

# TRC SEMINAR

## The Materiality Balanced Scorecard: Organisational Change towards Sustainability Integration

Mireia Guix



Wed, 9 August 2017 // 12.00 – 01.00 pm

School of Marketing Boardroom, Room 2024, Level 2, Building 408

The paper proposes the Materiality Balanced Scorecard (MBSC) as a suitable instrument to define, communicate and operationalise strategic sustainability objectives. The presentation explores the integration of the Balanced Scorecard as an established performance management system with Materiality Assessment as a sustainability reporting method. Accordingly, an organisation can improve its management control by addressing the quality, transparency and consistency of its sustainability response, without undermining the viability of the business.

Mireia Guix is Assistant Professor at the Administration School of Universidad del Rosario (Colombia), and a PhD candidate at the University of Surrey (England). Since October 2016 she is an Associate Professor at Ramon Llull University (Spain) where she had been a lecturer since 2012 in sustainability management and responsible tourism both at the undergraduate and graduate degrees. Mireia Guix holds a Responsible Tourism Management Master at Leeds Metropolitan University. She has been a consultant in sustainable destination management and development cooperation projects. Her research focuses on sustainability performance management and sustainability reporting for the hospitality industry.

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