17th International Symposium on Ethics, Business and Society

Universal Ethics, Cultural Diversity and Globalization

Barcelona, May 14-15, 2012
Cultural diversity and the existence of different moral perceptions are relevant questions in business ethics and in cross-cultural management. Some opt for accepting ethical relativism in teaching business ethics and managerial practices. However, others offer strong arguments against such relativism. In addition, corporate scandals, practices of corruption, violation of certain basic human rights and the environmental neglect all seriously question ethical relativism.

Universal ethics now seems even more necessary in the current process of globalization. In practice, several philosophical traditions and more recent approaches propose a universal ethics, but such proposals are not always passively accepted. A search for common empirical values, dialogical processes for determining ethical standards and contractualist approaches have all been presented as a solution for cultural diversity and globalization, but they are each problematic in some aspects, and all require further clarification and debate. The aim of this Symposium is to encourage both conceptual and empirical research in topics related to universal ethics and its relation with cultural diversity and globalization.

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

UN Universal Declaration of Human Rights, art. 1.
Monday, May 14

8:00 - 9:00  Registration

9:00 - 9:15  Welcome Addresses and Introduction
            Jordi Canals, Dean, IESE Business School
            Domèneç Melé, Chair of the Symposium

9:15 - 10:45  Plenary Session
              ETHICS IN MANAGING CROSS-CULTURAL DIVERSITY
              Ethics in Cross-Cultural Management: Problems and Prospects
              Carlos Sánchez-Runde, Professor and Director of the Department of Managing People in
              Organizations, IESE Business School
              Business in a Global Context: Universal Ethics or Cultural Relativism?
              Piotr Jaroszynski, Chair of the Department of the Philosophy of Culture, John Paul II Catholic
              University of Lublin
              Chairperson: Joan Fontrodona, Professor and Director of Business Ethics Department, IESE Business School

10:45 - 11:15  Coffee-Break

11:15 - 13:15  Parallel Sessions I

13:30 - 14:30  Lunch

15:30 - 17:00  Parallel Sessions II

17:00 - 17:30  Coffee-Break

17:30 - 19:00  Plenary Session
              UNIVERSAL ETHICS AND CULTURAL RELATIVISM
              Ethics in Business: Possibilities and Limits of Universal Ethical Principles
              João Cesar Das Neves, Full Professor and President of the Scientific Committee of Economic and
              Business School, UCP
              Harmonizing Universal Ethics and Cultural Diversity: Practical Rationality and the Natural Law
              Ana Marta González, Professor of Philosophy, University of Navarra
              Chairperson: Antonino Vaccaro, Professor of Business Ethics, IESE Business School

20:00 - 22:30  Conference Dinner
Tuesday, May 15

9:00 - 10:00  Keynote Speaker
East Is East, West Is West, and Always the Twain Shall Meet
Daryl Koehn, Full Professor Ethics and Business Law, University of St Thomas, Minnesota, USA, and past President of the Society for Business Ethics
Chairperson: Alberto Ribera, Professor of Managing People in Organizations, IESE Business School

10:15 - 11:45  Parallel Sessions III

11:45 - 12:15  Coffee-Break

12:15 - 14:00  Panel
Multinational Corporations and Human Rights in the Globalization Context
Joaquim Borras, Executive President of ISS Facility Services in Spain
Manuel Costa, Head of Corporate Social Responsibility, FERROVIAL, S.A.
Aracha Hernanz, Corporate Responsibility Manager, REPSOL, S.A.
Ramón Mullerat, Former Co-Chair of the Human Rights Institute of the International Bar Association (IBA)
Chairperson: Antonio Argandoña, Professor of Economics and Holder of “La Caixa” Chair of Corporate Social Responsibility and Corporate Governance, IESE Business School

14:00 - 15:15  Lunch and Farewell
Conference Information

Venue
IESE Business School
Auditorium South Campus
Av. Pearson 21, 08034 Barcelona

Language
The official language of the Symposium is English

Updated Information
For updated information about the conference, Barcelona and other details, please visit: www.iese.edu/17symposium

Organizer
Chair of Business Ethics

In Collaboration With
Center for Business in Society, IESE Business School
“La Caixa” Chair of Corporate Social Responsibility and Corporate Governance, IESE Business School

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THE IESE INTERNATIONAL SYMPOSIA ON ETHICS, BUSINESS AND SOCIETY TRY TO PROMOTE INTERDISCIPLINARY DISCUSSION ON SOME OF THE MOST VITAL ETHICAL ISSUES FACING THE BUSINESS COMMUNITY TODAY.