



THE EUROPEAN INSTITUTE FOR ADVANCED STUDIES IN MANAGEMENT

NETWORKING SINCE 1971

PLACE DE BROUCKÈRE-PLEIN - 31 - 1000 BRUSSELS - BELGIUM - Tel: 32 2 2266660 - Fax: 32 2 5121929

# **WORKSHOP ON BUSINESS ETHICS**

**Brussels, November 10-11, 2011**

## **Chairpersons**

**Thomas BESCHORNER (Université de Montréal / Canada)**

**Martin HILB, Coordinating Chairperson (University of St. Gallen / Switzerland)**

**Klaus M. LEISINGER (University of Basle / Switzerland)**

**Florian WETTSTEIN (University of St. Thomas / USA)**

## **PROGRAMME**



**Thursday, November 10, 2011**

Registration	08:30 – 09:00
Introduction	09:00 – 10:00

**Parallel Sessions**

**Room : AUDI 2**

**TRACK A: Corporate Social Responsibility & Globalization**

**Chairperson : Professor Thomas BESCHORNER**

(Université de Montréal / Canada)

**Room : BOURGMESTRE**

**TRACK B: Corporate Governance & Business Ethics**

**Chairperson : Professor Martin HILB**

(University of St. Gallen / Switzerland)

<p><b>THE CREDIBILITY OF CORPORATE SOCIAL RESPONSIBILITY AND ETHICS IN THE TWENTY-FIRST CENTURY SWEATSHOP.</b>  <i>JENKINS JEAN, (CARDIFF UNIVERSITY BUSINESS SCHOOL - U.K.) - PAUL BLYTON</i></p>	10:00 – 10:30	<p><b>HOW THE SOCIAL REPORT INFLUENCES A GOOD GOVERNANCE : A CASE STUDY</b>  <i>VALLONE CINZIA, (MILANO-BICOCCA UNIVERSITY - ITALY) -</i></p>
<p><b>THE INTERNAL PROCESS TOWARDS A “GLOCAL” CSR STRATEGY</b>  <i>ARENAS DANIEL, (ESADE BUSINESS SCHOOL - SPAIN) - DANIEL ARENAS SILVIA AYUSO</i></p>	10:30 – 11:00	<p><b>TRIAGE, TRUTH AND ME: DOING ETHICS</b>  <i>GOWING MAUREEN, (WINDSOR UNIVERSITY - CANADA) -</i></p>
Coffee Break	11:00 – 11:30	
<p><b>FOREIGN INVESTMENT AND ETHICS: HOW TO CONTRIBUTE TO SOCIAL RESPONSIBILITY BY DOING BUSINESS IN LESS-DEVELOPED COUNTRIES</b>  <i>BARDY ROLAND, (FLORIDA GULF COAST UNIVERSITY - GERMANY) - STEPHEN DREW - TUMENTA F. KENNEDY</i></p>	11:30 – 12:00	<p><b>CORPORATE GOVERNANCE DISCLOSURE IN A CSR PERSPECTIVE: EMPIRICAL EVIDENCE FROM SRFS SELECTION</b>  <i>GANGI FRANCESCO, (NAPLES SECOND UNIVERSITY - ITALY) - CARMEN TROTTA</i></p>

<p><b>EFFECTS OF SOCIALLY RESPONSIBLE HUMAN RESOURCE POLICIES ON ORGANIZATIONAL PERFORMANCE</b>  <i>BARRENA MARTINEZ JESUS, (CADIZ UNIVERSITY - SPAIN) - MACARENA LÓPEZ-FERNÁNDEZ - PEDRO M. ROMERO-FERNÁNDEZ</i></p>	<p>12:00 – 12:30</p>	<p><b>TRANSLATION AS AN ETHICAL ISSUE OF MERGING CORPORATE CULTURES</b>  <i>KOPP RUTH KATHARINA, (HEIDELBERG UNIVERSITY - GERMANY) -</i></p>
<p><b>ORGANIZATIONAL LEARNING PROCESS IN CORPORATE SOCIAL RESPONSIBILITY DEVELOPMENT: A LITERATURE REVIEW</b>  <i>CENGIZ ZEYNEP, (NEUCHATEL UNIVERSITY - SWITZERLAND) -</i></p>	<p>12:30 – 13:00</p>	<p><b>SOCIAL ACCOUNTABILITY IN ITALIAN LISTED COMPANIES: COMMUNICATION OR VOLUNTARY DISCLOSURE?</b>  <i>GORI ELENA, (FLORENCE UNIVERSITY - ITALY) - SILVIA FISSI, ALBERTO ROMOLINI</i></p>
<p>Lunch : Jardien Indien</p>	<p>13:00 - 14:00</p>	
<p><b>THE EXTENSIVENESS OF CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE:THE CASE OF MULTINATIONAL COMPANIES IN MALAYSIA</b>  <i>HASHIM FATHYAH, (UNIVERSITY SAINS MALAYSIA - MALAYSIA) - -</i></p>	<p>14:00 – 14:30</p>	<p><b>NATIONAL ETHICAL BUSINESS CONTEXT AND EMPLOYEES' ORGANIZATIONAL COMMITMENT</b>  <i>MUETHEL MIRIAM, (WHU – OTTO BEISHEIM GRADUATE SCHOOL OF MANAGEMENT - GERMANY) - MARTIN HOEGL - PRAVEEN PARBOTEEAH</i></p>
<p><b>MAPPING THE INTERFACE BETWEEN REPUTATION, ETHICS AND CORPORATE SOCIAL RESPONSIBILITY IN THE BANKING INDUSTRY</b>  <i>CAVALLARO GIUSY, (CATANZARO UNIVERSITY MAGNA GRAECIA - ITALY) - ANNARITA TROTTA, EMMA CARDAMONE, MARIANNA MAURO</i></p>	<p>14:30 – 15:00</p>	<p><b>WORK AUTONOMY AND ETHICAL GAP. CROSSING TOP MANAGERS AND MIDDLE MANAGERS OPINIONS</b>  <i>SOUROUR EL ANDOULSI, (EDC - ECOLE DES DIRIGEANTS ET CRÉATEURS D'ENTREPRISES - FRANCE) -</i></p>
<p><b>CORPORATE POLITICAL RESPONSIBILITY: THE CASE OF ROYAL DUTCH SHELL IN NIGERIA</b>  <i>HENNCHEN ESTHER, (ESADE BUSINESS SCHOOL - SPAIN) -</i></p>	<p>15:00 – 15:30</p>	<p><b>HUMAN CAPITAL ETHIC: A WAY TO A MORE RESPONSIBLE HANDLING OF EMPLOYEES</b>  <i>MÜLLER STEFANIE, (SAARLAND UNIVERSITY - GERMANY)</i></p>
<p>Coffee/Tea Break</p>	<p>15:30 – 15:50</p>	

<p><b>CORPORATE SOCIAL RESPONSIBILITY IN THE FORESTRY SECTOR IN CENTRAL AFRICA: MULTI-STAKEHOLDER INITIATIVES IN SECURING TRANSPARENCY AND HUMAN RIGHTS IN THE EQUATORIAL RAINFOREST</b>  <i>WALKER CHARLOTTE (UNIVERSITY OF CHICAGO, U.S.A)</i></p>	<p>15:50 – 16:20</p>	<p><b>PHILOSOPHY-ETHICS BASED LEADERSHIP AND ITS IMPACT ON ORGANIZATIONAL COMMITMENT. AN EMPIRICAL QUANTITATIVE STATISTICAL ANALYSIS</b>  <i>WESTPHAL ARIANE, (FRIBOURG UNIVERSITY - SWITZERLAND) -</i></p>
<p><b>DO THE CULTURAL VALUES OF COUNTRIES INFLUENCE IN THE RELATIONSHIP BETWEEN CSR AND FP?</b>  <i>MIRAS RODRÍGUEZ MARÍA DEL MAR, (SEVILLE UNIVERSITY - SPAIN) - AMALIA CARRASCO GALLEGO</i></p>	<p>16:20 – 16:50</p>	
<p>INTERNATIONAL RESEARCH NETWORK MEETING ON BUSINESS ETHICS</p>	<p>17:00 – 18:30</p>	
<p><b>GLOBETICS.NET AND THE RESULTS OF THE LATEST 'GLOBAL SURVEY ON BUSINESS ETHICS IN TEACHING AND RESEARCH'</b>  <i>PROF DR CHRISTOPH STUECKELBERGER, EXECUTIVE DIRECTOR AND FOUNDER OF GLOBETHICS.NET, GENEVA, SWITZERLAND</i></p>	<p>18:30 – 19:30</p>	
<p>Dinner  Restaurant Scheltema  Rue des Dominicains, 7 - B-1000 Bruxelles</p>	<p>20:00</p>	

**Friday , November 11**

**Room : AUDI 2**

**Track C: Global Governance & Ethics**

**Chairperson : Professor Klaus M. LEISINGER**

(University of Basle / Switzerland)

**Room : BOURGMESTRE**

**Track D : Business Ethics & Human Rights**

**Chairperson : Professor Florian WETTSTEIN**

(University of St. Thomas / USA)

<p><b>THREE ETHICAL DIMENSIONS OF THE FINANCIAL CRISIS</b>  <i>ARGANDONA ANTONIO, (IESE BUSINESS SCHOOL, UNIVERSITY OF NAVARRA - SPAIN) -</i></p>	<p>09:00 – 09:30</p>	<p><b>HUMAN RIGHTS AT THE WORKPLACE: CAN COMPLIANCE MONITORING EFFECTIVELY IMPROVE WORKING CONDITIONS IN THE GLOBAL APPAREL INDUSTRY? A CASE STUDY OF THE ILO BETTER WORK PROGRAM</b>  <i>BEIERLEIN LAURENCE, (UNIVERSITE PARIS EST CRETEIL (FORMER PARIS XII) - FRANCE) -</i></p>
<p><b>GLOBAL LAWS, LOCAL NORMS: THE ETHICAL CHALLENGE OF OPERATING IN CORRUPT ENVIRONMENTS</b>  <i>DAVID-BARRETT ELIZABETH, (UNIVERSITY OF OXFORD / SAID BUSINESS SCHOOL - U.K.) -</i></p>	<p>09:30 – 10:00</p>	<p><b>PERCEPTIONS OF JUSTICE AND THE HUMAN RIGHTS PROTECT, RESPECT AND REMEDY FRAMEWORK</b>  <i>VIVES GABRIEL JORDI, (UNIVERSITY OF ST GALLEN - SWITZERLAND) - MATT MURPHY</i></p>
<p>Coffee Break</p>	<p>10:00 – 10:15</p>	
<p><b>CSR AND SMES: THE EMERGENT SIDE OF CORPORATE SOCIAL RESPONSIBILITY</b>  <i>PATERNOSTRO SERGIO, (SIENA UNIVERSITY - ITALY) - GUGLIELMO FALDETTA</i></p>	<p>10:15 – 10:45</p>	<p><b>THE MORAL ECONOMY AND CREATING VALUE IN BUSINESS</b>  <i>GUSTAFSSON MAGNUS, (ABO AKADEMI UNIVERSITY - FINLAND) - HEDLEY SMYTH</i></p>
<p><b>DEMOCRATIC LEGITIMACY AND CORPORATE INVOLVEMENT IN THE PUBLIC SPHERE</b>  <i>MORIARTY JEFFREY, (BENTLEY COLLEGE - U.S.A.) - WAHEED HUSSAIN</i></p>	<p>10:45 – 11:15</p>	<p><b>ETHICAL VISION AND ECONOMIC EQUILIBRIUM: A RESOLVED “TRADE OFF”. THE DE CECCO GROUP’S EXPERIENCE.</b>  <i>IANNONE BARBARA, (PESCARA “G.D’ANNUNZIO” DI CHIETI-PESCARA UNIVERSITY - ITALY) -</i></p>
<p><b>DECISION-MAKING PROCESS AND ETHICAL COMPETENCIES: BENEFITS TO THE INDIVIDUAL AND THE ORGANIZATION</b>  <i>MORALES RAFAEL, (UNIVERSITY PABLO DE OLAVIDE SEVILLE - SPAIN) - CARMEN CABELLO MEDINA</i></p>	<p>11:15 – 11:45</p>	<p><b>EXPECTATION GAP AND CORPORATE FRAUD: IS PUBLIC OPINION RECONCILABLE WITH AUDITORS’ DUTIES?</b>  <i>DING YUAN, (CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL - CHINA) - JEFFREY COHEN - CÉDRIC LESAGE - HERVÉ STOLOWY</i></p>

Lunch - Jardin Indien	11:45 – 13:15	
<b>ETHICS IN THE SHADOWS: ARCHITECTURE, FIRMS AND GLOBALIZATION</b> <i>OWEN GRAHAM W., (TULANE UNIVERSITY - U.S.A.) -</i>	13:15 – 13:45	<b>DOES EDUCATION AND TRAINING IN ETHICS AFFECT THE ETHICAL AWARENESS OF PRACTICING ACCOUNTANTS?</b> <i>BURTON GREG, (BRIGHAM YOUNG UNIVERSITY - U.S.A.) - ERVIN L. BLACK - SAM HARDY - LEE H. RADEBAUGH - KEVIN D. STOCKS</i>
<b>EXPLORING THE INTRA-SECTOR INITIATIVES FOR SUSTAINABLE SUPPLY CHAINS</b> <i>RISSO MARIO, (ROME "TOR VERGATA" UNIVERSITY - ITALY) -</i>	13:45 – 14:15	<b>THE FUTURE OF WHISTLEBLOWING ETHICS: REWARDS AND WATCHDOGS.</b> <i>VANDEKERCKHOVE WIM, (UNIVERSITY OF GREENWICH - U.K.) -</i>
<b>VALUES AS PART OF A FIRM'S REWARD STRUCTURE - EVIDENCE FROM A VIGNETTE-STUDY ON MOTIVATING IMPACTS OF PHILANTHROPY</b> <i>KUNZ JENNIFER, (FRANKFURT UNIVERSITY - GERMANY) - BERNABÉ ESCOBAR PÉREZ</i>	14:15 – 14:45	<b>HOW TIME AND ETHICS INTERSECT: EXPLORING METHODOLOGICAL ORIENTATIONS</b> <i>CHAKHOVICH TERHI, (TURKU SCHOOL OF ECONOMICS - FINLAND) -</i>
Coffee/Tea Break	14:45 – 15:00	
<b>DRIVERS OF ENVIRONMENTAL PROACTIVE STRATEGY: A COMPARISON BETWEEN ITALIAN AND DANISH ENERGY COMPANIES</b> <i>TUTORE ILARIA, (NAPLES PARTHENOPE UNIVERSITY - ITALY) -</i>	15:00 – 15:30	<b>ETHICS' THEORIES APPLIED TO THE BANKING SECTOR</b> <i>CHECRI MARINA, (PARIS IX DAUPHINE UNIVERSITY - LEBANON) -</i>
Conclusions and lessons learned	16:30 – 16:45	