



UNIVERSITY OF
TORONTO
MISSISSAUGA

MMPA | Master of Management
& Professional Accounting

2011 MMPA CONFERENCE ANNOUNCEMENT

Corporate Social Responsibility and Non-Financial Reporting

Professional Graduate Programs Centre
University of Toronto Mississauga
Mississauga, Ontario, Canada

November 18, 2011

Location – Credit Valley Golf Club
2500 Old Carriage Road, Mississauga, Ontario

Society's expectations about corporate social responsibility have brought about significant changes in corporate transparency and non-financial reporting practices. More companies have begun to issue sustainability reports annually in addition to traditional financial statements and some have engaged independent third parties to assure/certify their sustainability reports. Recent studies suggest that investors use corporate sustainability reports to assess firms' future operational risk and cost of capital. Other research shows that corporate sustainability reports and environmental performance also affect financial analysts' earnings forecast accuracy and stock recommendations.

The increasing trend in sustainability reporting creates both challenges and opportunities for the accounting profession. The MMPA Conference will bring together a group of renowned academic scholars and industry leaders to discuss the challenges of corporate social responsibility on management practice and the impact of corporate sustainability reporting on the accounting profession.

AGENDA

- 8:00 Breakfast
- 8:45 Introductory Remarks: *Len Brooks, Director, MMPA & Yue Li, Conference Chair*
- 9:00 Professor Gwendolen B. White, Ball State University
“Sustainability Reporting and its Impact on the Accounting Profession”

Professor Gwendolen B. White is Associate Professor of Accounting at Ball State University. She has been teaching environmental and sustainability reporting at the graduate and undergraduate levels for many years. She is the author of two books **Sustainability Reporting – Doing well by Doing Good** and **Sustainability Reporting: Managing for Wealth and Corporate Health**. In addition to her books on sustainability reporting, she has published numerous articles on environmental and sustainability reporting in academic and practitioner journals including *Auditing: a Journal of Practice and Theory*, *International Journal of Auditing*, *Journal of Business Ethics*, *Journal of Accounting Education*, among others. She has also presented papers on sustainability at national and international conferences.

10:00 Comments and Q&A

10:15 Dr. Chris Fordham, Manager of Sustainability Strategy, Suncor Energy Inc.
“Sustainability Challenge Facing the Canadian Oil and Gas Industry”

Chris Fordham is part of the Sustainability group at Suncor Energy Inc. He has a Doctorate in Engineering Geology from the University of Waterloo and has over 20 years of experience in the oil sands business. He has been involved in all aspects of the regulatory approvals process for the Suncor Oil Sands operations for the last decade. Chris’s current focus is advancing sound environmental policy for oil sands development. Chris represents Suncor in a number of regional environmental forums such as the Oil Sands Developers Group and the Canadian Association of Petroleum Producers. Chris was awarded a *2010 Alberta Emerald Award* for his work on regional issues management.

11:15 Comments and Q&A

11:30 Coffee Break

11:45 Professor George Serafeim, Harvard Business School
“Corporate Sustainability Reporting and Capital Markets”

Professor George Serafeim is an Assistant Professor of Accounting at Harvard Business School. He earned his doctorate in business administration at Harvard Business School, where his dissertation was recognized with the *Wyss Award for Excellence in Doctoral Research*. He received a master's degree in accounting and finance from the London School of Economics and Political Science. Professor Serafeim's research focuses on corporate transparency, governance and on economic, social, and environmental performance. His work has been published in prestigious academic journals such as the *Review of Accounting Studies*, *Journal of Accounting Research*, and the *Journal of Finance*, and also in media outlets including *Bloomberg*, *Financial Times*, *The Guardian*, *Board IQ*, *Business Ethics*, etc. His most recent work on corporate sustainability and sell-side investment recommendations received the best paper award from the Academy of Management, and his work on corporate sustainability and capital constraints received the best paper award from the United Nations Principles for Responsible Investment network. He is the co-author of a book on the transparency of insurance companies and the co-author of a study, commissioned by the European Union that evaluated the relevance of public information disclosed during the transition of European companies to IFRS.

12:45 Comments and Q&A

1:00 Lunch

2:00 Professor Suresh Radhakrishnan, School of Management, Univ. of Texas at Dallas
“How Corporate Charitable Contributions Enhance Revenue Growth”

Professor Suresh Radhakrishnan is the Ashbel Smith Professor of Accounting and Information Management and Research Director of the Institute for Excellence in Corporate Governance at the University of Texas at Dallas. He has been a Visiting Research Fellow at various Asian universities. His research papers have been published in leading academic journals in accounting, finance, marketing, strategy and operations management. His work on organization capital, charitable giving and corporate social responsibility has been covered by major newspapers and media, and presented at forums such as the Microsoft CEO Summit and the SAP Global Congress. His research interests include valuation of intangible assets, performance evaluation, contracting and impact of corporate governance. He teaches financial and managerial accounting, and has won teaching awards at New York University, Rutgers University and University of Texas at Dallas.

3:00 Comments and Q&A

3:15 MMPA Classes Debate: **Topic to be determined.**

3:45 Concluding remarks by Prof. Brooks.