THE 16TH INTERNATIONAL SYMPOSIUM ON ETHICS, BUSINESS AND SOCIETY

Barcelona, May 13-15 2010

Facing the Crisis: Towards a New Humanistic Synthesis

IESE Business School
University of Navarra
The current crisis poses new challenges for re-thinking economic activities so that all relevant dimensions of such activities are considered, including economic results and impact on people.

The aim of this symposium is to make progress towards a holistic understanding of business and a new humanistic synthesis between technical and ethical aspects of business.

“The different aspects of the crisis, its solutions, and any new development that the future may bring (...) require new efforts of holistic understanding and a new humanistic synthesis.”

Pope Benedict XVI, Encyclical Caritas in Veritate (June 29, 2009, 21)
Schedule

Thursday, May 13
17:45 – 18:45 Registration

18:45 – 19:00 Welcome and introduction
Jordi Canals, Dean of IESE Business School
Domènec Melé, Chair of the Symposium

19:00 – 20:30 Opening Session
ECONOMIC AND MANAGERIAL CHALLENGES OF THE ENCYClical Caritas in Veritate

• When economy divorces from fraternity: the message of Caritas in Veritate
  Stefano Zamagni, Professor of Economics, University of Bologna, Italy and John Hopkins University, USA

• Business and human development: the proposal of the Encyclical Caritas in veritate
  Robert G. Kennedy, Co-Director, Terrence J. Murphy Institute for Catholic Thought, Law and Public Policy, University of St. Thomas, USA

Chairperson: Carlos Sánchez-Runde, Professor of Managing People in Organizations, IESE Business School

20:30 Reception

Friday, May 14
9:00 – 11:00 Plenary Session
MANAGEMENT AS A PROFESSION: EFFICIENCY AND RESPONSIBILITY

• Recovering management as a profession with high ethical standards
  Rakesh Khurana, Marvin Bower Professor of Leadership Development, Harvard Business School, USA

• Efficiency vs. fecundity: from transactions to relations in business and finance
  Paul H. Dembinski, Professor at the University of Fribourg and Founder and Director of the Observatoire de la Finance, Switzerland

Chairperson: María Nuria Chinchilla, Professor of Managing People in Organizations, IESE Business School

11:00 – 11:30 Coffee Break

11:45 – 13:45 Concurrent Sessions I

13:45 – 15:00 Lunch

15:15 – 16:45 Simultaneous Panels
HOW TO INTEGRATE A HUMANISTIC VIEW INTO BUSINESS MANAGEMENT?

• How to incorporate a humanistic view into business education, research and managerial practice?
  Juan C. Vázquez-Dodero, Professor, IESE Business School
  François Miqueu, CEO FinConsum & CaixaRenting at “la Caixa”, Spain
  Wesley Cragg, Project Director and Principal Investigator, Canadian Business Ethics Research Network (CBERN)

Chairperson: Josep María Rosanas, Professor and holder of “Crèdit Andorrà” Chair of Markets, Organizations and Humanism, IESE Business School
• **Challenges of *Caritas in Veritate* for humanistic management**
  
  *Michael S. Aßlander*, Kassel University, Germany  
  *Thomas A. Klein*, University of Toledo, USA  
  *Bertrand Venard*, Audencia Nantes School of Management (France) and Wharton Business School, University of Pennsylvania (USA)

  Chairperson: *Claus Dierksmeier*, Stonehill College, USA

• **Developing humanistic management**
  
  *Heiko Spitzeck*, Cranfield University, UK  
  *Michael Pirson*, Fordham University, USA  
  *Carlos Lagarcha-Martinez*, EAN University, Colombia

  Chairperson: *Ernst Von Kimakowitz*, Humanistic Management Network

17:00 – 19:00  Concurrent Sessions II

20:30 – 22:30  Conference Dinner

**Saturday, May 15**

9:00 – 10:00  Plenary Session

• **VIRTUE, PROFIT AND THE SEPARATION THESIS: AN ARISTOTELIAN VIEW**
  
  *Edwin M. Hartman*, Former Professor of Business Ethics and Peter and Charlotte Schoenfeld Faculty Fellow at Leonard N. Stern School of Business, New York University, USA

  Chairperson: *Joan Fontrodona*, Head of Business Ethics Department, Iese Business School

10:00 – 10:30  Coffee Break

10:30 – 12:30  Concurrent Sessions III

12:45 – 14:15  Panel

• **RECIROCITY AND GRATUITOUSNESS IN BUSINESS: CHALLENGES AND FURTHER DEVELOPMENTS**
  
  *William H. Bowman*, President and CEO, U.S. Inspect, USA  
  *Rafael de Santiago*, Iese Business School, University of Navarra  
  *André Habisch*, Director, Center of Corporate Citizenship, Catholic Univ. Eichstaett-Ingolstadt, Germany  
  *Jeanne M. Logsdon*, Anderson School of Management, University of New Mexico, USA  
  *Alejo Sison*, President, European Business Ethics Network (EBEN)

  Chairperson: *Antonio Argandoña*, Professor of Economics and “la Caixa” Chair of Corporate Social Responsibility and Corporate Governance, Iese Business School.

14:15 – 15:15  Lunch and Farewell
Conference Information

VENUES

IESE Business School
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/16symposium

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“The Symposium brings together leading academics and senior business executives to exchange ideas and experiences, reflect on current ethical challenges and give impetus to the deeper integration of ethics with economics and business.”