



The Oxford Initiative on Rethinking Performance

Mission

In the last 10 years the role and purpose of companies have been redefined. Modern, prudent and long-term oriented companies now need to consider *how* profit is earned, not just how much is earned. This requires taking account of the positive and negative social and environmental externalities that are produced by the company's operations.

Led by Prof. Colin Mayer and Amir Amel-Zadeh, The Oxford Initiative on Rethinking Performance (ORP) seeks to establish a global centre of knowledge on bold and contemporary thought around holistic performance measurement. As the world's foremost research initiative dedicated to the study and development of more holistic performance measures, the initiative aims to transform business practices and leadership to become more purposeful.

ORP pursues the following objectives:

- Redefining "Performance" Theory, Measurement, and Management;
- Evaluating and supporting accounting framework development with relevant practitioners and a wide network of organizations and thought-leaders.
- Shaping thought & practice through cutting-edge research, teaching and engagement.

Oxford Legacy

Building on a long history of thought-leadership on responsible business at Saïd Business School, ORP can leverage the full power of Oxford's intellectual legacy to tackle the increasingly important questions around responsible and sustainable assessment of corporate performance and investment. In doing so, cross-disciplinary projects will be just as important as the work on conceptual relevance and clarity in core business-areas such as accounting, finance and strategy.

Invitation to partner with Saïd Business School

We invite your organisation to join a group of leading businesses to support and engage in an ambitious programme around rethinking performance at Oxford. This is a unique approach to applied research that will create strong and lasting partnerships between academics and industry.

Saïd Business School is committed to developing a programme of ground-breaking research in collaboration with the global business and investor community. Partners will represent a broad range of interest groups with diverse expertise.

Keen to learn more?

Contact amir.amelzadeh@sbs.ox.ac.uk and find out how you can contribute to a new era of performance thought with Oxford Saïd's Initiative on Rethinking Performance!