

Greetings and welcome to the 2019 Future of Business Management Accounting and Marketing Conference to be held in Toronto, Canada, October 23 & 24 of 2019. Your conference has a rich and reputable history built on leading-edge conferences and publications in business, marketing and management accounting. As a professor of accounting, I value all things you do to accomplish a sustainable business with focus on profit with purpose, the business concept of achieving a triple bottom line of planet, people and profit (3Ps). We all need to work together to make businesses sustainable in the long-term and to leave a better environment for future generations. However, as human beings, we are inherently imperfect thus this imperfection challenges us to collaborate in research and collectively achieve the 3Ps. As the keynote speaker for this important and prestigious conference, I address the alignment between business sustainability and management accounting. Business sustainability with the primary focus on achieving financial economic sustainability performance and generating non-financial environmental, social and governance (ESG) performance has advanced in the past decade from branding and greenwashing to a strategic imperative with its integration into corporate culture, business models, corporate governance and managerial decisions. More than 15,000 companies worldwide are now reporting on some dimensions of their ESG sustainability performance. European Law (Directive 2014/95/EU) went into effect on January 1, 2017, which requires over 6,000 large public companies in Europe to disclose certain information on their social and environmental initiatives, including diversity. In recent years, investors have demanded, regulators have required, and companies have disclosed long-term financial information as well as non-financial ESG information.

Institutional investors have included ESG information in their investment strategies as initially promoted by the United Nations Sustainable Development Goals in encouraging investors, companies, governments, regulators and citizens to work toward the aim of protecting the planet, making profit, empowering people, promoting peace and prosperity, and ending poverty. Thus, business sustainability with a focus on ESG issues have increasingly become the integral components of socially responsible investment (SRI), consumer, financial, and labour markets. In an era when political institutions are in strife, and business globalisation gains momentum, a refinement of business policy and corporate culture could advance society and enhance environmental sustainability.

Business organizations worldwide are expected to utilize their technological advances to promote a Low Carbon Economy via LEDs, wind and solar energy, and electric vehicles. Global public companies today face the challenges of adapting proper sustainability strategies and practices to effectively respond to social, ethical, environmental and governance issues while creating sustainable financial performance and value for their shareholders. There are tremendous opportunities to conduct scholarly research in all dimensions of sustainability, particularly cost management and performance management in the context of business sustainability. The main theme of the 2019 Future of Business Management Accounting and Marketing is “**To give the best stage were different thoughts can be shared and data can be examined**” by creating a forum of interaction and collaboration between scholars, executives, practitioners.

My talk attempts to build a bridge between managerial accounting and financial accounting by focusing on both internal information systems (cost management) and external information systems (performance management), as these two functions are interrelated and integrated. This talk provides insight into managerial initiatives for advancing corporate sustainability from greenwashing and business branding to creating opportunities for revenue generation, cost management, business growth, and products and services innovation. I strongly encourage scholars to conduct research in this important business sustainability and share their research findings and best practices with other participants at the conference. I also encourage conference participants to focus on the policy, educational, practical and research implications of their presentations. I look forward to meeting you at the Conference and seeing you in the beautiful city of Toronto. Let us all work together to make the world more eco-friendly, socially responsible and economically prosperous through our dedication to business sustainability principles.

Zabi Rezaee
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Biography:

Zabihollah Rezaee is the Thompson-Hill Chair of Excellence, PhD coordinator and Professor of Accountancy at the University of Memphis and has served a two-year term on the Standing Advisory Group (SAG) of the Public Company Accounting Oversight Board (PCAOB). He received his BS degree from the Iranian Institute of Advanced Accounting, his MBA from Tarleton State University in Texas, and his PhD from the University of Mississippi. Dr. Rezaee holds ten certifications, including Certified Public Accountant (CPA). Professor Rezaee has published over 230 articles and made more than 240 presentations, written 12 books and been invited as keynote speaker on business sustainability, corporate governance and forensics. He is the editor of the Journal of Forensic Accounting Research. He has published four books on business sustainability and his most recent book is “Business Sustainability in Asia” published by John Wiley and Sons in March 2019.