

MDIIM THOUGHT LEADERSHIP EVENT

BALANCING RESEARCH EXCELLENCE WITH IMPACT MEDIA SEMINAR FOR FACULTY



WEDNESDAY, MAY 23 - 1:00 - 4:00 PM
ARMSTRONG BUILDING, ROOM 375

With **André Spicer**, Professor of Organisational Behaviour
Cass Business School, City, University of London

McGill faculty are invited to a seminar and discussion with André Spicer, Professor of Organisational Behaviour and the founding director of ETHOS: The Centre for Responsible Enterprise at Cass Business School, City, University of London. Prof. Spicer has become a regular figure in global media and is a frequent commentator in outlets including the Financial Times, CNN, BBC, CNBC, Channel Four, The Guardian, The Wall Street Journal, The Washington Post, The Times, Telegraph, Independent and many others. He has also published several books 'Contesting the Corporation' (Cambridge), 'Unmasking the Entrepreneur' (Edward Elgar), 'Understanding Organizations' (Sage), 'Metaphors We Lead By' (Routledge), 'The Wellness Syndrome' (Polity), and most recently 'Business Bullshit' (Routledge). Prof. Spicer will share his experience and strategies for identifying impactful research topics that appeal to both traditional and contemporary media, all while balancing the many responsibilities of academic life. Participants will be encouraged to think about impact beyond media in influencing government policy, organizational practice, activism, and teaching.