

## Business as *Unusual* in Latin America

### Innovative Business Models to Generate Impact

7th July 2014, 1pm - 6:30pm  
 University of St. Gallen, Switzerland  
 Library Building, Senate Room 09 - 011



#### Context

Latin America is today an incubator for business models that primarily aim to generate positive social and / or environmental impact. Highly innovative and creative businesses have emerged in the region serving customers or providing employment opportunities at the base of the pyramid.

This half day conference will examine current trends, show examples and provide ample opportunity for interaction and discussion on how Latin America is doing business as *unusual*.

Further information under:

[www.cls.unisg.ch](http://www.cls.unisg.ch)

[www.humanisticmanagement.org/events/upcoming\\_events](http://www.humanisticmanagement.org/events/upcoming_events)

#### Program

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|----------------|--|--|
| 1:00 - 1:15 pm | Welcome Address  | Yvette Sánchez<br>(University of St. Gallen),<br>Ernst von Kimakowitz<br>(Humanistic Management Center)  |
| 1:15 - 2:00 pm | Opening Keynote: The Role of the Entrepreneur          | Theodore Roosevelt Malloch<br>(Yale University, USA)   |
| 2:00 - 3:00 pm | Panel Discussion                                       | Consuelo García de la Torre<br>(ITESM, Mexico)<br>Rocío Robinson<br>(University of St. Gallen)<br>Dominik Mösching<br>(University of St. Gallen)<br>Moderator: Dorothea Baur<br>(University of St. Gallen) |
| 3:00 - 3:20 pm | Coffee   |  |
| 3:20 – 5:00 pm | Case-Lab   | Humanistic Management Network<br>Chair: Radha R. Sharma (HHL Leipzig)<br>Alicia Hennig (TU Darmstadt)  |
| 5:00 - 5:20 pm | Coffee   |  |
| 5:20 - 6:30 pm | Closing Keynote: Investing for Impact in Latin America | Fabio Segura<br>(LGT Venture Philanthropy)   |
| 6:30 pm        | Cocktail   |  |



## Speakers

**Theodore Roosevelt Malloch** serves as Research Professor for the Spiritual Capital Initiative at Yale. His most recent books concern the nature of spiritual enterprise, the practice of "virtuous business," the pursuit of happiness, and the virtue of thrift. He is also Chairman and Chief Executive Officer of The Roosevelt Group, a leading strategic management and leadership company.  
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**Consuelo García de laTorre** is Full Professor at the EGADE Business School, Tecnológico de Monterrey, in Mexico. She is a member of the Mexican National Research System, Director of the Humanism and Management Research Center at EGADE, and fellow of the Academy of Management. She belongs to the Social Enterprise Knowledge Network (SEKN) and has published extensively regarding corporate social responsibility.  
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**Rocío Robinson**, Rocío Robinson is a PhD student at the University of St.Gallen and in her thesis focuses on Corporate Social Responsibility (CSR). More specifically, she analyses how Swiss Multinationals and Latin American communities jointly generate strategies and initiatives for local development. Rocío earned an MSc in Comparative Politics at the London School of Economics, worked at an NGO in Sierra Leone, and at UBS Wealth Management in Zürich before starting her PhD.  
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**Dominik Mösching** is enrolled as PhD student in the program "Organization and Culture" at the University of St. Gallen since 2012. He graduated 2009 at the University of Zürich with a MA thesis on how economic interests and national identities shape attitudes towards globalization. He is project manager for sustainability education at the non-profit foundation myclimate.  
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**Dorothea Baur** is a Senior Research Fellow at the Institute for Business Ethics of the University of St.Gallen. She did her undergraduate studies in business administration before receiving an MA in International Relations as well as a PhD in business ethics from the University of St.Gallen. She has taught at the University of Kassel and the European University Viadrina (Frankfurt/Oder) and was also a visiting scholar at ESADE University in Barcelona.  
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**Fabio Segura** is Investment Manager at LGT Venture Philanthropy which is aiming to improve the quality of life of less advantaged people by supporting organizations with positive social or environmental impact through financing, know-how and access to networks. Fabio has been dedicated to the design of strategic approaches to peace and social transformation since 1996 and has led investments at LGT since 2008.  
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**Yvette Sánchez**, Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures and Literatures at the University of St.Gallen. She is the Director of the ProDoc graduate program "The Dynamics of Transcultural Governance and Management in Latin America," which is funded by the Swiss National Science Foundation. She pursues several research projects in Latin American (also US Latino) Studies.  
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**Ernst von Kimakowitz** is Co-Founder and Director of the Humanistic Management Center, an independent think-tank learning institution and advisory firm in the business ethics and corporate responsibility arena. He received his PhD at the University of St.Gallen, assessing the development impact of linkages between foreign direct investors and domestic SMEs in Latin America.  
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