



2<sup>nd</sup> INTERNATIONAL CONFERENCE

## **GLOBALIZATION AND THE GOOD CORPORATION**

New York, NY  
June 26-28, 2007

### **LOCATION:**

Newman Vertical Campus  
Baruch College  
55 Lexington Avenue, 14<sup>th</sup> Floor  
(between 24<sup>th</sup> and 25<sup>th</sup> Streets)

Conference Registration/Information Desk – 14<sup>th</sup> floor

Tuesday, June 26	7:00 am – 7:00 pm
Wednesday, June 27	7:00 am – 6:00 pm
Thursday, June 28	7:00 am – 4:00 pm

# Tuesday, June 26

7:30 - 8:30	<b>Registration</b> <b>Continental Breakfast</b> Host: Baruch College					
8:30 - 8:40	Room 14-220 <b>Welcome Remarks</b> Dr. S. Prakash Sethi, President, ICCA, Inc.					
8:40 - 8:50	<b>Introduction</b> Dr. Sidney Lirtzman, Chairman of the Board, ICCA; Professor Emeritus, Baruch College					
8:50 - 9:20	<b>Keynote Speech</b> Dr. Kathleen Waldron, President, Baruch College, CUNY					
9:20 - 9:30	<b>Break</b>					
9:30 - 12:00	P-Tu1 Room 14-220 <b>Plenary Session</b> Social Responsibility Through Corporate and Business School Partnerships					
12:00 - 1:30	<b>Lunch Break</b>					
1:30 - 3:00	P-Tu2 Room 14-220 <b>Plenary Session</b> Business and Civil Society Partnership for Sustainability				<b>Break-out Session</b> Room 14-230 S-Tu1	
3:00 - 3:15	<b>Break</b>					
3:15 - 4:45	P-Tu3 Room 14-220 <b>Plenary Session</b> The Role of Ethics and Compliance Officers in Large Corporations				<b>Break-out Session</b> Room 14-235 S-Tu2	
4:45 - 5:00	<b>Break</b>					
5:00 - 6:30	<b>Break-out Session</b> Room 14-230 S-Tu3	<b>Break-out Session</b> Room 14-235 S-Tu4	<b>Break-out Session</b> Room 14-280 S-Tu5	<b>Break-out Session</b> Room 14-240 S-Tu6	<b>Break-out Session</b> Room 14-245 S-Tu7	<b>Break-out Session</b> Room 14-285 S-Tu8
6:30 - 7:30	<b>Wine &amp; Cheese Reception</b> Host: BP, plc					

## Wednesday, June 27

7:30 - 8:30	<b>Continental Breakfast</b> Host: Reputation Institute					
8:30 - 8:45	Room 14-220 <b>Introduction</b> Dr. Kathleen Waldron, President, Baruch College, CUNY					
8:45 - 9:30	<b>Keynote Speech</b> Mr. John Reed, Former Chairman and CEO of Citigroup, former Chairman of the New York Stock Exchange, USA					
9:30 - 9:45	<b>Break</b>					
9:45 - 11:15	P-W1 Room 14-220 <b>Plenary Session</b> Marketplace Innovations for Reducing Global Poverty: The MicroCredit Enterprises Model					
11:15 - 11:45	<b>Coffee Break</b> Host: Global Social Compliance					
11:45 - 1:15	<b>Break-out Session</b> Room 14-230 S-W1	<b>Break-out Session</b> Room 14-235 S-W2	<b>Break-out Session</b> Room 14-280 S-W3	<b>Break-out Session</b> Room 14-285 S-W4	<b>Break-out Session</b> Room 14-240 S-W5	<b>Break-out Session</b> Room 14-245 S-W6
12:15 - 2:30	<b>Lunch Break</b>					
2:30 - 4:00	<b>Break-out Session</b> Room 14-230 S-W7	<b>Break-out Session</b> Room 14-280 S-W8	<b>Break-out Session</b> Room 14-235 S-W9	<b>Break-out Session</b> Room 14-240 S-W10	<b>Break-out Session</b> Room 14-245 S-W11	<b>Break-out Session</b> Room 14-285 S-W12
4:00 - 4:15	<b>Break</b>					
4:15 - 5:45	<b>Break-out Session</b> Room 14-280 S-W13	<b>Break-out Session</b> Room 14-230 S-W14	<b>Break-out Session</b> Room 14-235 S-W15	<b>Break-out Session</b> Room 14-240 S-W16	<b>Break-out Session</b> Room 14-285 S-W17	<b>Break-out Session</b> Room 14-245 S-W18
5:45 - 7:00	<b>Wine &amp; Cheese Reception</b> Host: Walden Asset Management					

## Thursday, June 28

7:30 - 8:15	<b>Continental Breakfast</b> Host: The Walt Disney Company					
8:15 - 9:45	P-Th1 Room 14-220 <b>Plenary Session</b> Fighting Bribery and Corruption—a Multi-sectoral Approach					
9:45 - 10:00	<b>Break</b>					
10:00 - 11:30	P-Th2 Room 14-220 <b>Plenary Session</b> Industry-wide Voluntary Codes of Conduct					
11:30 - 11:40	<b>Break</b>					
11:40 - 1:10	P-Th3 Room 14-220 <b>Plenary Session</b> Impact of CSR and Sustainability Issues on Corporate Reputation					<b>Break-out Session</b> Room 14-230 S-Th1
1:10 - 1:40	<b>Buffet Lunch</b> Host: MicroCredit Enterprises					
1:40 - 3:10	P-Th3 Room 14-220 <b>Plenary Session</b> Trends in Corporate Citizenship, CSR and Sustainability Reports					<b>Break-out Session</b> Room 14-235 S-Th2
3:10 - 3:20	<b>Break</b>					
3:20 - 4:30	<b>Break-out Session</b> Room 14-230 S-Th3	<b>Break-out Session</b> Room 14-235 S-Th4	<b>Break-out Session</b> Room 14-240 S-Th5	<b>Break-out Session</b> Room 14-245 S-Th6	<b>Break-out Session</b> Room 14-285 S-Th7	
4:30 - 5:00	Buses will leave for the UN Visitor Center from Baruch College					

## UN Gala Dinner - the UN Delegates Room

Entrance at the Visiting Center

1st Avenue, between 45th and 46th streets

6:15 - 7:00 pm	<b>Cocktail Reception</b>
7:00 - 8:10 pm	<b>Gala Dinner</b>
8:10 - 8:15 pm	<b>Welcome Remarks</b> Dr. S. Prakash Sethi, President, ICCA, Inc.
8:15 - 8:30 pm	<b>Introduction</b> Mr. Timothy Smith, Senior Vice President, Walden Asset Management; Director, Socially Responsible Investing, USA
8:30 - 9:00 pm	<b>Keynote Speech</b> Mr. Robert A. Eckert, Chairman and CEO, Mattel, Inc.
9:00 - 9:20 pm	<b>Q&amp;A session</b>
9:20 - 9:45 pm	<b>Mixing &amp; Pleasant Conversation</b>

**P-Tu1**

Room 14-220  
Tuesday, June 26  
9:30 am – 12:00 pm

**Social Responsibility Through Corporate and Business School Partnerships**

**Chair/Moderator:**

Dr. Warner Woodworth, Marriott School of Management, Brigham Young University

**Panelists:**

Dr. Warner Woodworth, Marriott School of Management, Brigham Young University

Mr. Jaime Figueroa, Fundacion Dignidad (Mexico), Eagle Condor (Peru)

Ms. Lisa Jones Christensen, University of North Carolina (HELP International)

Mr. Adriano Oliveira, Mentores Empresariales (El Salvador), PEDF (Philippines)

**Commentators:**

Dean John Elliott, Zicklin School of Business, Baruch-CUNY

Dr. Judith Samuelson, The Aspen Institute, USA

Ms. Rufina Fernandes, NASSCOM Foundation, India

**P-Tu2**

Room 14-220  
Tuesday, June 26  
1:30 pm – 3:00 pm

**Business and Civil Society Partner for Sustainability**

**Chair/Moderator:**

Ms. Tensie Whelan, Executive Director, Rainforest Alliance

**Panelists:**

Mr. Lewis Fix, Senior Director of Business Development, Domtar EarthChoice

Ms. Amy Chender, Director of Social Responsibility, ABC Home of ABC Carpet & Home.

Ms. Chanda Gibson, Vice President of Corporate Services and Real Estate, Goldman, Sachs & Co.

**P-Tu3**

Room 14-220  
Tuesday, June 26  
3 :15 pm – 4 :45 pm

**The Role of Ethics and Compliance Officers in Large Corporations****Chair/Moderator:**

Mr. Emmanuel Tchividjian, Senior Vice President, Ruder Finn, Inc.

**Panelists:**

Mr. Emmanuel Tchividjian, Senior Vice President, The Ruder Finn Group

Ms. Lauren Ferrari, Director, Office Business Conduct, Alcatel-Lucent

Ms. Andrea Bonime-Blanc, Senior Vice President, Chief Ethics & Compliance Officer, Bertelsmann AG

Mr. David Frishkorn, Director, Business Ethics Office, Xerox Corporation

**P-W1**

Room 14-220  
Wednesday, June 27  
9:45 am – 11:15 am

**Marketplace Innovations for Reducing Global Poverty: The MicroCredit Enterprises Model****Chair/Moderator:**

Mr. Jonathan C. Lewis, Chief Executive Officer/Founder, MicroCredit Enterprises

**Panelists:**

Mr. Jonathan C. Lewis, Chief Executive Officer/Founder, MicroCredit Enterprises

Ms. Shari Berenbach, Executive Director, Calvert Social Investment Foundation

Mr. Isaac Antón Gorena Espinoza, Finance and Administration Manager, Credito con Educacion Rural (CRECER)

Mr. Roger Widmann, Director of Oxfam America

**P-Th1**

Room 14-220  
Thursday, June 28  
8:15 am – 9:45 am

**Fighting Bribery and Corruption—a Multi-sectoral Approach****Chair/Moderator:**

Dr. Djordjija Petkoski, Head of Business, Competitiveness and Development Program, World Bank Institute

**Panelists:**

Dr. Ashraf Gamal, Executive Director, Egyptian Institute of Directors

Dr. Robert Crist, former Chair of the American Society of Civil Engineers Committee on Global Principles for Professional Conduct

Mr. Karel De Gucht, Minister of Foreign Affairs, Belgium (tbc)

**P-Th2**

Room 14-220  
Thursday, June 28  
10:00 am – 11:30 am

**Industry-wide Voluntary Approaches to Corporate Social Responsibility****Chair/Moderator:**

Mr. James Walter, SVP of Worldwide Corporate Quality, Mattel, Inc.

**Panelists:**

Ms. Bonnie Nixon-Gardiner, Global Program Manager, Hewlett-Packard Company

Mr. Ian Olson, Global Manager, Supply Chain Sustainability, Ford Motor Company

Mr. Steve Jesseph, Vice Chairman of the Board of Directors, President and Chief Executive Officer,  
Worldwide Responsible Apparel Production (WRAP)

Mr. Christian Ewert, President and Chief Executive Officer, ICTI-CARE Foundation

### **P-Th3**

Room 14-220  
Thursday, June 28  
11:40 am – 1:10 pm

#### **Doing Good: The Impact of CSR and Sustainability on Corporate Reputation**

##### **Chair/Moderator:**

Dr. Charles J. Fombrun, CEO, Reputation Institute

##### **Panelists:**

Mr. Rafael Fernández de Alarcón Azón, Director Reputación y Responsabilidad Corporativa, Telefónica S.A.

Ms. Charlotte Ersbøll, Corporate Vice President, Corporate Branding & Responsibility, Novo Nordisk A/S

Mr. Anthony Johndrow, Managing Director, Reputation Institute

### **P-Th4**

Room 14-220  
Thursday, June 28  
1:40 pm – 3:10 pm

#### **Trends in Corporate Citizenship, CSR and Sustainability Reports**

##### **Chair/Moderator:**

Dr. Sidney Lirtzman, Chairman of the Board, International Center for Corporate Accountability, Inc.

##### **Panelists:**

Dr. David Bickerton, General Manager, Brand and Group Communications, BP, plc.

Ms. Krista K. Gullo, Sustainable Business Strategies, Sustainability Reporting Manager, Ford Motor Company

Dr. Wolfram Heger, Senior Manger Corporate Social Responsibility, External Affairs & Public Policy Stuttgart (EAPP), DaimlerChrysler AG

Dr. William Ferns, Associate Professor of Computer Information Systems, Zicklin School of Business, Baruch College, CUNY

Ms. Olga Emelianova, Director for Project Services, International Center for Corporate Accountability, Inc.

### S-Tu1

Room 14-230  
Tuesday, June 26  
1:30 pm – 3:00 pm

#### **Seeking Sustainability and Access to Low Income Markets: How to Build compatible corporate approaches?**

This distinguished panel will discuss the relationship between the private sector's interest in reaching low-income markets, integrating the poor into the supply chain as producers and consumers, and the quest for overall social and environmental sustainability. Special emphasis will be placed on whether these two goals can be achieved in a complimentary way.

**Chair:** Dr. Kristalina Georgieva, Director, Strategy and Operations, Sustainable Development Network, World Bank

#### **Panelists:**

Ms. Kathy Pickus, Director, Global Citizenship and Policy, Abbott Laboratories

Mr. Kousuke Ito, Manager, Americas Demanufacturing Operations, Environmental Management and Product Compliance, Ricoh Americas Corporation

Mr. Dana Martin, Opportunities for the Majority Initiative, Inter-American Development Bank

Rev. David Schilling, Program Director, Interfaith Center on Corporate Responsibility

### S-Tu2

Room 14-235  
Tuesday, June 26  
3:15 pm – 4:45 pm

#### **How Global Financial Institutions Are Handling Sustainable Investing?**

Sustainability & the Financial Sector: What are the challenges to integrating sustainability in financial institutions?

**Moderator:** Mr. Timothy Smith, Senior Vice President, Walden Asset Management; Director, Socially Responsible Investing, USA

#### **Panelists:**

Ms. Amy Davidsen, Head of Environmental Affairs, JPMorgan Chase, USA

Mr. Ewoud Goudswaard, General Manager, ASN Bank, Netherlands

Ms. Marlys Appleton, Head of Sustainable Initiatives, AIG, USA

### **S-Tu3**

Room 14-230  
Tuesday, June 26  
5:00 pm – 6:30 pm

#### **Diversity of CSR Challenges and Corporate Responses**

**Chair:** Dr. David Lowry, Member of the Board, International Center for Corporate Accountability, Inc., USA

*The Promotion of SRI in New Zealand and Issues for Encouraging the Responsible Ownership of Corporations*

Dr. Robert Howell, Council for Socially Responsible Investment, New Zealand

*Exploring the Benefits of Measuring Intellectual Capital. The AIMAG Case Study*

Prof. Maria Serena Chiucchi, University of the Marche, Italy

*Corporate Responses to HIV/AIDS: Experience and Leadership from South Africa*

Ms. Pamela L. Bolton, Strategyx, USA

### **S-Tu4**

Room 14-235  
Tuesday, June 26  
5:00 pm – 6:30 pm

#### **Measurement Issues in Evaluating CSR Performance**

**Chair:** Prof. Myung-Soo Lee, Professor of Marketing and International Business, Baruch College, CUNY, USA

*The Bottom-Line Benefits of Ethics Code Commitment: Stakeholder Effects and Influences on Competitive Advantage*

Prof. Christopher J. Robertson, Northeastern University, USA

*Is Corporate Responsibility Converging? A Comparison of Corporate Responsibility Reporting in the USA, UK, Australia, and Germany.*

Ms. Petra Bouvain, University of Canberra, Australia

*Institutional Impediments to Voluntary Ethics Measurement Systems: An International Perspective*

Prof. O. Scott Stovall, Abilene Christian University, USA

Prof. John D. Neill, Abilene Christian University, USA

Prof. Brad Reid, Abilene Christian University, USA

*Voluntary Corporate Codes Of Conduct In Agribusiness: A Special Focus On The World Banana Trade*

Prof. Emre Veral, Baruch College, CUNY, USA

## S-Tu5

Room 14-280  
Tuesday, June 26  
5:00 pm – 6:30 pm

### **Financial Implications of Various Approaches to CSR**

**Chair:** Prof. Terrence Martell, Baruch College-CUNY, USA

*Investment Decisions, Liquidity, and Institutional Activism: An International Study*

Prof. Alfredo M. Bobillo, University of Valladolid, Spain  
Prof. J. A. Rodriguez Sanz, University of Valladolid, Spain  
Prof. F. Tejerina, University of Valladolid, Spain

*Global Standards and Ethical Stock Indexes: An empirical Enquiry*

Dr. Costanza Consolandi, University of Siena, Italy

*Best Practices in Credit Accesibility and Corporate Social Responsibility in Financial Institutions*

Prof. Francesc Prior Sanz, IESE Business School, University of Navarra, Spain

*Understanding Socially Responsible Investing: The effect of mental models and trade-off options*

Prof. Katherina Glac, The Wharton School of the University of Pennsylvania, USA

## S-Tu6

Room 14-240  
Tuesday, June 26  
5:00 pm – 6:30 pm

### **Normative Aspects of Corporate Social Responsibility**

**Chair:** Prof. Domenec Mele, IESE Business School, University of Navarra, Spain

*Corporate Moral Agency Revisited*

Dr. David Ardagh, Centre for Applied Philosophy and Public Ethics, Charles Sturt University, Australia

*The Ethics Dividend: The Value-Added Benefits of Running an Ethical Business*

Prof. Rick Keller, University of Tampa, USA

*Organizational Factors for Implementing Organizational Democracy*

Prof. Francisco Javier Forcadell, Universidad Rey Juan Carlos, Spain

*As a Matter of Fairness: Human Rights Corporate Obligations*

Dr. Miguel Alzola, Rutgers Business School, USA

## **S-Tu7**

Room 14-245  
Tuesday, June 26  
5:00 pm – 6:30 pm

### **Corporate Decision-Making and CSR**

**Chair:** Prof. Henri-Claude de Bettignies, Euro-China Centre for Leadership and Responsibility (CEIBS) China, and INSEAD (France & Singapore)

*Corporate Social Responsibility (CSR) as a Model of 'Extended' Corporate Governance: An Explanation Based on the Economic Theories of Social Contract, Reputation and Reciprocal Conformism*

Prof. Lorenzo Sacconi, University of Trento, Italy

*Common Good and Global Logistical Performance: A Contradiction?*

Dr. Jean Marie Fevre, University of Metz, France

*Beyond the Proxy Vote: Dialogues Between Shareholder Activists and Corporations*

Prof. Jeanne M. Logsdon, University of New Mexico, USA

*Does Increased Equity Ownership Lead to More Strategically Involved Boards?*

Prof. Sayan Chatterjee, Case Weatherhead School of Management, USA

## **S-Tu8**

Room 14-285  
Tuesday, June 26  
5:00 pm – 6:30 pm

### **Large Multinational Corporations and International Dimensions of CSR**

**Chair:** Prof. Linda Sama, Pace University, USA

*CSR for Developing Country MNCs - A Lost War in Pertaining Global Competitiveness?*

Prof. Philippe Gugler, University of Fribourg, Switzerland

Ms. Jaclyn Shi, World Trade Institute, Switzerland

*Reading the Tea Leaves – Did Citigroup Risk Their Reputation During 2004 – 2005?*

Prof. Christopher C. York, John F. Welch College of Business, Sacred Heart University, USA

Prof. Andra Gumbus, John F. Welch College of Business, Sacred Heart University, USA

Prof. Stephen Lilley, John F. Welch College of Business, Sacred Heart University, USA

*Wal-Mart and Global Labor Governance*

Prof. Kevin Kolben, Rutgers Business School, USA

*Corruption, Complexity and Governance*

Prof. Reyes Calderon Cuadrado, IESE and School of Economics and Business Administration, University of Navarra, Spain

Prof. Jose Luis Alvarez Arce, IESE and School of Economics and Business Administration, University of Navarra, Spain

## **S-W1**

Room 14-230

Wednesday, June 27

11:45 am – 1:15 pm

### **A Cross-Cultural Perspective on Business Ethics and Corporate Conduct**

**Chair:** Prof. Harry M. Rosen, Chair, Department of Management, Zicklin School of Business, Baruch College, CUNY

*Cooperation and Pro-Active Multi-Stakeholder Commitment in Managing Stakeholder Networks: A Case Study*

Prof. Domenec Mele, IESE Business School, University of Navarra, Spain

*Organizational Ethics – Its Tradition and Perspective in Slovak Business Organizations*

Dr. Zuzana Simoniova, Department of Ethics and Applied Ethics, Faculty of Humanities, Matej Bel University, Slovakia

*Managers' Ethical Sense-Making*

Prof. Cristina Reis, Universidade de Aveiro, Portugal

*An analysis of U.S. Multinationals' Recruitment Practices in Mexico*

Prof. Eileen Daspro, Department of Business and Marketing, ITESM, Campus Guadalajara, Mexico

## **S-W2**

Room 14-235

Wednesday, June 27

11:45 am – 1:15 pm

### **Country-Specific CSR Applications**

**Chair:** Prof. Georges Enderle, Mendoza College of Business, University of Notre Dame, USA

*On the Discursive Construction of Corporate Legitimacy and Responsibilities*

Ms. Marjo Siltaoja, University of Jyväskylä, School of Business and Economics, Finland

*The End of the Foreign Aid as We Know It: the Profitable Alleviation of Poverty in a Globalized Economy*

Prof. Laura P. Hartman, DePaul University, USA

*Corporate Social Responsibility and Economic Performance: Stakeholder Salience and Identification*

Prof. John Peloza, Simon Fraser University, Canada

### **S-W3**

Room 14-280

Wednesday, June 27

11:45 am – 1:15 pm

#### **Ethics, CSR and Corporate Conduct**

**Chair:** Prof. Lorenzo Sacconi, University of Trento, Italy

*Sustaining Corporate Social Responsibility Through A Virtue Ethics Perspective*

Ms. Anne-Laure Winkler, Rutgers Business School, USA

Mr. Ken Chung, Rutgers Business School, USA

*The Corporation as a Crucial Ally Against Corruption*

Prof. Reyes Calderon Cuadrado, IESE and School of Economics and Business Administration, University of Navarra, Spain

Prof. Jose Luis Alvarez Arce, IESE and School of Economics and Business Administration, University of Navarra, Spain

*Transnational Bribery, Transnational Corporations: A justification of Moral Minimums*

Prof. Miguel Alzola, Rutgers Business School, USA

### **S-W4**

Room 14-285

Wednesday, June 27

11:45 am – 1:15 pm

#### **Business-NGO Strategic Alliances – Challenges and Opportunities**

**Chair:** Rev. David Schilling, Interfaith Center on Corporate Responsibility, USA

*Who Will Guard the Guardians? The Social Responsibility of NGOs*

Dr. Murray Weidenbaum, Weidenbaum Center on the Economy, Government, and Public Policy, USA

*Cognitive Barriers to Knowledge Transfer in MNC-NGO Alliances*

Prof. Carla C.J.M. Millar, University of Twente, The Netherlands and Ashridge Business School, United Kingdom

Prof. Andrew Wilson, Ashridge Business School, United Kingdom

Prof. Chong Ju Choi, City University Business School, United Kingdom

*CSR and Business Partnership with Non-Profits: Perspectives from New Zealand*

Dr. Nitha Palakshappa, Massey University, New Zealand

## **S-W5**

Room 14-240

Wednesday, June 27

11:45 am – 1:15 pm

### **Organizational Dynamics and CSR Strategies**

**Chair:** Prof. Donald Vredenburg, Baruch College, CUNY, USA

*CSR and the Good Corporation. Participation as a Linkage Between Principle and Practice in E.F. Schumacher's Last Publication Good Work*

Prof. Hendrik Opdebeeck, University of Antwerp, Belgium

*Bilking a Corporation but Being Ethical?*

Prof. Gary Stroud, Franklin University, Columbus, USA

*Corporate Governance Practices: A Proposed Policy Incentive Regime to Facilitate Internal Investigations and Self-Reporting of Criminal Activities*

Prof. Thomas A. Hemphill, University of Michigan-Flint, USA

Prof. Francine Cullari, University of Michigan-Flint, USA

*A Framework for a Caring, Socially Responsible and Ethical Organization*

Dr. M.C. Shirley Yeung, Asia International Open University in Macau, PR China

## **S-W6**

Room 14-245

Wednesday, June 27

11:45 am – 1:15 pm

### **UN Global Compact – Prospects and Progress**

**Chair:** Mr. Anthony Nicholas, Former Deputy Director of the Committee on Capital Markets Regulation, USA

*The Global Compact as an Agent for "the Good Corporation": The Case of O Boticario in Brazil*

Prof. Linda Sama, Pace University, USA

*Effectiveness, Potentials, and Limits of CSR Initiatives: The UN Global Compact in Sub Sahara Africa*

Prof. Lothar Rieth, Technische Universität Darmstadt, Germany

*How the UN Global Compact Can Transform the Global CSR/Sustainability Movement*

Mr. Steven G. Brant, Trintab Management Systems, USA

## S-W7

Room 14-230  
Wednesday, June 27  
2:30 pm – 4:00 pm

### **Corporate Governance and CSR**

**Chair:** Mr. Nathaniel Bickford, Member of the Board, International Center for Corporate Accountability, Inc., USA

*Does Good Corporate Governance Matter? Best Practice in Poland*

Prof. Maria Aluchna, Warsaw School of Economics, Poland  
Prof. Olga Mikolajczyk, Warsaw School of Economics, Poland

*Implementation of Good Corporate Governance in Turkey: The Case of Doğan Yayın Holding*

Dr. Serap Atakan, İstanbul Bilgi University, Turkey  
Dr. Beyza Oba, İstanbul Bilgi University, Turkey  
Dr. Zeynep Ozsoy, İstanbul Bilgi University, Turkey

*Interpreting the Ethicality of Corporate Governance Decisions in Russia: Utilizing Integrative Social Contracts Theory to Evaluate the Relevancy of Agency-Theory Norms*

Prof. Daniel J. McCarthy, College of Business Administration, Northeastern University, USA  
Prof. Sheila M. Puffer, College of Business Administration, Northeastern University, USA

*A Matter of Principle?: 'Principles-based' Regulation and Its Implications for the Governance of Financial Services Firms*

Prof. Chizu Nakajima, Center for Financial Regulation & Crime, Cass Business School, City University, UK

## S-W8

Room 14-280  
Wednesday, June 27  
2:30 pm – 4:00 pm

### **CSR Practices in Entrepreneurial Organizations**

**Chair:** Prof. Francesc Prior Sanz, IESE Business School, University of Navarra, Spain

*What Makes Some Corporations More Socially Responsible Than Others? The Role of Knowledge*

Prof. Anne Barraquier, CERAM Sophia Antipolis School of Business, France

*Are Entrepreneurs Socially More Responsible Than Salaried CEOs?*

Prof. Jacqueline Fendt, ESCP-EAP European School of Management, France

*Attitudes towards Business Ethics: A Three Country Investigation*

Mr. Emmanouil F. Papavasileiou, London Metropolitan University, Greece

*When Do Firms Adopt Meaningful Corporate Social Initiatives?*

Dr. Danielle E. Warren, Rutgers Business School, USA

## S-W9

Room 14-235  
Wednesday, June 27  
2:30 pm – 4:00 pm

### **Different Perspectives on Understanding Sustainable Development**

**Chair:** Prof. Annik Magerholm Fet, Norwegian University of Science and Technology, Norway

*Triple Bottom Line, Corporate Citizenship, Values-Based Management: The Promise and Peril of Business Ethics Buzzwords*

Prof. Chris MacDonald, Saint Mary's University, Canada

Prof. Wayne Norman, University of Montreal, Canada & Duke University, USA

*Sustainable Development: Striving at Reconciling Stakeholders, Corporate and National Cultures*

Prof. Maud Tixier, ESSEC Business School, France

*Global Environmental Standards: A Facility-Level Examination of the Implementation of ISO 14001*

Ms. Deepa Aravind, Rutgers University, USA

*Sustainable Development and The Mickey Mouse Model of Triple Bottom Line*

Prof. Andrew Fergus, Haskayne School of Business, Canada

Dr. Julie I. A. Rowney, Centre for International Management, Haskayne School of Business, Canada

## S-W10

Room 14-240  
Wednesday, June 27  
2:30 pm – 4:00 pm

### **Industry Approaches against Corruption – Panel Discussion**

This panel will address specific industry efforts to fight corruption. Building on their experience in leading sectoral governance and anti-corruption initiatives, panelists will discuss why some industries have been more effective than others in fighting corruption and how successful initiatives can be replicated and/or scaled up.

**Chair:** Prof. William S. Laufer, Director, Carol and Lawrence Zicklin Center for Business Ethics, The Wharton School of Business, University of Pennsylvania, USA

#### **Panelists:**

Mr. David Jansen, Fraud Risk and Controls Practice, Pricewaterhouse Coopers

Mr. Glenn Thomas Ware, Chief Investigative Counselor, Department of Institutional Integrity, World Bank

Mr. Charles Kenny, Senior Economist, Finance Economics & Urban Department, World Bank

Mr. Paul Braund, Executive Director and Co-founder, RiOS Institute

## **S-W11**

Room 14-245

Wednesday, June 27

2:30 pm – 4:00 pm

### **Competitive Markets and Their Impact on Companies' CSR and Sustainability strategies**

**Chair:** Prof. Bharat Bhalla, Fairfield University, USA

*Exploring the Nature of the Relationship Between CSR and Competitiveness*

Prof. Marc Vilanova, ESADE Business School, Spain

*Antecedents of Consumer Perceptions of "Good" Corporate Behavior*

Prof. Nora J. Rifon, Michigan State University, USA

Prof. Sejung Marina Choi, The University of Texas at Austin, USA

Prof. Carrie S. Trimble, Illinois Wesleyan University, USA

*Education and Entrepreneurship: Drivers for Sustainable Development*

Prof. Adela Coman, The North University of Baia Mare, Romania

*Business and Peace: the Search for Justice in Transitional Economies*

Prof. Tara Radin, The Wharton School of the University of Pennsylvania, USA

Mr. Nadan Sehic, The Wharton School of the University of Pennsylvania, USA

## **S-W12**

Room 14-285

Wednesday, June 27

2:30 pm – 4:00 pm

### **Case Studies in Corporate Strategy and Sustainable Development**

**Chair:** Dr. Michael Hoffman, Center For Business Ethics, Bentley College, USA

*Motives for Societal Engagement: Legitimacy, Sustainability or the Bottom Line?*

Prof. Deborah Vidaver-Cohen, Florida International University, USA

Prof. Peggy Simcic Brønn, Norwegian School of Management, Norway

*Can Corporate Social Responsibility Contribute to Sustainable Development? A Case Study of an International Maritime Corporation*

Mr. Alexander Dahlsrud, Norwegian University of Science and Technology, Norway

*Transformation Charters in Contemporary South Africa: The case of ABSA Group Limited*

Prof. Bindu Arya, University of Missouri - St. Louis, USA

Mr. Balbir Bassi, Group BEE, The ABSA Group Ltd., South Africa

## S-W13

Room 14-280  
Wednesday, June 27  
4:15 pm – 5:45 pm

### **National and International Perspectives on CSR**

**Chair:** Dr. Kriengsak Chareonwongsak, Institute of Future Studies for Development, Thailand

*Corporations as Political Actors and Citizens of the World*

Prof. Pierre-Yves Néron, University of Montreal, Canada  
Prof. Wayne Norman, University of Montreal, Canada & Duke University, USA

*The Spanish Discourse on Corporate Social Citizenship*

Prof. Natalia Canto, ESADE Business School, Spain

*Promoting Democracy: A Role for Global Business?*

Prof. Nien-hê Hsieh, The Wharton School of the University of Pennsylvania, USA

*Increasing Corporate Social Responsibility in China through American and Japanese Multinational Enterprises*

Prof. Maria Lam, Malone College, USA

## S-W14

Room 14-230  
Wednesday, June 27  
4:15 pm – 5:45 pm

### **Country-based Studies of CSR Implementation Practices**

**Chair:** Dr. Jack Shapiro, Senior Advisor, International Center for Corporate Accountability, USA

*CSR in the Value Chain: Experiences from the Norwegian Furniture Industry*

Mr. Christofer Skaar, Norwegian University of Science and Technology, Norway  
Prof. Annik Magerholm Fet, Norwegian University of Science and Technology, Norway

*France's Mandatory "Triple Bottom Line" Reporting: An Informational Regulation Approach To Sustainable Development*

Dr. Mary Lou Egan, Bendick and Egan Economic Consultants, Inc., USA

*Monitoring and Measurement of the Codes of Good Practice Implementation in South African Organizations*

Prof. Bindu Arya, University of Missouri- St. Louis, USA  
Mr. Balbir Bassi, Group BEE, The ABSA Group Limited, South Africa

*Power in the Boardroom: An Empirical Study on Turkish Listed Companies*

Dr. Beyza Oba, İstanbul Bilgi University, Turkey  
Dr. Zeynep Ozsoy, İstanbul Bilgi University, Turkey  
Dr. Serap Atakan, İstanbul Bilgi University, Turkey

## **S-W15**

Room 14-235  
Wednesday, June 27  
4:15 pm – 5:45 pm

### **CSR and Corporate Communications**

**Chair:** Prof. Sheila M. Puffer, College of Business Administration, Northeastern University, USA

*'Ask Me Anything (I'll Just Change the Topic)' How Corporations Handle the Media when Their Reputations Are at Stake*  
Prof. Charles A. Riley II, Baruch College, CUNY, USA

*Seduced by Its Proactive Image? On Using Auto Communication to Enhance CSR*  
Mr. Øivind Hagen, Norwegian University of Technology and Science, Norway

*Dimensions of Corporate Social Responsibility and Advertising Practices*  
Prof. Alex Wang, University of Connecticut-Stamford, USA

*Corporate Brands: Heroes and Villains*  
Prof. Mark J. Kay, Montclair State University, USA

## **S-W16**

Room 14-240  
Wednesday, June 27  
4:15 pm – 5:45 pm

### **MNCs, Developing Countries and CSR Practices**

**Chair:** Prof. David Crowther, De Monfort University, United Kingdom

*Anvil Mining Company in the Democratic Republic of Congo - Operating in Emerging Democracy*  
Ms. Lee Nehring, Anvil Mining Company, Democratic Republic of Congo

*Managing Labor Issues in Developing Country Private Sector Infrastructure Projects*  
Dr. Robert H. Montgomery, Head, Environmental and Social Unit, Private Sector Department, Inter-American Development Bank, USA  
Dr. Gregory F. Maggio, Foreign Affairs Officer, Bureau of Democracy, Human Rights and Labor, U.S. Department of State, USA

*Building Legitimacy into Corporate Social Responsibility: Gold Mining Firms in Developing Nations*  
Prof. Blair Gifford, The University of Colorado at Denver and Health Science Center, USA  
Prof. Andrew Kestler, The University of Colorado at Denver and Health Science Center, USA

*The Public Affairs of Slavery: A Discursive Approach of the Debate Over MNCs' Labor Practices*  
Prof. Nicolas Dahan, Ramapo College of New Jersey, USA  
Prof. Milton Gittens, Ramapo College of New Jersey, USA

## **S-W17**

Room 14-285

Wednesday, June 27

4:15 pm – 5:45 pm

### **Analytical Framework for Evaluation Corporate Social Responsibility**

**Chair:** Prof. Curtis C. Verschoor, DePaul University, USA

*An Investigation of Morally Ambiguous Situations Among International Marketing Executives*

Prof. Andreas F Grein, Baruch College, CUNY, USA

Prof. Stephen Gould, Baruch College, CUNY, USA

*Designing and Implementing Corporate Social Responsibility: A Framework Grounded in Theory and Practice*

Mr. François Maon, Université catholique de Louvain, Belgium

*Measuring Corporate Social Responsibility as the Fit between Firm Activity and Salient Stakeholder Expectations*

Ms. Lisa Papania, Simon Fraser University, Canada

## **S-W18**

Room 14-245

Wednesday, June 27

4:15 pm – 5:45 pm

### **Becoming a Good Corporate Citizen – Some Examples from India**

The phenomenal growth in India's economy over the last decade presents a dramatically different model when compared with China. It also provides a convincing demonstration that economic growth is compatible with a democratic system of governance that is respectful of local culture, tradition and moral values. India's business enterprises are deeply rooted in that society's cultural norms. This has been manifested in the many unique ways in which Indian companies have demonstrated their corporate social responsibility. This discussion session highlights illustrative examples of three such efforts from India.

**Chair:** Prof. Donald Schepers, Baruch College, CUNY, USA

#### **Panelists:**

Ms. Rufina Fernandes, NASSCOM Foundation, India

Mr. Rajen Varada, Director, Technology for the People, India

Mr. N.G. Kamath, Suraj Foundation, India

Dr. Balaji Utlal, Director, Satyam Foundation; Senior VP, Satyam Computers, India

## S-Th1

Room 14-230

Thursday, June 28

11:40 am – 1:10 pm

### **Corporate Reporting on CSR and Sustainability**

**Chair:** Prof. William Ferns, Baruch College – CUNY, USA

*Assurance Services for Sustainability Reports: Standards and Empirical Evidence*

Ms. Lucia Becatti, University of Florence, Italy

Dr. Giacomo Manetti, University of Florence, Italy

*Universal Standards in CSR: Are We Prepared?*

Ms. Adefolake Adeyeye, National University of Singapore, Singapore

*Raising Our Game: Trends in Globalization & Sustainable Development*

Ms. Meghan Chapple-Brown, SustainAbility, USA

*Corporate Sustainability Reporting: a Study in Disingenuity?*

Prof. Guler Aras, Yildiz Technical University, Turkey

Prof. David Crowther, De Monfort University, United Kingdom

## S-Th2

Room 14-235

Thursday, June 28

1:40 pm – 3:10 pm

### **MNC Conduct and CSR in China and Asia-Pacific**

**Chair:** Prof. Emre Veral, Zicklin School of Business, Baruch College, CUNY, USA

*Strategy and Society: Value-based Leadership Evolving in China*

Ms. JinSong Gao, Norwegian School of Management, Norway

Prof. Heidi Von Weltzien Hoivik, Center for Ethics and Leadership, Norwegian School of Management, Norway

*Study of Factors behind CSR Undertaking among Public Companies in Thailand*

Prof. Kriengsak Chareonwongsak, Institute of Future Studies for Development, Thailand

*Impacts of Corporate Code of Conduct on Labor Standards: A Case Study of Reebok's Athletic Footwear Supplier Factory in China*

Ms. Yu Xiaomin, Hong Kong University of Science and Technology, Hong Kong

*The New Capital Accord and the Chinese Banking Industry*

Dr. Peter Wheale, Harrow Business School, University of Westminster, UK

Ms. Zhuang Cai, former Senior Manager at China National Trust and Investment Company, Ltd., UK

### **S-Th3**

Room 14-230  
Thursday, June 28  
3:20 pm – 4:30 pm

#### **Industry-wide Initiatives toward Enhanced CSR and Sustainability**

**Chair:** Mr. Georg Kell, Head of UN Global Compact, USA

*Codes of Conduct as a Substitute for Social Capital: Development at the Firm-Level of Societal-Level Institutions*  
Prof. Philip M. Nichols, The Wharton School of the University of Pennsylvania, USA

*International Accounting Codes of Ethics: A Content Analysis*  
Prof. Curtis Clemens, Abilene Christian University, USA  
Prof. John D. Neill, Abilene Christian University, USA  
Prof. O. Scott Stovall, Abilene Christian University, USA

*The Equator Principles: A Promise in Progress?*  
Prof. Donald Schepers, Baruch College, CUNY, USA

### **S-Th4**

Room 14-235  
Thursday, June 28  
3:20 pm – 4:30 pm

#### **International Aspects of Policy in Dealing with Socio-Political Issues**

**Chair:** Mr. J. Warren Wood, International Arbitrator and Mediator, USA

*Offshoring and its Impact: Lessons and Policy Implications*  
Prof. Henri-Claude de Bettignies, Euro-China Centre for Leadership and Responsibility (CEIBS) China, and INSEAD (France & Singapore)

*The Values of Business in the 21st Century: Remaking Ethical Standards for Multinational Corporations in an Economically Globalized and Multi-cultural World*  
Dr. David Lowry, Member of the Board, International Center for Corporate Accountability, Inc., USA

*Private Political Authority and Public Responsibility: Transnational Politics, Transnational Firms and Human Rights*  
Prof. Stephen J. Kobrin, The Wharton School of the University of Pennsylvania, USA

## S-Th5

Room 14-240  
Thursday, June 28  
3:20 pm – 4:30 pm

### **Linkages Between Stakeholder Theory and Corporate Social Responsibility**

**Chair:** Prof. Gina Pines, Visiting Associate Professor, University of Hartford, USA

*An Optimally Viable Version of Stakeholder Theory*  
Prof. John Kaler, University of Plymouth, UK

*Beyond CSR, How to Uncover Leading Corporate Citizens?*  
Mr. Greg Larkin, Innovest Strategic Value Advisors, USA

*Freedom and Corporate Responsibility under Globalization*  
Prof. Eric Palmer, Allegheny College, USA

## S-Th6

Room 14-245  
Thursday, June 28  
3:20 pm – 4:30 pm

### **UN Global Compact: Opportunities and Challenges – Progress Report on the Global Compact**

The UN Global Compact has had a profound impact on the business community in all parts of the world. It has created greater awareness among companies about the importance of human rights, freedom of speech and association, environmental protection and sustainable development, to name a few. This session will focus on the perspectives of three multinational companies, as well as the Global Compact organizers, on the challenges that lie ahead in making GC a major force for social change through private sector organizations.

**Chair:** Dr. Daniel Malan, Head of the Unit for Corporate Governance in Africa, University of Stellenbosch, South Africa

*Facing Realities: Getting down to business*  
Ms. Nancy Nielsen, Senior Director, Pfizer. USA

*Mitigating Conflict related risks*  
Mr. Haskell Ward, Senior Vice President, Global Alumina. USA

*Using the Right Terms*  
Mr. John Paluszek, Senior Counsel, Ketchum. USA.

*The Role of Civil Society in the Global Compact*  
Ms. Olajobi Makinwa, CSO Coordinator, UN Global Compact. USA

## **S-Th7**

Room 14-285

Thursday, June 28

3:20 pm – 4:30 pm

### **Multiple Stakeholder Commitments, Volunteerism and CSR**

**Chair:** Sister Barbara Aires, Interfaith Center on Corporate Responsibility, USA

*CSR Engines, Drivers, Weels and Stop Signs*

Prof. John Tepper Marlin, Principal of CityEconomist; Stern School of Business, New York University, USA (tbc)

*Corporate Social Responsibility (CSR) in Supply Chain Management (SCM) - a Conceptual and Operational Approach*

Prof. Annik Magerholm Fet, Norwegian University of Science and Technology, Norway

*Case Study: The OMV's CSR-Projects in Pakistan*

Ms. Catrin Pekari, Institute for International Management, University Graz, Austria