9:00–10:00am – Business Session 1 – "Entrepreneurship for Our Sustainable Future"
Moderator: Dr. Wilian Gatti, Jr., Associate Professor of Business, School of Business

Sustainable Entrepreneurship in the Philippines: Incorporating the United Nations' Sustainable Development Goals in Social Enterprises
- Amiel Cabayao

As the world gets more complicated, it is becoming increasingly necessary for business to provide new solutions to societal challenges. Social entrepreneurship seeks to address these social issues while still achieving a profit. This new approach to business is functioning better than ever in the Philippines as companies seek to help decrease poverty, promote health and education, create opportunities for underprivileged populations, and fight for environmental protection. The UN's Sustainable Development Goals (SDGs) for Philippines have set a guideline which have proven useful for new social enterprises. This paper will introduce the UN's SDGs, as well as, the concept of social enterprise, highlighting current examples of social enterprises and how they are creatively and effectively incorporating the UN's SDGs to help improve the quality of life in the Philippines.

Social Enterprises & B-Corps in Calgary: Seeking More Efficient & Sustainable Alignments with the Community's Needs
- Nishad Mani

The paper examines the scope and opportunities of social enterprises and B-corps in Calgary. This is achieved through a complex measuring of the social impacts of the Social enterprises currently working within the community and comparing them with the social needs of Calgary. The unmet needs of the Calgary population, data of underprivileged, marginalized people, and people who face homelessness and addiction issues will be explored.. One major indicator this paper uses is the population's equity index. The financial performance, return on investments, and social impacts of the Social enterprises currently working in the City are inspected to verify the need analysis. A sustainable matrix is another tool used to quantify the data of the performance of Social enterprises. This paper will compare both the Need Analysis and the Sustainable Matrix, so that the resulting insights can be used to guide social enterprises as they seek to be more effective at meeting the needs of Calgary.

Learning About Sustainability Through the Use of an Entrepreneurship Board Game
- Dr. Wilian Gatti, Jr., Davis Bell, and Bridget McNaughton

In recent years, the business world has come to realize the pressing need to address the challenges of sustainability. The negative impacts of economic growth on the environment and society are increasingly evident, and businesses are beginning to recognize their role in contributing to these issues. This places business in a more positive light and ties to trying to learn how businesses can become more sustainable. However, there remains a critical gap in education for business leaders on how to incorporate sustainable practices into their organizations. This is where our research comes in. What if the key to teaching sustainable development in business education was not through traditional methods but through the power of play? That is the question at the heart of our research, which has led us to create a game that can support alternative ways to teach sustainable development. We believe that education can be more effective when it is delivered in an engaging, interactive, and playful way. Our project started with the premise that there is an incompatibility between continuous economic growth and environmental conservation. Our design intent was to reproduce this reasoning by inviting players to experience the sustainable development logic in our game. We created a simulation that challenges players to navigate a complex and interconnected system while promoting sustainable practices in business operations. Our game attempts to create a dynamic and immersive environment that mirrors the challenges faced by business leaders in the 21st century.

10:10–11:10am – Business Session 2 – "Just Consumption & Sustainability: An Examination of the Worlds of Fashion, Coffee & NGOs"
Moderator: Dr. Murray MacTavish, Associate Dean & Associate Professor of Leadership & International Development, School of Business

Eternal Ways of Life: Biblical Creation Care by Seeking a Sustainable Fashion Industry with Implications for Consumer Lifestyles
- Adam Meckelborg

The fashion industry is one of the most explosive creators of wealth, yet it is one of the most environmentally damaging industries in the world today, being responsible for 8-10% of humanity's carbon emissions, more than all international flights and maritime shipping combined. The objective of this paper is to consider how the fashion industry might adopt better manufacturing practices and how consumers can adopt habits that will change the future of fashion with the goal to make the industry and consumer lifestyles more sustainable. The paper will conclude with a discussion of an ethic of stewardship that stems from the biblical worldview of creation and the role of humanity to be caretakers of that which has been eternally pronounced "very good" (Genesis 1:31, NIV).

Fair for Whom? The Effectiveness of Fairtrade in the Coffee Industry
- Thomas Unrau

Fairtrade Canada claims that their Fairtrade Mark is trusted by 82% of the market and that 81% of Canadians say the Mark improves their opinion of the brand. Fairtrade International states that its mission is to address ten key issues in the global supply chain, including climate change effects and biodiversity. The question then is, to what degree does committing to Fairtrade in a supply chain achieve its intended goals? This study examines the steps that Fairtrade claims it uses to address these key issues in its coffee supply chains and compares the observed results against similar providers who are not selling under Fairtrade to see if there are any meaningful differences. In conclusion, while there are legitimate issues within the Fairtrade process, there is enough evidence of positive impact to say that Fairtrade is achieving its goals within acceptable parameters.

Re-Exploiting Victims: Ethical Storytelling in NGO Fundraising Promotions
- Amy Isaac

It is possible to practice ethical marketing and communications in order to avoid exploiting people and their stories. There is currently an issue of non-profit organizations using stories that victimize individuals in order to gain awareness and funding. This works financially, but it does not adhere to honoring the Image of God in which the individuals involved are created. Stories hold an important role in advertising and fundraising, especially in the context of non-profit organizations, so we should not discard storytelling. Rather, through learning why and how we should be telling stories, and what is the best way to fundraise without using unethical practices, we can become better agents of change. By gathering peer-reviewed research and learning best-practices from industry leaders, this paper will outline how we can do this, and give next steps for moving forward.

2:10–3:10pm – Business Session 3 – "Changing Organizational Climates: An Examination of Effects of Training on Organizational Climates and Computerization on Job Vulnerability"
Moderator: Prof. Cindy Karikari, Assistant Professor of Business, School of Business

The impact of Organizational Climate on Learning Effectiveness
- Brooklyn Armstrong, Brooklyn Deol, and Donovan Olichny

This systematic review recognizes that organizational climate is pivotal to learning transfer. The organizational climate may not be structured in a way that encourages employees to engage in learning and transfer their learned knowledge into the workplace. This review obtained studies using peer-reviewed articles published over the last 30 years. The highlighted areas of interest will be (a) "organizational culture," (b) "readiness and intent to transfer," and (c) "performance." The data searches explore how effective learning may be influenced by an organizational culture that encourages and supports training transfer. Only empirical articles, published between 1993-2023

have been included in this review. This paper also discusses further research suggestions in the field of organizational climate.

Effects of Collaboration, Motivation, and Training Transfer on Organizational Climate
- Ryan Partaker, Macauleigh Wilks, and Madeline Williscroft

Through this scoping review, an examination of how organizations can create a climate that will promote the transfer of training through motivation and collaboration is explored. This is significant, as organizations can avoid wasting money on ineffective programs by considering whether their work climate is conducive to training transfer. A current problem organizations are facing is ineffective organizational climates that are not conducive to successful learning. The paper analyzes empirical studies that explore the impact of collaboration, motivation, and training transfer on an organizational climate. Following a thorough examination of the available evidence, a number of potential new lines of inquiry are uncovered.

Exploring the Susceptibility of Job Categories to Computerization and Demographic Factors for Analytical Jobs, Sales and Marketing Jobs, and Administrative Jobs
- Alfredo Suarez

This research paper examines the impact of technological advancements and automation on demographic groups in the North American workforce. Drawing on existing exploratory data analysis of jobs in sales, marketing, administration, and data analytics between 2010 and 2022, this paper aims to explore (1) which demographic groups are more susceptible to automation and (2) the employment and unemployment trends for jobs with high and low probabilities of automation. Demographic data on age, gender, race, employment/unemployment, attrition rates, company sizes, and education levels will be examined. The findings suggest that the relationship between a job and its probability of computerization is multi-faceted and influenced by various factors like gender, race, education, and industry. Implications for policies and programs that support workers displaced by automation will be addressed, such as, retraining programs, job search assistance, and income support. Beyond technical skills, there is a need for greater attention and investment in developing soft skills that are not likely to be automated, like creativity, emotional intelligence, and critical thinking, as well as policies that promote diversity, inclusion, and equitable access to new job opportunities. By addressing these challenges, we can shape a more resilient and equitable workforce for the future while ensuring that no demographic group is left behind in the era of automation.