



TIME Research Seminar Series

Professors Michèle Paulin & Ron Ferguson

Millennial's Perception of Greenwashing



Dr. Michèle Paulin



Dr. Ron Ferguson

Summary: The business objective of creating corporate good to the detriment of social good is on the rise. The former involves self-interest and shareholder returns, whereas the latter seeks value creation according to norms, and obligations of the community of stakeholders. Millennials overwhelmingly believe that business needs to pay as much attention to people and purpose as it does to products and profit. These “digital natives” have greater needs to belong to social groups, share with others and have peer bonds. This research compares Millennials' perception of the issues of an oil pipeline project and Greenwashing after website promotion of corporate good versus societal good.

This example of Corporate Social (ir)Responsibility shows that social media promotion through Greenwashing can be effective in creating corporate good unless countered by the concomitant promotion of societal good.

Speaker Bios: Dr. Paulin holds the RBC Professorship in Strategic Relationship Marketing in the John Molson School of Business (JMSB) at Concordia University. She links Strategic Relationship Marketing to theory, research and practice through paradigms from the European Nordic School of Networks and Relationships and the emerging Service-Dominant Logic, where “service” is viewed as the fundamental basis of all exchanges and the source of value co-creations. She is also a regular visiting professor at L'ESSEC business school in Paris. Her research portfolio includes international studies with “real subjects” in different service networks: banking, health care, hospitality, biotech and venture capitalists (Canada, Mexico, USA, France, Germany and Tunisia).

Dr. Ronald Ferguson graduated from the Executive MBA Program at Concordia University. He was formerly a Full Professor in the Department of Kinesiology and an Associate Professor in Social and Preventive Medicine at the Université de Montréal. As a researcher at the Montreal Heart Institute, he published in the area of cardiovascular physiology and cardiac rehabilitation. Dr. Ferguson became a visiting Professor at Concordia University in 1999-2000 and formally joined the business school as an Assistant Professor in 2001. Dr. Ferguson is currently a Full Professor in the Department of Management.

When and where:

25 February 2016

10am to 12pm

TIM Social Area

Kackertstraße 7

3rd Floor