



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 Falcones – 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 LUNCHESES:

- 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 Grandi – 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 /

Presenters: 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, Loyds 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)		SPECIAL CORPORATE DEBATE: “REBUILDING TRUST AFTER THE CRISIS” (South Campus) (B-102)	
09:15	PARALLEL SESSIONS I (AULA MAGNA, Q-101, Q-102, Q-103, Q-301, Q-401, Q-402)	09:15	WELCOME by Rikard Scoufias
		09:20	INTRODUCTION by Nigel Roome
		09:25	KEYNOTE SPEECH Steve Williams
		09:45	KEYNOTE SPEECH Pat Werhane
10:35	COFFEE BREAK (HALL Q-300)	10:05	QS/AS, DEBATE & DISCUSSION
		10:30	CONCLUDING REMARKS, REPORT
		10:45	END
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)		