

THE 16TH
INTERNATIONAL
SYMPOSIUM
ON ETHICS,
BUSINESS
AND SOCIETY

Barcelona,
May 13-15
2010



Facing the Crisis: Towards a New Humanistic Synthesis

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FACING THE CRISIS: Towards a New Humanistic Synthesis

“The different aspects of the crisis, its solutions, and any new development that the future may bring (...) require new efforts of holistic understanding and a new humanistic synthesis.”

Pope Benedict XVI,
Encyclical *Caritas in Veritate*
(June 29, 2009, 21)

The current crisis poses new challenges for re-thinking economic activities so that all relevant dimensions of such activities are considered, including economic results and impact on people.

The aim of this symposium is to make progress towards a holistic understanding of business and a new humanistic synthesis between technical and ethical aspects of business.



Schedule

Thursday, May 13

17:45 – 18:45 Registration

18:45 – 19:00 Welcome and introduction

Jordi Canals, Dean of IESE Business School

Domènec Melé, Chair of the Symposium

19:00 – 20:30 Opening Session

ECONOMIC AND MANAGERIAL CHALLENGES OF THE ENCYCLICAL *CARITAS IN VERITATE*

- When economy divorces from fraternity: the message of *Caritas in Veritate*

Stefano Zamagni, Professor of Economics, University of Bologna, Italy and John Hopkins University, USA

- Business and human development: the proposal of the Encyclical *Caritas in veritate*

Robert G. Kennedy, Co-Director, Terrence J. Murphy Institute for Catholic Thought, Law and Public Policy, University of St. Thomas, USA

Chairperson: **Carlos Sánchez-Runde**, Professor of Managing People in Organizations, IESE Business School

20:30 Reception

Friday, May 14

9:00 – 11:00 Plenary Session

MANAGEMENT AS A PROFESSION: EFFICIENCY AND RESPONSIBILITY

- Recovering management as a profession with high ethical standards

Rakesh Khurana, Marvin Bower Professor of Leadership Development, Harvard Business School, USA

- Efficiency vs. fecundity: from transactions to relations in business and finance

Paul H. Dembinski, Professor at the University of Fribourg and Founder and Director of the Observatoire de la Finance, Switzerland

Chairperson: **María Nuria Chinchilla**, Professor of Managing People in Organizations, IESE Business School

11:00 – 11:30 Coffee Break

11:45 – 13:45 Concurrent Sessions I

13:45 – 15:00 Lunch

15:15 – 16:45 Simultaneous Panels

HOW TO INTEGRATE A HUMANISTIC VIEW INTO BUSINESS MANAGEMENT?

- How to incorporate a humanistic view into business education, research and managerial practice?

Juan C. Vázquez-Dodero, Professor, IESE Business School

François Miqueu, CEO FinConsum & CaixaRenting at “la Caixa”, Spain

Wesley Cragg, Project Director and Principal Investigator, Canadian Business Ethics Research Network (CBERN)

Chairperson: **Josep María Rosanas**, Professor and holder of “Crèdit Andorrà” Chair of Markets, Organizations and Humanism, IESE Business School

- **Challenges of *Caritas in Veritate* for humanistic management**
Michael S. Aßlander, Kassel University, Germany
Thomas A. Klein, University of Toledo, USA
Bertrand Venard, Audencia Nantes School of Management (France) and Wharton Business School, University of Pennsylvania (USA)

Chairperson: **Claus Dierksmeier**, Stonehill College, USA

- **Developing humanistic management**
Heiko Spitzack, Cranfield University, UK
Michael Pirson, Fordham University, USA
Carlos Lagarcha-Martinez, EAN University, Colombia

Chairperson: **Ernst Von Kimakowitz**, Humanistic Management Network

17:00 – 19:00 Concurrent Sessions II

20:30 – 22:30 Conference Dinner

Saturday, May 15

9:00 – 10:00 Plenary Session

- **VIRTUE, PROFIT AND THE SEPARATION THESIS: AN ARISTOTELIAN VIEW**
Edwin M. Hartman, Former Professor of Business Ethics and Peter and Charlotte Schoenfeld Faculty Fellow at Leonard N. Stern School of Business, New York University, USA

Chairperson: **Joan Fontrodona**, Head of Business Ethics Department, IESE Business School

10:00 – 10:30 Coffee Break

10:30 – 12:30 Concurrent Sessions III

12:45 – 14:15 Panel

- **RECIPROCITY AND GRATUITOUSNESS IN BUSINESS: CHALLENGES AND FURTHER DEVELOPMENTS**
William H. Bowman, President and CEO, U.S. Inspect, USA
Rafael de Santiago, IESE Business School, University of Navarra
André Habisch, Director, Center of Corporate Citizenship, Catholic Univ. Eichstaett-Ingolstadt, Germany
Jeanne M. Logsdon, Anderson School of Management, University of New Mexico, USA
Alejo Sison, President, European Business Ethics Network (EBEN)

Chairperson: **Antonio Argandoña**, Professor of Economics and “la Caixa” Chair of Corporate Social Responsibility and Corporate Governance, IESE Business School.

14:15 – 15:15 Lunch and Farewell

Conference Information

VENUES

IESE Business School

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/16symposium

ORGANIZER

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IESE Business School

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IESE Business School

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IESE Business School

“Crèdit Andorrà” Chair of Markets, Organizations and Humanism,
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China

Johan Verstraeten

Catholic University of Leuven, Belgium

“The Symposium brings together leading academics and senior business executives to exchange ideas and experiences, reflect on current ethical challenges and give impetus to the deeper integration of ethics with economics and business.”



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