

## Happiness and Profit –

# Well-being as alternative objective function for business?

An interactive conference



June 12<sup>th</sup>, 2012

At WBZ- University of St. Gallen,  
Holzstrasse 15b, CH-9010 St. Gallen.

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# HUMANISTIC MANAGEMENT NETWORK

## **Program:**

**8:30 – 9:00 Registration**

**9:00 – 9:15 Welcome**

**9:15 – 10:00 An Introduction to the notion of Well-being with Q&A**

- Stefan Klein, bestselling author (incl. the Happiness Formula)

**10:00 - 11:15 Happiness, Economics and Policy: Symposium**

- Prof. Dr. Mathias Binswanger : Well-being – insights from Economics
- Nic Marks, New Economics Foundation: The happy planet index
- Romina Boarini, OECD Better Life Initiative: The Better Life Index - enlightening policies
- Facilitator: Michael Pirson, Fordham University and Humanistic Management Network

**Discussion: What can we learn from the national policy level for business?**

11:15 – 11:45 Break

**11:45 – 13:00 Managing for wealth or well-being – insights from practice**

Symposium with

- Wolff Horbach, Faktor Glueck/Consultant: Well-being at Work
- Dr. Kai Romhardt, Netzwerk Achtsame Wirtschaft: Individual perspectives on well-being relevant for organizations.
- Joachim Weckmann, CEO Maerkisches Landbrot: Managing for Stakeholder well being
- Facilitator: Gerd Hofielen, Discovery Consulting and Humanistic Management Center, Berlin

**Discussion: Managing for well-being rather than profit - roadblocks and opportunities**

13:00 – 14:00 Lunch

**14:00 – 15:00 Initiatives to promote societal well being**

- Annabelle Sersch: Ius Iurandum Sangallensis; strengthening values and ethical competence – an initiative from students for students
- Dr. Guenther Reifer and colleagues: Case in point: Public Value Economy (Gemeinwohl-Ökonomie)
- Facilitator: Ernst von Kimakowitz, Humanistic Management Center and University of St. Gallen

**15:00 - 16:30 Break out sessions - The way forward (World Café Style)**

Session 1: What can we learn from research on well-being and what is needed to move forward?

Session 2: What can we learn from practice and what is needed to move forward?

Session 3: What can we learn from policy and what is needed to move forward?

16:30-16:45 Break

**16:45 - 17:15 Report to Full Group - Closing session**

**17:15 - 18:30 Closing Aperó**

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## **Humanistic Management - Protecting Human Dignity – Promoting Human Well-Being**

The *Humanistic Management Network* is an international, interdisciplinary, and independent network and the *Humanistic Management Center* is its sister organization focusing on thought leadership, teaching offers and practical applications as a think and do tank. Both promote the development of an economic system in service of human dignity and well-being. We are working together globally with academics from all disciplines, as well as practitioners and policy makers towards the transformation of our current economic system towards a life-conducive one. We are collaborating with more than 600 like-minded members and have chapters and interest groups in more than 20 countries including Argentina, Brazil, Canada, Colombia, France, Italy, Germany, Japan, Mexico, New Zealand, Switzerland, Spain, UK, USA etc.)

*We subscribe to the following positions:*

*Humanistic Management* defends human dignity in face of its vulnerability. The dignity of the human being lies in its capacity to define autonomously the purpose of its existence. Since human autonomy realizes itself through social cooperation, economic relations and business activities can either foster or obstruct human life and well-being. Against the widespread objectification of human subjects into human resources, against the common instrumentalization of human being into human capital and a mere means for profit, we uphold humanity as the ultimate end and principle of all economic activity.

In business as well as in society, respect for human dignity demands respect for human freedom. Collective decision-making, in corporations just as in governments, should hence be based on free and equal deliberation, participation or representation of all affected parties. Concerns of legitimacy must, in economics like in politics, precede questions of expediency.

We believe that market economies hold a substantial potential for human development in general. To promote life-conducive market activities, we want to complement the quantitative metrics which hitherto define managerial and economic success with qualitative evaluation criteria that focus on the human dignity of every woman and every man.

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Happiness and Profit – Well-being as alternative objective function for business?

These are our activities:

As researchers, we work towards a humanistic paradigm for business and economics, trying to identify and facilitate corporate and governmental efforts for the common good.

As a think-tank, we set out to spread intellectual tools for culturally and ecologically sustainable business practices that have the human being as their focal point.

As teachers, we strive to educate, emancipate and enable students to contribute actively to a life-conducive economy in which the human dignity is universally respected.

As practitioners, we act towards the implementation of a humanistic economy on an individual, corporate, and governmental level.

As citizens, we engage our communities in discourse about the benefits of a human-centered economy.

The two main questions that drive our activities are:

- What is the role of business in society and how can humanism help us to better assess this role?
- How can we continue to reap the benefits of free market economies whilst becoming more effective in creating shared benefits, prosperity, and well being in a sustainable manner?

Our *mission* is to influence business academia, management practitioners, policy makers, and the general public in defining the purpose and role of business in a global society. We foster the creation and dissemination of actionable knowledge to change business practices towards humanistic ideals.

Our *vision* is a global economy in which all stakeholders are equally respected so that market mechanisms are applied to maximize societal benefits rather than individual profits; an economy in which economic rationality is applied as a means rather than an end in itself.

Join us on Facebook and visit our websites at:

[www.humanisticmanagement.org](http://www.humanisticmanagement.org)

[www.humanetwork.org](http://www.humanetwork.org)

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# HUMANISTIC MANAGEMENT NETWORK

## **Speakers:**

### **Stefan Klein**

Stefan Klein, born 1965 in Munich, is considered one of the most influential science writers in Europe. He studied physics and analytical philosophy in Munich, Grenoble and Freiburg and graduated in biophysics. But after some years in academic research he started a new career as a science writer because he "wanted to inspire people with a reality that is more exciting than any thriller".

From 1996 to 1999 he was an editor at Der Spiegel, a news magazine; in 1998 he won the prestigious Georg-von-Holtzbrinck-Preis for science journalism.

His book „The Science of Happiness“, released in 2002 (English translation 2006), ranked on all national bestseller lists for over a year and brought him world-wide recognition. In 2006 he published his widely acclaimed best seller "The Secret Pulse of Time" (English 2007). His latest work, "Leonardo's Legacy" came out in German in 2008, many other editions are soon to follow. Kleins works have been translated into 25 languages.

### **Prof. Dr. Mathias Binswanger**

Mathias Binswanger is Professor of Economics at the University of Applied Sciences of Northwestern Switzerland in Olten and „Privatdozent“ at the University of St. Gallen. The areas of his research are macroeconomics, finance, ecological economics and the relation between income and happiness. He is author of the Swiss bestseller "Die Tretmühlen des Glücks" (in German), which was published in 2006.

### **Dr. Romina Boarini**

Romina Boarini is an Economist at the OECD Statistics Department, currently working on „Measuring well-being and progress“ for the OECD Better Life Initiative. She was previously Economist in the policy study branch of the department, working on the Tertiary Education project, and Young Professional in the OECD Employment, Labour and Social Affairs Department, carrying out work on Well-Being and Deprivation. She joined the

OECD after a Post-doc position in Sustainable Development for EDF-Ecole Polytechnique. She holds a PhD in Economics from Ecole Polytechnique, Paris.

### **Nic Marks**

Nic Marks founded **nef**'s award-winning Centre for Well-being and has led the well-being programme at **nef** since 2001. Nic is a recognised expert in the field of well-being research and undertakes innovative research in the use of well-being indicators in public policy environments. Nic has expertise in relation to individual, social, economic and environmental indicators of well-being and has previously applied his work in policy fields as diverse as sustainable development, health and social care, education, culture and the arts, and employment. Nic has experience of devising methodologies to measure well-being, statistical and analytical skills, and a proven ability to interpret findings in a way that makes sense for policy makers, practitioners and the general public. He also has a particular interest in how objective and subjective measures can be used alongside each other to create national and local accounts of well-being and in how we can best increase well-being within our environmental limits.

### **Wolff Horbach**

Founder & editor of factor G is Wolff Horbach. He has dealt with „happiness-reaserch“, primarily the „knowledge of happiness-research“ intensively for many years. Of Wolff Horbach there already are the portal [www. gluecksnetz. de](http://www.gluecksnetz.de) as well as the accompanying blog [blog. gluecksnetz. de](http://blog.gluecksnetz.de)

### **Dr. Kai Romhardt**

Kai Romhardt is initiator and founder of „Netzwerk Achtsame Wirtschaft“. The Network is an association of people who want to make the treasures of the Buddhistic practice and wisdom utilizable for our time of today and particularly for economic behavior. The behavior and the conception of private households, little businessmen, self-employed persons, middle-class persons are our main interest just like the ways of thinking which are found at universities, in editorial offices or politics.

### **Joachim Weckmann**

In 1976 Weckmann moved to West Berlin and started to establish the trade with bio food. He received the „Bundesverdienstkreuz am Bande“ for his achievements in the bio manufacturer industry in 2003. In 2007 Joachim Weckmann got the „Innovationspreis der Bio-Lebensmittel-Verarbeitung“ for his work. Also he is one of the initiators of the „Initiative Bio-Brotbox“ which was honored in 2007 as a project of the world decade of UNO.

### **Dr. Günther Reifer**

Before „Terra“ was founded, Günther Reifer was marketing- and sales-manager of an international consortium, several years management consultant and coach for strategy development, sales and internationalization strategies, business Development, innovation and brand management. Günther Reifer has been giving lectures at different universities for over 10 years as an assistant professor. At Terra Institute he is responsible for sustainable enterprise models. He is also a member of the executive board of the organization of „Gemeinwohl Ökonomie“.



## **Participants:**

### **Jannis Bandorski**

Jannis Bandorski studied business administration at Freie Universität Berlin and University of Minnesota. He is currently working as a management consultant with McKinsey & Company. Jannis is pursuing a PhD at University of St. Gallen's Institute for Business Ethics. His dissertation deals with the question whether happiness can serve as a guiding principle of corporate decision-making. Before starting university Jannis founded a start-up company that established a program for young Berliners who engage in voluntary community service and can earn rewards toward discounts for partners from the local business community through their volunteer work.

### **Dr. Dorothea Baur**

Dr. Dorothea Baur is a Senior Research Fellow at the Institute for Business Ethics and a lecturer in Philosophy (environmental ethics). She did her undergraduate studies in business administration at the University of Zurich before getting an MA in International Relations as well as a doctorate in business ethics from the University of St.Gallen. In 2009 she taught at the University of Kassel and at the European University Viadrina (Frankfurt/Oder) before being awarded a two-year research grant as a visiting scholar at ESADE University in Barcelona by the Swiss National Science Foundation. Prior to returning to St.Gallen she worked as a Lecturer in CSR at Nottingham University Business School in 2011.

Baur's work has been and is about to be published in journals such as Business Ethics Quarterly, Journal of Business Ethics, Business and Society, and Zeitschrift für Wirtschafts- und Unternehmensethik. She is the author of NGOs as legitimate partners of corporations: A political conceptualization, published by Springer in 2011.

### **Dr. Rainer W. Blesch**

Verantwortliche Gestaltung und operative Umsetzung von Führungsaufgaben auf unterschiedlichen Führungsebenen eines internationalen Konzerns in verschiedenen Ländern und in Bereichen der Personal- und Organisationsentwicklung sowie der

Strategieentwicklung und Implementierung von Kernkompetenzen (Innovation und Prozessoptimierung).

Davor akademisch-wissenschaftliche Tätigkeiten an den Universitäten Mannheim und Sapporo/Japan in unterschiedlichen Lehr- und Forschungsbereichen der Philosophie und Literaturwissenschaften – mit Schwerpunkten auf der Herausbildung moderner (natur-) wissenschaftlicher Erklärungsmodelle in der Naturphilosophie des frühen 19. Jahrhunderts sowie Fragen der Vermittlung von Ästhetik und Ethik und der Möglichkeit, ein gutes Leben zu führen angesichts der wachsenden Komplexität unserer Lebenszusammenhänge.

Hierzu haben mich mein Studium der Philosophie, Germanistik und Politischen Wissenschaften an den Universitäten Mannheim, Heidelberg und Tübingen gebracht, wobei Rainer Specht, Friedrich Kaulbach, Ernst Bloch und Jürgen Habermas eine wichtige Rolle für mich spielten.

Mit der mir jetzt zur Verfügung stehenden Zeit habe ich die Gelegenheit, meine Erfahrungen im Führen und Managen von MitarbeiterInnen in Organisationen auf einige grundlegende historisch-kulturelle Tatbestände unserer Gesellschaft zurückbiegen (reflektieren) zu können, um vergessene Zusammenhänge und Potentiale neu zu entdecken: Im Stadium des Erwachsenseins ist Wachstum eine Frage des Bewusstseins!

### **Frank Boehnke**

Frank has a strong deal-making experience. Prior to Wellington Partners, he spent eight years in technology investment banking at J.P. Morgan in New York, London and Frankfurt. He advised customers such as IBM, Bertelsmann and Siemens on numerous M&A mandates and helped many technology companies to achieve NASDAQ listings.

Many Wellington portfolio companies have gained from his vast experience in this field. For example, Frank helped portfolio companies ACG and SAF to successful IPOs at the German stock exchange. He has degrees in Economics and Business Administration from the Universities of Essen and Toronto.

### **Prof. Dr. Claus Dierksmeier**

Professor Claus Dierksmeier is Academic Director of the Humanistic Management Center. In Spring 2012 he was appointed Director of the newly founded Global Ethic Institute at the University of Tübingen, an offshoot of the impactful Global Ethic Foundation.

His academic work (several books and numerous articles in English, German, and Spanish) is centered on political, economic, and religious philosophy with a particular focus on the theories of freedom and responsibility. Before moving to the US in 2002, Claus worked as an Assistant Professor for Philosophy at the University of Jena, Germany, and as a Visiting Professor and Research Fellow in Spain, Uruguay and Argentina. His teaching focus is on business ethics, political philosophy as well as globalization ethics. In addition to his undergraduate teaching in Boston, he gives executive and graduate courses in CSR, economic philosophy, and humanistic management in Berlin (Humboldt-Viadrina Governance School, Steinbeis Universität) and Barcelona (IQS, Universitat Ramon Llull).

Claus Dierksmeier is working as a strategy consultant both in politics and business, e.g. for the Strategy Institute of the Boston Consulting Group. Within the Humanistic Management Center he focuses mostly on questions of Corporate Social Responsibility in the age of globality and spearheads its efforts toward the development of a new philosophical paradigm of humanistic economics. He has is the editor of several books in the Humanism in Business Series by our sister organization, the Humanistic Management Network.

### **Eleftheria Egel**

My name is Eleftheria Egel. I am a 3rd year doctoral student at the International University of Monaco ([www.monaco.edu](http://www.monaco.edu)). My research interests include Business Spirituality in multi-cultural environments. My dissertation topic deals with the implementation of a “secular” spiritual leadership model to Islamic organizations.

The reason why I am attending this conference is to discover a like-minded community. As the model I am using has been developed by an American professor, I have had exposure on the topic of Workplace spirituality in an American context. Being European, though, it would interest me a lot to see how wellbeing, ethics and profit are approached at home.

My main question is: Does the Monk have to sell his Ferrari, after all?

### **Prof. Dr. Marina Fiedler**

Marina Fiedler is Professor in Management, People and Information at the University of Passau. She holds a graduate degree in Business Administration (Dipl.-Kffr.) and a Master in Business Research (MBR) from the University of Munich as well as a Master of Science in Applied Positive Psychology (MAPP) from the University of East London. She received her

doctorate in management economics (Dr. oec.publ., 2003) and her Habilitation (venia legendi, 2008) from the University of Munich.

Her research interests focus on the implications of institutional and individual antecedents on behavior of economic actors. She has published articles in journals such as Games and Economic Behavior, Journal of Economic Behavior and Organization, Organization Studies, Research Policy and Schmalenbach Business Review. She has received grants from the BMBF, DFG and DAAD. She has taught a wide range of courses in Management and Positive Psychology at the undergraduate, MBA, Executive MBA and PhD levels.

Prior to coming to the University of Passau, she was an Assistant Professor of Information, Organization and Management at the University of Munich (Chair Prof. Dr. Dres. h.c. Arnold Picot) and was acting chair of Organization and Human Resources Management at the University of Dusseldorf. She was a visiting professor at the University of Texas at Dallas (UTD) and serves as visiting professor at the Corvinus University (Budapest) and the University for Management (Moscow).

### **Lukas Graf**

Lukas received his master's degree in philosophy with the focus on business ethics and ethics of globalization at the University of Regensburg, where he worked at the chair of philosophy for Prof. Claus Dierksmeier. His studies also included politics, religion studies and theological anthropology, which led to his current position at the Bavarian State Parliament in Munich, working as research assistant. In 2011 he joined the Team at the Humanistic Management Center providing ad hoc support in our project management and marketing efforts.

### **Melvin Haas**

Melvin Haas arbeitet seit 2009 als Doktorand am Lehrstuhl für Entrepreneurship und Technologiekommerzialisierung (ENTC) des College of Management of Technology (CDM) der EPFL. Zuvor studierte er an der Otto-von-Guericke Universität Magdeburg sowie an der RWTH Aachen, wo er im Sommer 2009 seinen Abschluss als "Diplom-Wirtschaftsingenieur" erhielt. Seine Forschungsinteressen befassen sich mit den Themen "Unternehmensgründungen aus der Arbeitslosigkeit" sowie "Zufriedenheit als Ergebnis der Selbstständigkeit" von sogenannten Notgründungen. Im Rahmen eines internationalen Forschungsprojekts in Zusammenarbeit mit der University of Illinois at Urbana-Champaign

arbeitet er derzeit an der Datenauswertung einer zuvor durchgeführten Umfrage von Unternehmensgründungen aus der Arbeitslosigkeit in der Schweiz, Deutschland, Belgien und Frankreich.

### **Dr. Jost Hamschmidt**

Jost Hamschmidt is Academic Director of oikos, a student-inspired organization promoting sustainability research and teaching in management education across the globe. At oikos he is heading the international oikos PhD Fellowship Program, the oikos Global Case Writing Competition (with tracks in Corporate Sustainability and Social Entrepreneurship) and a series of five annual international Young Scholars Academies on Entrepreneurship, Development & Inclusive Markets, Finance, Organizational Theory and Economics.

His research interests include Sustainability, Strategy, collaborative Entrepreneurship and Social Innovation. Jost received a PhD in Management from the University of St. Gallen (Switzerland) and has been a visiting research scholar at UC Berkeley and Harvard Business School. He has co-edited several books in the field of Sustainability, Entrepreneurship and Strategy. Next to his engagement with oikos he is lecturing at the University of St. Gallen within the CEMS Master in International Management Program (CEMS-MIM). He is also a founding member of the Hub Zurich Association.

### **Alicia Henning**

Alicia has studied philosophy, psychology and sociology at Technische Universität Darmstadt. Since 2009 she is working on her dissertation in philosophy dealing with issues of responsibility in business. Her main focus in philosophy is applied philosophy, in particular business responsibility and sustainable business conduct. Furthermore she is interested in Chinese culture and business. Currently Alicia is working as freelancer for Deutsche Bank AG and is research assistant at Frankfurt School of Finance & Management.

### **Gerd Hofielen**

Gerd is a seasoned management expert who started his professional career in purchasing, financial and team training roles with a global conglomerate. Management development and negotiation training were the top priorities in his first consulting company in Berlin. After moving from Berlin to London he co-founded a consultancy with a focus on improving

intercultural co-operation, international leadership and negotiation skills. He worked with European and US companies in leadership effectiveness and culture change programs, helping them to shape cultures that would be meaningful in a global environment. His expertise is to change and evolve the behavioral skills and mind-sets of senior and middle management through coaching and training programs. An often used approach is action learning to develop the competencies of both leaders and teams to successfully deploy the company's strategy. This background is now pivotal in his role at the Humanistic Management Center. Changing the DNA of companies and injecting a strong commitment towards corporate responsibility are of paramount importance for Gerd and his clients. He works with leaders and managers who want to base their practices on the sustainability paradigm and ensure they are firmly rooted in an ethical framework. Gerd also challenges senior and middle management to help them anchor novel mindsets in the company culture.

Gerd's working languages are German (first language), English (fluent), Spanish (fluent), French (conversational knowledge). He is an ICRA certified auditor for the AA1000 standard. Other elements of his personal training are Systemic Change Management, Group Dynamics and Organisational Development. University education: BA Business Administration and MA Psychology. In his role as member of the leadership team of Ethicum, Sophia-Antipolis, France, he facilitates the partnership of companies in this area with the UN's Global Compact.

### **Dr. Kai Kaufmann**

A native of Cologne, Kai Kaufmann started to become drawn to the (socially inspired) humanities by reading James, Fromm, Huxley and Koestler in the mid-teens. After embarking on a brief experience as an amateur on the ITF circuit in Spain, Kai continued his path at the Universities of Cologne and Bonn where he studied Philosophy, Mathematics and various languages and graduated with a Master's thesis on the simultaneous evolution in (cognitive) paradigm-as-exemplars and (sociological or institutional) paradigms-as-disciplinary-matrices. Sometimes, such evolution culminates in a crisis, followed by a shift, e.g. with Copernicus. Another interest held dear by Kai evolved from systems science, the extended mind and performativity. During further graduate studies at bschool, he resettled from decision science towards organizational theory in which Selznick's "infusion with values" captivated his attention. Given their close relationship with field creation, performativity and story-telling are such ways to bring value into managerial actions. Two professional facts he likes to remember are presenting in front of a hundred people at the

ASA meeting in San Francisco and discussing ethics and truth as coherence with a leading agency theorist. When not researching, he listens to music, learns hanzi or practices sports.

### **Arne Kröger**

Arne Kroeger is a doctoral candidate working and researching at Leibniz University Hannover, in particular in the topics of impact investing, impact measurement and scaling social impact. As part of his doctoral studies he got involved with Impact Investment Exchange Asia in Singapore for two months. Beside his assistance to Prof Christiana Weber he works part-time for the Social Venture Fund as investment analyst since January 2010. Before his doctoral studies Arne has worked in an aid development project in Sri Lanka and has accomplished several management internships.

### **Nicole M. Lendino**

Born in New Jersey and raised in New York, Nicole Lendino achieved a Bachelor of Science degree in 2001 from Alfred University in Business Administration with a minor in Family Business/Entrepreneurship. Shortly thereafter she moved to Erie, Pennsylvania and began working for the Barber National Institute (BNI), a non-profit, human service agency that provides services to children and adults with intellectual and developmental disabilities. Her career blossomed in 2006 when she was selected to participate in a Management and Leadership Training program, exposing her to many facets of the organization and strengthening her leadership skills. Simultaneously, she supplemented her learning experience with a graduate studies program whereby in May 2011 she received her Master of Science degree in Organizational Leadership from Mercyhurst University. For over six years, she has developed and used her strengths to help cultivate a culture of ethics and compliance at BNI and has had the opportunity to present the companies auditing and monitoring process at the Pennsylvania Advocacy and Resources (PAR) statewide conference. Currently, she is the Compliance Audit Manager, is in the process of becoming a Certified HIPAA Privacy Officer (CHPC) and is a member of the Board of Directors for the BNI Educational Institute.

### **Marco Metzler, NZZ online, (mtz.)**

Marco Metzler hat in Zürich und Madrid Wirtschaftsgeschichte in Verbindung mit Sozialökonomie, Informatik und BWL studiert. Daneben sammelte er erste journalistische Erfahrungen. Von 2004 bis 2006 war er bei der Swisscom für interne Kommunikation

zuständig und baute dabei ein internes Newsportal auf. Nach einem Stage auf der Schweizer Botschaft in Buenos Aires trat er im Frühling 2007 als Volontär der NZZ-Wirtschaftsredaktion bei. Im Januar 2008 wechselte er zu NZZ Online, wo er hauptsächlich über Themen der Finanz- und Wirtschaftswelt schreibt und die Weiterentwicklung des Finanzportals mitgestaltet. Seit September 2008 moderiert er die tägliche Börsensendung «Impulse»: <http://www.nzz.ch/finanzen/impulse>

### **Kenneth Mølbjerg Jørgensen**

Kenneth Mølbjerg Jørgensen, Ph.D., is Professor at The Department of Learning and Philosophy at Aalborg University in Denmark. He does research and teaches within the area of organizational change and organizational learning. His research interests include power, materiality, narrative, storytelling and ethics in organizations and in leadership education. He has been involved in numerous projects on organizational change and learning. Kenneth has authored and co-authored numerous books, book chapters and journal articles. Recent authored and co-authored books are “Power without Glory – A Genealogy of a Management Decision” published by CBS Press and “Human Resource Development – A Critical Text” published by Sage. Recent co-authored articles include “Resituating Narrative and Story in Business Ethics” published in *Business Ethics: A European Perspective*, “Towards a Post-Colonial Storytelling Theory of Management and Organization” in *Journal of Philosophy of Management*, and *Conceptual Bases of Problem-based Learning*, in *Global Perspectives on College and University Teaching*.

### **Prof. Dr. Michael Pirson**

Michael Pirson received his PhD in Organizational Behavior from the University of St. Gallen, Switzerland.

His research focuses on the conditions of stakeholder trust in organizational contexts. He is also examining the impact of organizational design on stakeholder well being and looks at social enterprises as humanistic alternatives to traditional business design. In his teaching, he focuses on the management dilemmas in the 21st century, such as ecological and social sustainability, stakeholder trust, employee engagement and individual happiness. He also uses activity based learning techniques to teach social entrepreneurship. Michael is currently a research fellow and a lecturer at Harvard University. Before receiving his doctorate, Michael worked in international management consulting for several years. He also gained experience in the political arena while working on Hillary Clinton’s Senate campaign.



Michael has started several social enterprises in the area of economic development and currently serves on the board of three social enterprises based in the U.S.

### **Markus Prandini, Dr. oec. HSG**

Markus Prandini, who earned his PhD in business education, was invited in 2006 to develop the school's Bachelor's degree program in International Management at the ZHAW School of Management and Law. After running it to great acclaim for five years he was appointed Head of the Center for International Business in 2010. Previously, Markus Prandini worked for various international organizations in the field of management development. His research focuses on international business and intercultural education. In 2010 Markus Prandini won the Credit Suisse Award for Best Teaching at the Zurich University of Applied Sciences.

### **Prof. Dr. Edwin Ruehli**

Edwin Rühli ist emeritierter Professor für Betriebswirtschaft an der Universität Zürich. 1970 gründete er das Institut für Betriebswirtschaftliche Forschung und leitete es bis ins Jahr 2000. Von 1984-1990 war er Prorektor der Universität Zürich. Im Frühlingssemester 1994 war er Gastprofessor am Chazen Institute for International Management an der Columbia Business School in New York. Er war und ist Verwaltungsratsmitglied bei verschiedenen Schweizer Firmen.

### **Dr. theol. Stephan Schlensog**

As Secretary General of the Global Ethic Foundation he is responsible for organization, administration and programme development of the foundation. He is also coordinating the international activities of the Global Ethic Foundation and their partner organizations worldwide. For the recent years his work has focussed on the foundation and implementation of a Global Economic Ethic. Since May 2011 Dr. Schlensog is managing director of the new founded Global Ethic Institute at the University of Tuebingen.

### **Christiane Thiele**

I am a certified Grid Consultant, specialized in supporting international organizations in their individual and team change processes. After studying European Management I worked for a global consumer goods company in different positions in Sales and Marketing before joining Grid Germany as a partner in 2009. I am also certified in the new field of E-coaching and Online Consultancy and currently work on my first publication on Organization

Development as co-author.

### **Caroline Vieira Neto**

Caroline Vieira Neto is the Partnership and Fundraising Officer at Gmedia Center, a Geneva-based NGO working for Human Rights for media. She has extensive experience with international trade development. She has worked mainly with the United Nations with a large number of developing countries. She is currently doing an Executive MBA in International Organizations at the University of Geneva and holds two degrees of International Relations and Negotiations Strategies from the Brazilian universities, Estácio de Sá and Candido Mendes

Caroline's interest is in decrease income disparity and social-economic improvement particularly of vulnerable populations, and to see a profound business economic change, where companies will act ethically and respectfully to all human beings, independently of their level of studies or income.

### **Dr. Ernst von Kimakowitz**

Dr. Ernst von Kimakowitz is Director and co-founder of the *Humanistic Management Center*. His work is focused on advancing the Center by developing thought leadership, engaging in higher education activities and providing advisory services on impactful business conduct to private and public sector organizations.

Ernst's specializations include corporate responsibilities, ethical dimensions of being in business and the integration of ethical reflection into managerial decision making. His scholarly work is grounded in legitimacy and stakeholder theory as well as integrative economic ethics in service of human dignity. Through this he helps equip executives with a moral compass, necessary to support organizations in their efforts towards responsible corporate citizenship. Furthermore he is providing advice on managing stakeholder conflict and establishing and conducting stakeholder dialogues. He has undertaken substantial scholarly works in development theory and the impact of private sector foreign direct investment in developing countries. His current research activities are centered on further developing the *Center's* approach to humanistic management.

Dr. Ernst von Kimakowitz is Lecturer in Leadership Skills at the University of St. Gallen, Switzerland where he is teaching courses on the management of stakeholder dialogues. He has given guest lectures and speeches at universities around the world including Stonehill

College, Easton MA., USA, EAN University, Bogotá, Colombia and SOKA University, Tokyo, Japan. He is also one of the directors of *The Humanistic Management Center's* sister organization, the *Humanistic Management Network*, that complements the Center, providing an open and collaborative platform aiming to facilitate broad based progress towards a humanistic business paradigm. The *Humanistic Management Network* is also the series editor of the Humanism in Business book series at our publishers Palgrave Macmillan.

Dr. Ernst von Kimakowitz holds a M.Sc. from the London School of Economics (LSE), London, UK and has also studied at the Johannes Gutenberg University of Mainz, in Mainz, Germany and the Universidad de los Andes, Merida, Venezuela. Following his Masters Degree he spent four years working in strategy consulting with a leading management consulting firm based in London, England. Subsequently he went to the University of St Gallen in St Gallen, Switzerland where he earned an award winning Ph.D. from the University's Institute for Business Ethics.

### **Alexandra Weiß**

Alexandra Weiß is a CSR consultant. Her work is focused on Corporate Sustainability Assessments and promoting CSR and the humanistic economic model through different in-Berlin based initiatives like the XING sustainability regulars' table.

During her undergraduate studies in philosophy and economics at the Humboldt University Alexandra realised that she would like to combine her subjects and pursue a career in an environment that respects and promotes ethical guidelines. To bring her intentions forward she completed a master's degree in Corporate Social Responsibility at the University of Nottingham.

During her studies she did an internship at Ravi Beltran & Co in Malaysia that gave her an insight into managing stakeholder dialogues in a multicultural environment. After finishing her studies she did an internship at a CSR consultancy that was focused on supporting the publication of a study on the topic "Professional and Credible CSR Communication." Her internship also gave her an insight into advisory and consulting work in the CSR arena.

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**Martin Herrndorf**

- Inclusive Business
- "The Hub" aka local spaces for sustainability.

**Mathias Schüz**

- Value Management
- Corporate Culture

**Mathias Terheggen, UBS**

- Climate Change
- Global Public Health

**Dorothee Baumann**

- Managing Corporate Legitimacy
- Fair Labor Association

**Manuel Heer Dawson**

- Hochschule für Wirtschaft Zürich
- Research Assistant

**Yannis Georgellis**

- Well-being at work
- Behavioural Economics

**Elke Fein**

- Transformationsforschung
- Geschichtspolitik

**Hannes Grassegger**

- Business and Culture
- Writer

**Prof Dr. Sybille Sachs**

- Business & Society
- Hochschule für Wirtschaft Zürich

**Robert Ruttmann**

- Credit Suisse
- Social entrepreneurship and investment

**Caspar Büttner, HUB Zuerich**

**Deane Harder, HUB Zuerich**

**Dr. Petra Aisenbrey, Gemeinwohloekonomie Berlin**

**Dr. Lorenzo Massa, University Bologna**

**Annabelle Sersch, IIS, University St. Gallen**

## **Happiness Reminders (thanks to Kai Romhardt, Netzwerk Achtsame Wirtschaft)**

There is no way to happiness, happiness is the way.

- Buddha

This is a happy moment.

Every unhappy person I ever met, had been imprisoned by a system of beliefs that promised something, which it couldn't fulfill.

- Joko Beck

Breathe, you are online

If you plan everything, nothing will happen.

- Anonymous

Stopping. Breathing. Smiling.

Honor the Food.

Engage all your senses.

Be mindful of portion size.

Chew your Food.

Eat slowly.

Do not skip meals.

Eat a plant-based diet.



**Notes:**

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## HUMANISTIC MANAGEMENT NETWORK





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