

17TH INTERNATIONAL SYMPOSIUM
ON ETHICS, BUSINESS AND SOCIETY

UNIVERSAL ETHICS, CULTURAL DIVERSITY AND GLOBALIZATION

Barcelona, May 14-15, 2012



UNIVERSAL ETHICS, CULTURAL DIVERSITY AND GLOBALIZATION

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

**UN Universal Declaration
of Human Rights, art. 1.**

Cultural diversity and the existence of different moral perceptions are relevant questions in business ethics and in cross-cultural management. Some opt for accepting ethical relativism in teaching business ethics and managerial practices. However, others offer strong arguments against such relativism. In addition, corporate scandals, practices of corruption, violation of certain basic human rights and the environmental neglect all seriously question ethical relativism.

Universal ethics now seems even more necessary in the current process of globalization. In practice, several philosophical traditions and more recent approaches propose a universal ethics, but such proposals are not always passively accepted. A search for common empirical values, dialogical processes for determining ethical standards and contractualist approaches have all been presented as a solution for cultural diversity and globalization, but they are each problematic in some aspects, and all require further clarification and debate. The aim of this Symposium is to encourage both conceptual and empirical research in topics related to universal ethics and its relation with cultural diversity and globalization.



Schedule

Monday, May 14

- 8:00 - 9:00 Registration
- 9:00 - 9:15 **Welcome Addresses and Introduction**
Jordi Canals, Dean, IESE Business School
Domènec Melé, Chair of the Symposium
- 9:15 - 10:45 **Plenary Session**
ETHICS IN MANAGING CROSS-CULTURAL DIVERSITY
Ethics in Cross-Cultural Management: Problems and Prospects
Carlos Sánchez-Runde, Professor and Director of the Department of Managing People in Organizations, IESE Business School
Business in a Global Context: Universal Ethics or Cultural Relativism?
Piotr Jaroszynski, Chair of the Department of the Philosophy of Culture, John Paul II Catholic University of Lublin
Chairperson: *Joan Fontrodona*, Professor and Director of Business Ethics Department, IESE Business School
- 10:45 - 11:15 Coffee-Break
- 11:15 - 13:15 **Parallel Sessions I**
- 13:30 - 14:30 Lunch
- 15:30 - 17:00 **Parallel Sessions II**
- 17:00 - 17:30 Coffee-Break
- 17:30 - 19:00 **Plenary Session**
UNIVERSAL ETHICS AND CULTURAL RELATIVISM
Ethics in Business: Possibilities and Limits of Universal Ethical Principles
João Cesar Das Neves, Full Professor and President of the Scientific Committee of Economic and Business School, UCP
Harmonizing Universal Ethics and Cultural Diversity: Practical Rationality and the Natural Law
Ana Marta González, Professor of Philosophy, University of Navarra
Chairperson: *Antonino Vaccaro*, Professor of Business Ethics, IESE Business School
- 20:00 - 22:30 Conference Dinner

Tuesday, May 15

- 9:00 - 10:00 **Keynote Speaker**
East Is East, West Is West, and Always the Twain Shall Meet
Daryl Koehn, Full Professor Ethics and Business Law, University of St Thomas, Minnesota, USA,
and past President of the Society for Business Ethics
Chairperson: *Alberto Ribera*, Professor of Managing People in Organizations, IESE Business School
- 10:15 - 11:45 **Parallel Sessions III**
- 11:45 - 12:15 Coffee-Break
- 12:15 - 14:00 **Panel**
Multinational Corporations and Human Rights in the Globalization Context
Joaquim Borrás, Executive President of ISS Facility Services in Spain
Manuel Costa, Head of Corporate Social Responsibility, FERROVIAL, S.A.
Aracha Hernanz, Corporate Responsibility Manager, REPSOL, S.A.
Ramón Mullerat, Former Co-Chair of the Human Rights Institute of the International Bar Association (IBA)
Chairperson: *Antonio Argandoña*, Professor of Economics and Holder of “La Caixa” Chair of Corporate Social Responsibility and Corporate Governance, IESE Business School
- 14:00 - 15:15 Lunch and Farewell

Conference Information

Venue

IESE Business School
Auditorium 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/17symposium

Organizer

Chair of Business Ethics

In Collaboration With

Center for Business in Society, IESE Business School
“La Caixa” Chair of Corporate Social Responsibility and Corporate Governance,
IESE Business School

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Domènec Melé (Chairperson)
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Joan Fontrodona
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Carlos J. Sánchez-Runde
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Andrea Ramírez
Coordinator, Research Events Unit,
IESE Business School

**THE IESE INTERNATIONAL SYMPOSIA ON
ETHICS, BUSINESS AND SOCIETY TRY TO
PROMOTE INTERDISCIPLINARY DISCUSSION
ON SOME OF THE MOST VITAL ETHICAL ISSUES
FACING THE BUSINESS COMMUNITY TODAY.**



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