About the authors^{*}

Katrin Muff (DBA) has been Dean of Business School Lausanne (BSL), Switzerland, since 2008 (www.bsl-lausanne.ch). She obtained both her doctorate and her MBA from BSL. Under her leadership, the school has expanded its vision from a focus on entrepreneurship to also embrace responsibility and sustainability into a three-pillar vision for both education and applied research. She previously worked for Schindler in Switzerland and Australia, for Alcoa in business development, for M&A in Switzerland and the United States, and as General Manager of their first Russian manufacturing plant in Moscow. After her position as Director, Strategic Planning EMEA of IAMS Pet Food (a division of Procter & Gamble, in the Netherlands), she co-founded Yupango, a coaching consultancy dedicated to developing start-up companies and training management teams.

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John North is a next generation integrational entrepreneur, operating across the boundaries of society, business and academia. An MBA graduate, who created 2 online businesses during his undergraduate degree, he worked as an international strategy consultant advising Fortune 500 companies and was the founding head of Accenture's sustainability practice in Ireland. His passion to make a difference in his home country brought him back to South Africa in 2009, where he combines local work as the senior advisor to the Albert Luthuli Centre for Responsible Leadership, University of Pretoria (www.up.ac.za/crl) and an international role as Project Head of the Brussels-based, UN-backed Globally Responsible Leadership Initiative. In the latter role he is focussed on a series of implementation projects of the 50+20 Agenda of management education in service of society (50plus20.org).

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