EABIS 8th Annual Colloquium

PROVISIONAL CONFERENCE PROGRAMME

DAY 0: Sunday, September 20th

19:00 Opening Reception (NH CONSTANZA HOTEL)

Featuring Launch Event for “Mainstreaming Corporate Responsibility”

DAY 1: Monday, September 21st

8:00 Conference Registration Opens (HALL Q-100)

OPENING SESSION

9:00 WELCOME (AULA MAGNA)
Jordi Canals – Dean, IESE Business School
Antonio Argandona – Colloquium Co-Chair, IESE

9:15 ADDRESS (AULA MAGNA)
Gilbert Lenssen – President, EABIS

9:30 PLENARY I: (AULA MAGNA)
The Challenges of Governance in Times of Crisis

“Making Sense of What Happened: Failures of Governance in the Global Economy, Policy and Society”

Keynote: Peter Löscher – President and CEO, Siemens
Respondent: Simon Zadek – Chief Executive, AccountAbility
Respondent: Bruno Berthon – Global Managing Director, Strategy, Growth and Sustainability, Accenture
Facilitator: Mark Wade – Former Shell, Supervisory Board EABIS

10:45 COFFEE BREAK (HALL Q-300)

11:15 PLENARY II: (AULA MAGNA)
New Models of Governance

“The Future Role of Business in Defining a Global Social Contract”

Keynote: Antonio Borges – Chairman, European Corporate Governance Institute (ECGI) and Chairman, Hedge Fund Standards Board
Respondent: Jan Aart Scholte – Professor, University of Warwick
Facilitator: Jan Muehlfeit – Chairman, Microsoft Europe
12:15  PLENARY III  (AULA MAGNA)
THE RESPONSIBLE CORPORATION IN A GLOBAL ECONOMY

“The Governance of the Firm and Managing Sustainable Value Creation in Markets & Society”

Keynote: Baldomero Falcons – Chairman & Managing Director, FCC
Respondent: Lutgart Van den Berghe – Executive Director, Belgian Governance Institute and Professor, Vlerick Leuven Gent School of Management
Facilitator: David Jackman – Chair, British Standards Committee on Sustainable Development

13:15  LUNCH  (DINNING ROOM Q-000)

SPECIAL NETWORKING LUNCHES:
- Colloquium Business lunch (HALL Q-300)
- PhD Students lunch  (HALL Q-300)
- VIP lunch

AFTERNOON SESSION

14:30  EABIS EXCHANGE  (HALL Q-100)

Interactive marketplace in which companies invite academics and other thought leaders to discuss existing thought leadership and potential research-based solutions around 2-3 critical knowledge gaps or strategic challenges for the firm.

15:45  COFFEE BREAK  (HALL Q-300)

16:15  INTERACTIVE BREAKOUT SESSIONS:

A) Corporate Governance  (Q-101)

- Keywords: Boards / Remuneration / Accountability / Accounting / Reporting / Compliance / Organisational Change / Investors / Shareholder Voice / Risk Management / Transparency

Panelists: Nada Kakabadse – Professor, Cranfield School of Management & Northampton Business School
Philippe Haspeslagh – Dean, Vlerick Leuven Gent Management School*
Pedro Montoya – Chief Compliance Officer, EADS
David Finegold – Dean SMLR, Rutgers University

Facilitator: Pascual Berrone – Asst. Professor of Strategic Management, IESE

B) Corporate Strategy  (Q-102)

- Keywords: Trust / Reputation and Branding / Transparency / Competitiveness / Innovation / Value Creation / Sustainable Investments / Consumers & Customers / Stakeholder Focus / Marketing and Message

Panelists: Elena Bonfiglioli – Director, Corporate Citizenship, Microsoft EMEA
Alberto Grando – Dean, Università Bocconi*
Peter Lacy – MD Sustainability, Accenture EALA

Facilitator: Govert Vroom – Asst. Professor of Strategic Management, IESE
C) Global Governance  (Q-301)

- **Keywords:** New Forms of Capitalism / Partnerships / Co-regulation / Collaborative Governance / IGOs / Systems / Financial Crisis / Climate / Global Public Issues

Panelists: Lex Holst – formerly Shell, EABIS Supervisory Board
Frank Welvaert – Director, Johnson & Johnson
Ans Kolk – Research Director, Univ. of Amsterdam Business School

Facilitator: Alejo Sison – Professor of Philosophy, University of Navarra; President of EBEN

D) Leadership, Responsibility and Organisational Culture  (Q-401)

- **Keywords:** Organisational Change / Change Agency / Ethics, Virtues and Norms / Reflective Practice / Complexity / Management Development / Purpose of Business / Codes of Conduct

Panelists: Dr. Michael Burkhardt – VP HR IOT Northeast Europe, IBM
Alain Gauthier – Exec. Director, Core Leadership Development
Matthew Gitsham – Director of the Ashridge Centre for Business and Sustainability

Facilitator: Yih-Teen Lee – Asst. Professor of Organisational Management, IESE

E) New Governance and the Role of Business in Emerging Markets  (Q-402)

- **Keywords:** Corruption / Transparency / Human Rights / Health / Security / Social Entrepreneurship / NGOs and Partnerships / Societal Trends and Shifts / Bottom of the Pyramid

Panelists: Fernando Zerboni – Professor of Marketing, IAE Business School
Yury Blagov – Professor, St Petersburg State University SOM
Virginie Delwart – CSR Manager, Johnson & Johnson

Facilitator: Sanjay Peters – Assoc. Professor of Economics, IESE

F) “Valuing and Reporting Non-Financial Performance”: Launch of research findings from EABIS Corporate Funded initiative  (AULA MAGNA)

- **Keywords:** Investor Relations / Performance Management Systems / Management Accounting / Reporting / Financial Analysis and Ratings / Transparency /

Panelists: David Grayson – Chair, Doughty Centre, Cranfield SOM
Antonio Tencati – Professor, SDA Bocconi School of Management
Celine Louche – Assistant Professor, Vlerick Leuven Gent Management School

Facilitator: John Swannick – EABIS Business Chair and Manager CSR, Lloyds TSB

17:30  CLOSE OF DAY ONE  (AULA MAGNA)
17:45 – 18:30  FP7 WORKSHOP  (Q-101)

**EVENING ACTIVITIES**

20:00  COCKTAIL AT EL GRAN TEATRE DEL LICEU, OPERA HOUSE OF BARCELONA
21:00  GALA DINNER AT EL GRAN TEATRE DEL LICEU, OPERA HOUSE OF BARCELONA
   INCLUDING: EABIS INTERNATIONAL AWARDS CEREMONY
DAY 2: Tuesday September 22nd

MORNING SESSION

RESEARCH & LEARNING PARALLEL SESSIONS (North Campus)
(AULA MAGNA, Q-101, Q-102, Q-103, Q-301, Q-401, Q-402)

SPECIAL CORPORATE DEBATE:
“REBUILDING TRUST AFTER THE CRISIS” (South Campus) (B-102)

09:15  WELCOME by Rikard Scoufias
09:20  INTRODUCTION by Nigel Roome
09:25  KEYNOTE SPEECH Steve Williams
09:45  KEYNOTE SPEECH Pat Werhane
10:05  QS/AS, DEBATE & DISCUSSION
10:30  CONCLUDING REMARKS, REPORT
10:45  END

09:15  PARALLEL SESSIONS I
09:20  INTRODUCTION by Nigel Roome
09:25  KEYNOTE SPEECH Steve Williams
10:35  COFFEE BREAK (HALL Q-300)
11:00  PARALLEL SESSIONS II
12:20  BREAK
12:25  PARALLEL SESSIONS III
13:25  END
13.30  EABIS GENERAL ASSEMBLY
14:00  LUNCH (DINNING ROOM Q-000)

AFTERNOON SESSION

15:30  PLENARY IV (AULA MAGNA)
GOVERNANCE AND ORGANISATIONAL LEADERSHIP
“Considering the Implications for Management Development and The Future Responsibilities of Business Schools in Society”

Panellists: Frank Brown – Dean, INSEAD
           Jordi Canals – Dean, IESE
           Enase Okonedo – Dean, Lagos Business School
           Patricia Werhane – Senior Fellow and Chair, Darden Business School and DePaul University

Facilitator: Chris Marsden – Chair, Trustee Board, Business and Human Rights Resource Centre

16:30  PLENARY V: (AULA MAGNA)
GOVERNANCE AND THOUGHT LEADERSHIP
“Identifying New Priorities and Themes for International Research and Knowledge Development”

Panellists: John Peters – CEO, Emerald Insight Publishing
           Colin Crouch – Professor, Warwick Business School
           Lex Holst – EABIS Supervisory Board

Facilitator: Nigel Roome – Solvay Business School, EABIS Academic Chair

17:30  ACKNOWLEDGEMENTS, CLOSING REMARKS AND 2010 COLLOQUIUM HANDOVER BY PROF. GILBERT LENSSEN (AULA MAGNA)
17:45  CONFERENCE CLOSE FOLLOWED BY FAREWELL DRINKS (HALL Q-100)

The EABIS PhD Conference is scheduled for Wednesday, 23 September 2009
Hosted by ESADE Business School