

POLITEIA

Centro per la ricerca e la
formazione in politica ed etica



UNIVERSITA' DEGLI STUDI DI MILANO
DIPARTIMENTO DI STUDI
SOCIALI E POLITICI
ISTITUTO DI FILOSOFIA
E SOCIOLOGIA DEL DIRITTO

Third Annual Forum on Business Ethics and Corporate Social Responsibility in a Global Economy

Corporate Integrity, Ethical Leadership, Global Business Standards. The Scope and Limits of CSR

Milan, 9th - 10th June 2006

Sala di Rappresentanza del Rettorato
Università degli Studi di Milano
Via Festa del Perdono, 7

The Forum is organized by the Research Centre Politeia in cooperation with the University of Milan and a Promoting Committee composed by several well-known Italian companies and organizations. Politeia is responsible for the academic organization and supervision of the Forum, while the Promoting Committee provides the sponsorship of the Forum and participate in the definition of the annual agenda.

Stimulated in great part by the initiatives and discussion promoted by the European Commission with its *Green Paper* (2001) and after the new Communication by the Commission (2006), Italy is witnessing a growing interest in business ethics and corporate social responsibility and various companies are promoting reflection and programmes on these issues.

The aim of the Politeia Annual Forum is to provide the necessary academic support for these programmes, organizing a conference in which top managers of national and international companies – companies that are known for their commitment to ethics – and experts in business ethics and corporate social responsibility from the most prestigious international research centres will have the opportunity to discuss the emerging issues of ethics in the global economic system. It will contribute to increasing awareness and knowledge among companies about the ethics and social responsibilities of economic organizations – and to contribute to filling the gap between ‘practitioners’ and ‘experts’.

The Forum will provide the opportunity to bring together and establish networks between international and Italian experts involved in theoretical and empirical research in the areas of business ethics and CSR and also the opportunity to discuss and interact with top managers of large companies.

Politeia is a non profit organization based in Milan and founded in 1983 with the purpose of promoting theoretical discussion on the relationship between ethics and public choices. The centre’s research programs include political and moral theory, business ethics and corporate social responsibility, environmental ethics, bioethics, computer ethics, and science, policy analysis and law.

Since 1985 Politeia publishes *Notizie di Politeia*, a bilingual (in Italian and English) quarterly journal, where the Forum proceedings will be published.

The proceedings of the First and the Second Forum, edited by Emilio D’Orazio, are published respectively under the title “Business Ethics and Corporate Social Responsibility in a Global Economy” (vol. 74, 2004) and “New Perspectives on the Stakeholder View of the Firm and Global Corporate Citizenship” (vol. 82, 2006).

PROGRAM

Friday, June 9th 2006

9.00 Registration of participants

9.30 **I. Ethics and Economic Success: Redefining the Corporation**

Chair: **Maurizio Mori**

(Professor of Bioethics, University of Turin and Politeia)

Richard T. De George

(Professor of Philosophy and Co-Director of the International Center for Ethics in Business, University of Kansas)

Ethics and the Corporation as a Social Construct

Luciano Gallino

(Professor Emeritus of Sociology, University of Turin)

Integrating CSR in Corporate Governance

Jeremy Moon

(Director, ICCSR, Nottingham University Business School)

Corporate Social Responsibility as the Socialization of Markets. Developments and Implications

11.00 Discussion/Q&A

11.30 Coffee break

11.45 **Panel. Ethics, Reputation and Competitiveness**

Chair: **Renzo Vanetti** (CEO, SIA SpA)

Davide Dal Maso (Partner, Avanzi SRI Research)

Gian Carlo Marchesini (Social Commitment, ANCC-Coop)

Roberto Vavassori (Director, Business Development, Brembo SpA)

Roberto Zangrandi (Head of CR, ENEL SpA)

13.00 Lunch break

14.30 **II. Managing Ethics in Business Organizations**

Chair: **Gustavo Ghidini**
(Professor of Industrial Law, Luiss University, Rome)

Linda Klebe Treviño
(Professor of Organizational Behavior,
Pennsylvania State University)

*Managing Ethical Conduct in Business:
Leadership and Ethical Culture*

Marella Caramazza
(General Manager, Istud)

CSR as an Innovation Driver

Nicola Naddi
(Training & Employee Development Manager,
Eli Lilly Italia SpA)

*From Business Training to Education:
The Need for an Internal Ethical and Cultural Uprising
in Corporations*

16.00 Discussion/Q&A

16.30 Coffee break

16.45 **III. Corporate Citizenship: Redefining Responsibility**

Chair: **Alberto Martinelli**
(Professor of Political Science, University of Milan
and Politeia)

David Vogel
(Professor of Business Ethics,
University of California, Berkeley)

*Global Corporate Citizenship:
The Scope and Limits of CSR*

Lucina Mercadante
(Direzione Centrale Prevenzione, INAIL)

A Suitable Way to Raise the Awareness on CSR

Charlotte Roffiaen
(Director, Active Citizenship Network)

*Experiences of Partnerships between Citizens'
Organizations and Businesses in Europe*

18.00 Discussion/Q&A

18.30 Closing of day

Saturday, June 10th 2006

9.00 Registration of participants

9.30 **IV. Ethical Values in Global Business**

Chair: **Luigi Campiglio**
(Professor of Economic Politics and Pro-Rector,
Catholic University of Milan)

Lynn Sharp Paine
(Professor of Business Administration,
Harvard Business School)

The Case for Global Business Standards

Pia Acconci
(Professor of International Law, University of
Teramo)

*International Human Rights Breaches Connected to
the Activities of Multinational Enterprises*

Bryan W. Husted
(Professor of Business Ethics, Instituto de Empresa,
Madrid)

*Corporate Social Responsibility in the Multinational
Enterprise: The Challenges of Globalization and
Localization*

Alan Strudler
(Professor of Legal Studies, Wharton School,
University of Pennsylvania)

The Managerial Relevance of Human Rights

11.15 Discussion/Q&A

11.45 Coffee break

12.00 **Panel. Global Business Standards and
Sustainable Capitalism**

Chair: **Maria Teresa Brassiolo**
(Chair, Transparency International Italia)

Laura Iucci (Global Compact Italia, ILO)

Francesca Mariani
(PCN-OCSE, Ministero Attività Produttive)

Umberto Musumeci (Amnesty International Italia)

Marco Stampa (CSR, ENI SpA)

13.15 Concluding Remarks

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ASSOCIAZIONE CONTRO LA CORRUZIONE



È previsto il servizio di traduzione simultanea
Simultaneous translation will be available

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La partecipazione è gratuita previo invio a Politeia (politeia@fildir.unimi.it) della scheda allegata e ricevimento di conferma dell'iscrizione da parte della segreteria organizzativa.
Participation is free. Participants are required to send the enclosed registration form to Politeia.

