzanne Gagnon, Associate Dean Research — *"Sharing research is a way of giving back to our community. As Manitoba's only research-intensive business school, it is important that Asper School research makes it to desks across industries in an accessible and actionable form."*

Continue telling your story

UM Today - The four paths to ethical leadership

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UM Today - Should businesses team up to build a better society

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UM Today - Business research is for everyone

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UM Today - Documentary spotlighting sustainable local businesses has Winnipeg premiere

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Research Narrative

Asper's approach to research is set out in its strategic plan, *Building Community, Inspiring Innovation* (2025–2030), which places research excellence alongside meaningful engagement with business, community and Indigenous partners. The emphasis falls not only on what the School studies but on how it conducts research: interdisciplinary collaboration directed at knowledge that advances both business practice and broader social value.

Disciplinary strengths include organizational theory, behavioural science, finance, marketing, supply chain management, sustainability, entrepreneurship and leadership. Faculty secure Tri-Council funding, supported by start-up funding, internal grants and research facilitation services. Asper's Field-Weighted Citation Impact is 1.78, 20.7% of publications rank among the world's top 10% most cited, and 71% involve international co-authorship (Scopus/SciVal, 63 of 74 faculty, 2020–2025, 479 publications).

Research directed at societal challenges. Faculty research addresses sustainability, supply chains including food security and diversity, governance, Indigenous business, social innovation and inclusive growth. Of the 62 peer-reviewed publications faculty reported through the 2025–26 annual reporting cycle, 47 (76%) addressed one or more UN Sustainable Development Goals, most frequently Industry, Innovation and Infrastructure, Responsible Consumption and Production, and Reduced Inequalities. As 83% of faculty members had completed annual reporting at the time of compilation, these figures may understate total output. The School is expanding its Indigenous research capacity in 2026 with two

new professors, Dr. Angie Bruce and Prof. Roy Suddaby, whose work supports Indigenous initiatives and Reconciliation; Suddaby's CIHR-funded research examines Indigenous historical trauma and barriers to healthcare access.

Individual programmes of work show what this produces. Dr. Chi Liao collaborates with Dr. Vicki Bogan of Duke University's Sanford School of Public Policy on "Generational Race-Based Trauma and Financial Market Participation," bridging behavioural finance and public policy to support financial inclusion. Dr. Kiran Pedada's work on rural women microentrepreneurs, with the Digital Empowerment Foundation in India, provides insight into inclusive market participation, and Dr. Shiu-Yik Au's research advances responsible financial decision-making. Dr. Rong (Rachel) Zeng studies ESG and cross-border acquisitions, explaining the wider effects of corporate social irresponsibility. In 2026 the School received SSHRC Insight Grants totalling \$219,905 for work on corporate social irresponsibility in cross-border acquisitions and on the day-to-day ethical decisions of leaders. The inaugural 2025 Behavioural Management Research Fellows — Dr. Namita Bhatnagar, Dr. Lukas Neville and Dr. Rachel Zeng — bring scholars together under a behavioural-research lens.

Institutional infrastructure. That orientation is carried by structures rather than individual initiative. The Chiu Centre for Business Serving Community, established in 2025 through a \$5.4 million gift and directed by Prof. Bruno Dyck from January 2026, examines and promotes business models that generate social and ecological impact alongside economic value, working through multi-disciplinary research, longitudinal data collection and dissemination to both scholarly and practitioner audiences. The James W. Burns Leadership Institute develops leaders who contribute to society, and the Committee on Indigenous Business Scholarship, formalised with new Terms of Reference in 2025 and reporting annually to Faculty Council, governs Indigenous business scholarship. Other centres include the Warren Centre for Actuarial Studies and Research, the UM Transport Institute, and the David Dreman Behavioural Management Research Lab (2025).

Funding and support. The Asper Internal Research (AIR) Grants programme provides competitive internal funding aligned to the School's three societal-impact priorities — sustainability, Reconciliation and inclusive community — and a dedicated Senior Lead, Research Facilitation and Mobilization supports faculty across the research lifecycle, from internal and Tri-Council grant development through to mobilising findings for academic, policy and community audiences.

Convening and mobilisation. Asper convenes national and international research dialogue through the annual CPA Manitoba–Asper Accounting Research Conference, the Asper–Quadrant Private Wealth Behavioural Finance Conference, and the inaugural Behavioural Management Conference. The Empirical and Theoretical Symposium for Canadian Marketing Strategy (May 2026) and the Academy of International Business conference (September 2027) will bring international scholars to Winnipeg. Alongside peer-reviewed publication, the School translates research into audience-tailored outputs: briefs summarising FT50 and SDG-aligned research for practitioners and policymakers; public-facing placement in *The Conversation Canada* and *Harvard Business Review*; and LinkedIn and UM Today articles extending visibility. The Associates Emerging Topics Series brings faculty research to external audiences through three annual lectures.

The School's membership of the Responsible Research in Business and Management community, confirmed in 2026, formalises this commitment. Asper's application stated that it would welcome the accountability that formal endorsement of the RRBM principles brings.

UM Today - Are all politicians motivated by self-interest

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UM Today - How can we make AI and social media more human-centred

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UM Today - Poking holes in the growth mindset

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UM Today - Seeing the supply chain as a chain of relationships

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UM Today - Business that cares

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Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

We have systematically created partnerships and collaboration with institutions that are able to support our impact increase. This includes nonprofit climate-oriented organizations and first nation communities.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Positive Impact Rating (PIR)
- ❖ CEWIL
- ❖ BGA
- ❖ Eduniversal
- ❖ Corporate Knights
- ❖ Quacquarelli Symonds (QS)
- ❖ Responsible Research in Business & Management (RRBM)

Student Organization Partnerships

- ❖ Enactus

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UM Today - Community builders at work

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UM Today - It takes a community to raise an entrepreneur

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UM Today - Leading Canadian marketing academics gather at the Asper School

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UM Today - Lessons from a lifetime of purposeful innovation and entrepreneurship

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UM Today - Ribbon cut on state-of-the-art David Dreman Behavioural Management Lab

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UM Today - Stu Clark Centre welcomes special fireside discussion with Mike Fata & Margaux Miller

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UM AASHE STARS Scorecard Report

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UM Today - Anne Mahon named Leader-in-Residence of Burns Leadership Institute

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UM Today - Connie Walker O.M. named Burns Leadership Institute Leader-in-Residence

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UM Today - Walking Together - Engaging in Reconciliation alongside the Winnipeg Jets

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Partner Narrative

Asper's partnerships are organised around five commitments: Reconciliation and Indigenous economic development, sustainability and climate, community-serving research, leadership development, and connection to the business community.

Indigenous and community partnerships

- Manitoba Keewatinowik Okimakanak Inc., representing 26 First Nations, and Norway House Cree Nation – 2023 memorandum of understanding establishing a collaboration framework, with ongoing work under it.
- Treaty One Development Corporation – memorandum of understanding signed 2025, supporting its mandate to build the urban economy.
- Monash University – Master's in Indigenous Business Leadership.

Sustainability and climate

- BizforClimate – memorandum of understanding signed 2026 with the Manitoba business advocacy network of more than 260 signatories, supporting climate action, sustainable business practices and net-zero goals.

Research and knowledge centres

- Chiu Centre for Business Serving Community – established 2025 through a \$5.4 million gift from Drs. Wayne and Eleanor Chiu, directed by Prof. Bruno Dyck from 1 January 2026, advancing research on business models that generate social and ecological impact alongside economic value.
- Women Entrepreneurship Knowledge Hub – hosted at Asper, supporting research and outreach on women entrepreneurs.
- Digital Empowerment Foundation (India).

Leadership development

- James W. Burns Leadership Institute – runs the President's Student Leadership Programme, a fully funded provincial programme selecting up to 24 Fellows annually from Manitoba post-secondary institutions. Since 2019 it has produced 155 alumni across seven cohorts, each completing a community leadership project with a local organization. Funders include Canada Life, IG Wealth Management, Power Corporation of Canada and the Province of Manitoba.
- Critical Issues Series – "Walking Together: Reconciliation and the Winnipeg Jets" (3 February 2026) and "Leading for the Public Good" (31 March 2026), delivered with True North Sports and Entertainment, Canada Life and CentrePort Canada.

The business community

The Associates and Young Associates form a combined network of nearly 600 business leaders. Members engage directly in academic and student activities as guest speakers, judges, mentors and employer partners, and through financial support. Associates giving in 2024–25 totalled \$307,000, covering faculty excellence, student awards, experiential learning, events and outreach, including the Associates Fellowships and Achievement Awards for research and teaching. 80% of 2025 B.Comm respondents and 85% of 2026 MBA respondents reported that Asper helped them make connections with the business community that supported their learning or career prospects.

Signature events

- International Distinguished Entrepreneur Award gala, hosted annually by The Associates.
- IGNITE Gala – philanthropy and community leadership event welcoming the new student class; 850 guests in 2025, including 410 new students.
- Northern Transport Conference (February 2026), launching the UM Transport Institute's 40th anniversary year; Fields on Wheels Conference (30th anniversary, 2025); and the 3rd Rod Senft Family Business Conference (2025, 200+ attendees).
- Stu Clark New Venture Championships – 22 participating universities, 46 industry judges, \$72,000 in prizes and more than 125 community attendees.

Employer and professional connections

The Career Development Centre's Interview Mania programme brings employer cohorts to campus for mock interviews and career conversations within the Graduate Career Development Seminar, with participants including RBC, KPMG, Export Development Canada, Manitoba Public Insurance and CPKC. In 2026 the Government of Manitoba's Procurement and Supply Chain Division held an information session for MBA and MSCM students. The Centre partners with Supply Chain Manitoba, PMI Manitoba, IIBA Winnipeg, the Manitoba Aviation Council and the Canadian Association of Alternative Strategies & Assets.

International partnerships

The Asper Exchange Programme, the largest at the University of Manitoba, maintains partnerships with 70 institutions in more than 35 countries. In 2024–25 the School signed 12 new exchange agreements, including with the British University of Vietnam, extending its reach into Southeast Asia. Asper is a member of IBSEN, a consortium of 12 global business schools advancing internationalization through student, staff and faculty mobility, international summer schools and research collaboration; the School hosted an IBSEN meeting in November 2024. The Arni Thorsteinson Study Exchange Programme, a bilateral partnership with Ben Gurion University of the Negev, has produced 260 Asper and 115 Ben Gurion alumni since 2008, sustained by a joint alumni network; the inaugural ATSEP Legacy Summit in 2026 brought together 60 alumni from the 2016 cohort.

UM Today - University welcomes \$10 million gift to establish the Stu Clark Graduate School

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UM Today - Asper School earns two new distinctions for sustainability and responsible research

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Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

Our school has been engaged in creating a sustainability culture with multiple groups. We have new director positions to shape such engagement, aligned with staff green team initiatives and students' involvement at various levels.

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ Accreditation body recommendation documents
- ❖ Climate action plan
- ❖ Carbon reduction or offset commitments
- ❖ Curriculum guidelines
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Zero-waste guides
- ❖ Responsible Investing policy
- ❖ Land restoration

Policy Documents Related to RME and/or Sustainability

UM AASHE STARS Scorecard Report

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Practice Awards

In 2025, I.H. Asper School of Business received 1 award for responsible and/or sustainable practices.

Community Engagement Awards

Granter: UM

Grantee: Robert Biscontri and Verna Kroeker

Award Description:

The University of Manitoba's Community Engagement Award was made to Robert Biscontri and Verna Kroeker for the High School Case Competition, which brings business education to students from across Manitoba, including an Indigenous boarding school.

Practice Voices

The following statement from stakeholders at I.H. Asper School of Business demonstrates our commitment to sustainable and responsible practices.

Green Team testimonials

Deepika Kalluri, Lead, Co-op & WIL Programs, Career Development Centre, and Asper Green Team member:

"I joined the Asper Green Team in 2024 because I wanted to contribute to sustainability in a practical way and be part of initiatives that can make a difference within our workplace and broader community. I have enjoyed seeing how relatively small actions – such as reusing office supplies, participating in the book exchange, supporting Campus Beautification Day, and encouraging sustainable everyday choices – can collectively build greater awareness.

Encouraging more sustainable practices in an office environment has also shown me the importance of making sustainability practical and easy to incorporate into our regular routines. Whether it is reducing waste, reusing materials, being more mindful of what we consume, or simply starting conversations with colleagues, small reminders and actions can influence workplace habits. I have also learned that leading by example can often be more effective than simply asking others to change their behaviour.

One challenge is that changing everyday habits takes time. People have different levels of awareness, priorities, and capacity to participate, so sustainability initiatives need to be simple, accessible, and relevant to encourage meaningful and lasting engagement.

I also appreciate Asper's broader commitment to sustainability and the opportunities it provides for faculty and staff to learn and contribute. I was particularly grateful for the opportunity to complete the Sustainability Mindset Action Lab for Educators through Asper, which helped me think more broadly about how sustainability can be incorporated into both professional practices and everyday decisions. I am proud to be part of a School that encourages us not only to talk about sustainability, but also to learn, participate, and take responsibility through our everyday actions."

Jessica Lanchimba, Green Team Lead:

“As I am just beginning my role as Green Team Lead, I see this as an exciting opportunity to build on the work already accomplished and explore how the Green Team can strengthen its contribution to Asper’s sustainability goals. We have already started this next phase by launching a sustainability survey to better understand our community’s perspectives, priorities, and opportunities for improvement. I see this feedback as an important starting point for developing initiatives that are relevant, practical, and responsive to our community.

One of my priorities moving forward is to create stronger connections between the University’s broader sustainability objectives and practical initiatives within Asper. I am particularly interested in increasing engagement and creating more opportunities for staff, faculty, and students to participate, while recognizing that involvement needs to be flexible and accessible. For me, this role is an opportunity not only to promote sustainability, but also to bring people together around shared goals and help turn good ideas into practical action.”

Continue telling your story

UM Today - Documentary spotlighting sustainable local businesses has Winnipeg premiere

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UM Today - Sustainability Night - Showcasing business for good

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Governance

Governance: three director-level societal-impact positions were established effective July 2024 – Director of Equity, Diversity and Inclusion; Director of Indigenous Business Relations (IBR); and Director of Sustainability (Minelle Silva). All three sit on the Deans & Department Heads Advisory Board, the coordinating body directing teaching, research, faculty matters, and Strategic Plan commitments. The Committee on Indigenous Business Scholarship (CIBS) was formalised with new Terms of Reference (2025), co-chaired by the Directors of IBR and IBEP, reporting annually to Faculty Council. The Asper EDI Task Force (est. 2020) advances EDI through data-informed policy and curricular initiatives. Endowed chairs: Manitoba Professorship in Supply Chain Sustainability, Norman Frohlich Professorship in Business Sustainability, Morantz Professorship in Business Ethics.

UM Today - UM earns third STARS gold rating for sustainability efforts

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Practice Narrative

Policy framework. The School operates under University of Manitoba policies that set expectations for faculty, staff and students: the UM Sustainability Policy (2013); the UM Climate Action Plan, which targets a 50% reduction in scope 1 and 2 emissions by 2030 and net zero by 2050; the UM Responsible Investment Policy (2023); the UM Sustainability Action Plan 2025–2030, a living document guiding sustainability across energy, buildings, transportation, waste, procurement and community engagement, framed by the UN Sustainable Development Goals and paired with the Master Capital Plan; and the UM Truth and Reconciliation Framework. Accessibility obligations are set under the Accessibility for Manitobans Act.

At School level, the Asper Strategic Plan 2025–2030 embeds three commitments across all pillars – Advancing Reconciliation, Nurturing Sustainability, and Fostering a Vibrant and Inclusive Community. Governance documents give these effect: the Asper Faculty Qualification and Sufficiency Guidelines (approved December 2024, updated April 2025), the Program Evaluation and Accreditation Committee Terms of Reference (January 2025), and the Committee on Indigenous Business Scholarship Terms of Reference (2025), which reports annually to Faculty Council.

Operations. The Dean's Office holds Green Office certification, maintained this year, with staff engaged through a Green Office Team. Asper contributes to the University's participation in the AASHE Sustainability Tracking, Assessment and Rating System; UM holds a STARS Gold rating with a score of 67.54, valid to 5 May 2029, its third consecutive gold following ratings in 2019 and 2022. Within that assessment, the University scores 29.77 of 41 on Curriculum and 19.85 of 23 on Research, including full marks for Applied Learning and for maintaining a centre for sustainability research. University-level operational measures include hydro-electricity and electric boilers in the Central Energy Plant, a Green Investment Fund advancing the Climate Action Plan, reduced-chemical grounds maintenance, and dining services operating under a Coolfood Pledge to cut food-related emissions 25% by 2030.

Staff-led practice. The Asper Green Team translates policy into everyday practice. The School held its first annual Asper Sustainability Month in October 2025, delivered as four weekly events including a session on sustainability management from research to practice, a Campus Commute Survey feeding UM's sustainability planning, a book exchange promoting reuse, and a donation drive for the Winnipeg Humane Society supporting animals affected by wildfires. The Team participated in Campus Beautification Day on 28 May 2026, ran an office-supply reuse drive collecting gently used supplies for redistribution, introduced reusable cups in the staff lounge, and ran a Plastic Free July challenge. On 18 March 2026 the Team supported the UM Office of Sustainability in encouraging students to complete the Positive Impact Rating survey, working with the Commerce Students' Association. The School co-hosted UM's Sustainability Night 2026, *Business Models with Social Impact*, on 10 March 2026, in a panel moderated by Asper's Savanna Vagianos, and the Director of Sustainability joined the UM Sustainability Academics Committee. Staff development is supported through opportunities such as the Sustainability Mindset Action Lab for Educators.

People practices. Three director-level societal-impact positions – Equity, Diversity and Inclusion; Indigenous Business Relations; and Sustainability – were established effective July 2024, and all three sit on the Deans and Department Heads Advisory Board. The Asper EDI Task Force, established in 2020, advances equity through data-informed policy and curricular initiatives. In 2024–25 the School provided approximately \$3.3 million in scholarships, bursaries, subsidies and student funding, with PhD and M.Sc. students fully funded. The Asper Social Committee supports community building across faculty and staff, including a Lunar New Year celebration in February 2026 recognising the diversity within the School.

Measurement and candour. Progress is measured and reported openly, including where it falls short. Student exposure to sustainability, inclusion and Indigenous business and Reconciliation stands at 72% against an 85% target and is reported as at risk. The Green Team has launched a sustainability survey of the School community to understand perspectives, priorities and opportunities for improvement, and to inform initiatives that are practical and responsive.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

To ensure transparency in our practices, beyond our sustainability at Asper webpage, we have explored constant informative emails and a social media series with a focus on sustainability achievements over the year.

Engagement Opportunities

I.H. Asper School of Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

I.H. Asper School of Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

I.H. Asper School of Business faces the following barriers in transparent communications:



**Accessibility
issues**



**Audience
reach**



**Feedback
loops**



**Inconsistent
updates**



**Messaging
clarity**



**Ownership
issues**

SIGNATORY

I.H. Asper School of Business



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