



This Month's Hot News

Embracing Mindful Leadership. The prestigious Daniel Janssen Chair in Corporate Social Responsibility is taking a new direction.

BY G.GENDUSO

The Chairholder, Professor **Kevin Jackson**, will be orienting the Chair's research and teaching towards Mindful Leadership and CSR.

The faculty, administration, and students of the Solvay Brussels School of Economics and Management **are deeply grateful for the generosity of the Janssen Family**, which has endowed the academic Chair in CSR for the past 13 years. Baron Daniel Janssen, honorary Chairman of Solvay Company, is a loyal supporter of SBS-EM, Honorary Chairman of the International Advisory Board, and a strong advocate of corporate social responsibility. Kevin Jackson assumed the position of CSR Chair since 2011, which had been formerly held since 2003 by the late Professor Nigel Roome.

During his time as Daniel Janssen Chairholder, Professor Jackson (J.D., Ph.D.), who is an American scholar, attorney, and music composer/pianist, published his groundbreaking book, *Virtuosity in Business* (University of Pennsylvania Press, 2012), authored numerous scholarly articles on CSR, sustainability and business ethics in top-tier

scientific journals, and delivered presentations at academic and practitioner conferences across the globe. His scholarship touches on topics as diverse as global economic governance, corporate accountability and reputation, international rule of law and human rights, economy of mutuality, and virtue ethics approaches to business ethics and social responsibility.

Under the auspices of the Daniel Janssen Chair, Professor Jackson, has delivered a **wide range of courses** with an open and engaging teaching style. The courses include an undergraduate course in "*Introduction to Organizations and Social Responsibility*" which he co-teaches with **Dean Bruno Van Pottelsberghe**; a masters course "*Corporate Social Responsibility*" and **executive-level CSR classes** such as "*Seeking Sustainable Solutions for Business and Society*" for the MBA curriculum. As well, each Spring Professor Jackson leads a Ph.D. research seminar in "*Epistemology and Critical Studies in Management*".

Building upon this legacy of CSR research and teaching, the **Janssen Family Chair** has been graciously renewed at the behest of Baron Daniel Janssen's wife Thérèse and his sons Charles-Antoine, Nicolas, and Edouard. In discussions with the Chairholder, an **ambitious plan** has been launched to orient the Chair's research and teaching activities in the direction of **Mindful Leadership and CSR**.

According to Professor Jackson, undertaking such an enhanced approach to CSR opens up important **new pathways for enhancing the theory and practice in the field of corporate social responsibility**. Among them, Dr. Jackson explains, is the capacity of a Mindfulness approach to "*address questions concerning the inner states and motivations for leading business for non-instrumental reasons.*" The other facet, he says, "*concerns leadership decisions and actions creating social value alongside of economic value for a broad spectrum of stakeholders.*"

Broadening the approach to CSR studies to include Mindfulness "*offers new creative and highly innovative pathways for scholarship to engage philosophical analysis and debate together with scientific research aimed at important practical demands for business and its leaders to be equipped in assimilating multiple criteria in the pursuit of social and financial value creation.*"

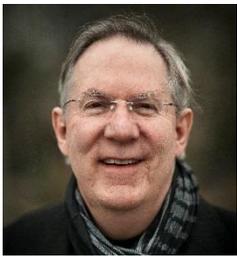
The Chair is currently **in the process of redesigning courses** at undergraduate and masters levels, and is proposing new courses for the

Executive Education curriculum at Solvay. In addition, the Chair is in the process of **forging collaborative relationships with academic institutions, organizations and companies in Europe and around the world**.

According to Professor Jackson, the Chair is reaching out to a broad spectrum of scholars and practitioners that are involved in joining business management to the field of Mindfulness and related areas such as Mindfulness-Based Cognitive Therapy (MBCT), Mindfulness-Based Stress Reduction (MBSR), meditation, contemplative studies, and Eastern philosophy.

By undertaking such initiatives, along with introducing new directions in teaching and scholarship, Dr. Jackson says that he hopes that the Chair in Mindful Leadership and CSR can help in contributing a force for "**positive disruption**" for SBS-EM in its vision to become a top European business school.

More information about [Daniel Janssen Chair](#)



Kevin Jackson

*Ph. D., holds the Daniel Janssen Chair at SBS-EM. He is also a Senior Fellow at The Witherspoon Institute in Princeton, New Jersey, and comes to SBS from Fordham University in New York City. Dr. Jackson has been on the faculties of Princeton University, Georgetown University and Peking University in Beijing, China, and has published numerous scholarly journal articles as well as the acclaimed books *Building Reputational Capital* (Oxford University Press), *Charting Global Responsibilities: Legal Philosophy and Human Rights* (University Press of America) and *Virtuosity in Business: Invisible Law Guiding the Invisible Hand* (University of Pennsylvania Press).*

Contact: kevin.jackson@ulb.ac.be