

**Toward the Understanding, Measurement, and Actualization of *Fratelli Tutti*:
A Research and Policy Initiative for Jesuit Business Schools**

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(and a coalition of the inspired who will join us)

On October 4, 2020 – a day to celebrate the Feast of St. Francis Assisi – Pope Francis released his Encyclical, *Fratelli Tutti*, by which he implored a renewed commitment to embrace human fraternity, social friendship, and global solidarity. This seminal document urges nations, communities and individuals to address and reject indifference, to build a culture that chooses to constructively engage crises and the people responsible for and/or affected by them, to protect the vulnerable among us, to pursue peace, and to drive policies, economics and practices in ways that ensure the dignity, health and well-being of all people.

Sadly, nearly six years later, the number of threats to our planet, and the very existence of humanity, seem to be less fraternal, more violent, more anti-social, and more systemically destructive to people, institutions to protect them, and our planet. This trend is unequivocally the result of human choices, policies and behaviors that in turn are responsible for the degradation of our delicate biosphere -- and the solidarity and well-being of everyone struggling to survive in this fragile and finite space. This reality evinced by accelerating, often interactive calamities – e.g., wars and other forms of systemic violence, climate change, poverty, famine, pandemics, pollution, extinctions, exploitation, exclusion, incivility, and forced displacement – portends a bleak and hellish future.

We believe Jesuit Business Education is integral to reversing the aforementioned trend and to actualizing *Fratelli Tutti*.

Building on our presentations and participant feedback at various academic conferences subsequent to the release of the Encyclical, the purpose of this session is to explore the opportunities and obligations for businesses (including business schools) to assess the awareness, understanding and actualization of *Fratelli Tutti*. These goals – and the sacred values driving

them – will require secular understanding, systemic integration and constructive engagement, particularly from/among business organizations and other catalytic institutions, in conjunction and coordination with the most vulnerable stakeholders suffering from various existential threats.

Thus, our objective in this session/roundtable is as follows. (1) We will revisit the initial framing vis-à-vis theoretical frameworks facilitating Quality of Life (QOL) through constructive engagement (e.g., Shultz et al., 2012, 2017, 2022, 2025) and the integrative justice model (e.g., Laczniaik & Santos, 2011; Santos & Laczniaik, 2009; Santos et al., 2015). (2) We will reveal a synthesis and multi-theme typology for *Fratelli Tutti*, which will be the conceptual framework to inform further discussion and empirical study. (3) We will extend a conversation on collaborative field research that will explore the awareness and impact of *Fratelli Tutti* and the extent to which businesses, marketers/marketing and other catalytic institutions can contribute to their systemic actualization, locally and globally. (4) We seek to expand the network of Jesuit partner-institutions and scholars interested to administer studies – particularly in unrepresented or under-represented countries or regions. (5) We seek to advance the design of an instrument to assess (a) awareness of *Fratelli Tutti* and related secular values/measure, (b) the extent to which the ideas and values are embraced, and (c) ways business policies and practices might be shaped to affect desirable secular outcomes that could emerge from tenets articulated in *Fratelli Tutti*.

Among the expected outcomes from this session: (1) further development of a draft survey-instrument and (2) an action plan that will involve faculty across the international network of Jesuit Business Schools to collect data.

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