



**POLITEIA**

Centro per la ricerca  
e la formazione in politica ed etica

UNIVERSITÀ DEGLI STUDI  
DI MILANO

DIPARTIMENTO DI STUDI  
SOCIALI E POLITICI

DIPARTIMENTO DI SCIENZE  
GIURIDICHE ECCLESIASTICISTICHE,  
FILOSOFICO-SOCIOLOGICHE  
E PENALISTICHE  
"CESARE BECCARIA"

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

**Corporate and  
Stakeholder Responsibility.  
Theory and Practice**

**Milan, 22-23 May 2008**

Sala di Rappresentanza del Rettorato

Università degli Studi di Milano  
Via Festa del Perdono, 7

The common way of thinking about corporate social responsibility emphasizes the moral obligations of the corporation towards various stakeholders (employees, customers, suppliers, local community). However, this view neglects that moral relations are reciprocal and that, if we want to understand in a more comprehensive way corporate social responsibility, we must consider "the appropriate *reciprocal* duties that exist among corporate stakeholders" (Bowie 1991). Part of the literature on business ethics and CSR has started tackling this approach only recently, stressing the necessity to make "business ethics a two-way conversation" (Goodstein and Wicks 2007), in which more serious attention is given to the importance of stakeholders responsibility to both firms and other stakeholders. This edition of the Forum focuses on these reciprocal moral relationships, questioning whether stakeholders have moral responsibilities to the firm and other stakeholders, what the nature of those responsibilities is, and how the redefinition of the interaction between firms and stakeholders may enhance business excellence.

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.

In the last years, Italy has witnessed 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 have the opportunity to discuss the emerging issues of ethics in the global economic system. By this way, it aims to 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 provides the opportunity to bring together and establish networks between 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 are published.

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Emilio D'Orazio, Simone De Colle, Paola Gallo, Licia Papavero, Nicola Pasini, Norberto Patrignani

*Segreteria organizzativa / Conference organization*  
Viola Giuliano, Camilla Derchi, Martina Janach

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La partecipazione è gratuita previo invio a Politeia (mail to: [politeia@fildir.unimi.it](mailto: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.*

## PROGRAM

### Thursday, 22 May 2008

- 14.00 Registration of participants
- 14.30 **I. Ethics and Economic Success**  
**Chair: Emilio D'Orazio** (Director, Politeia)  
**Andrew C. Wicks**  
(Professor of Business Administration, University of Virginia)  
*Making the Debate Over Corporate-Stakeholder Responsibility a Two-Way Conversation*  
**Maurizio Zollo** (Professor in Strategy and Corporate Responsibility, Bocconi University, Milan)  
*Understanding the Gaps between Managers' and Stakeholders' Perceptions of Corporate Responsibility*  
**Cecilia Chirieleison**  
(Professor of Business Administration, University of Perugia)  
*NGO and CSR: which Strategies to become Critical Stakeholders?*  
**Massimiliano Monaci**  
(Assistant Professor of CSR, Catholic University, Milan)  
*A Matter of Balance? Public Institutions As a Key-Actor in the Diffusion of CSR Practice*
- 16.15 Q&A
- 16.45 Coffee break
- 17.00 **Panel. Company Values, Leadership Commitment, Stakeholder Engagement**  
**Chair: Roberto Villa** (Member of the Board of Directors, AIIA Italy)  
**Giacomo Manetti - Lucia Becatti** (Dept. of Business Administration, University of Florence)  
*Stakeholder Engagement Policies and Practice in Sustainability Reporting: Empirical Evidence and Critical Points*  
**Lucina Mercadante** (Directorate of Prevention, INAIL, Rome)  
*The Economical Facilities for a Safety Management System in an Ethical Approach*  
**Paolo Nazzaro** (Group Sustainability Director, Telecom Italia)  
*The Relationship with Stakeholders: Telecom Italia Group's Experience*  
**Fulvio Rossi** (CSR Manager, Terna)  
*Local Authorities as a Strategic Stakeholder*  
**Alessia Sabbatino** (Head of Corporate Citizenship Programs, Fondaca, Rome)  
*Linking Corporate and Stakeholders Responsibilities*  
**Marco Stampa** (Sustainability Dept., ENI)  
*Stakeholders Engagement in Eni: Global Approach and Local Experiences*
- 19.00 Closing of day

### Friday, 23 May 2008

- 9.00 Registration of participants
- 9.15 **II. Ethics and CSR in Business Organizations**  
**Chair: PierMario Barzaghi** (Partner, KPMG)  
**Patricia H. Werhane**  
(Professor of Business Ethics, De Paul University, and University of Virginia)  
*CSR and Corporate Moral Responsibility: The Difference There Is and The Difference That Makes in Global Settings*  
**Luciano Hinna**  
(Professor of Business Administration, University of Tor Vergata, Rome)  
*From Stakeholder Reporting to Stakeholder Engagement: The New Concept of CSR*  
**Antonio M. Chiesi**  
(Professor of Methodology of Social Science, University of Milan)  
*Stakeholders' Centrality and Management*  
**Simone De Colle**  
(Phd Candidate in Business Ethics, University of Virginia)  
*The Problems With (and Of) Stakeholders Definitions: A Pragmatist Perspective*
- 10.50 Q&A
- 11.15 Coffee break
- 11.30 **III. Global Corporate Citizenship**  
**Chair: Alessia Sabbatino** (Fondaca, Rome)  
**Sandra Waddock**  
(Professor of Management, Boston College)  
*Corporate Citizenship: The Leadership Challenge From The Changing Global Context*  
**Adrian Henriques**  
(Professor of Accountability and CSR, Middlesex University Business School)  
*Is There Any Such Thing As Global Corporate Citizenship?*  
**Luca Savoja**  
(Assistant Professor of Sociology of Tourism, University of Turin)  
*Stakeholder Responsibility in Tourism: the Tourist beyond Sustainability*
- 12.45 Q&A
- 13.15 Buffet lunch

### 14.30 IV. Ethical Values in Global Business

- Chair: Nicola Pasini**  
(Professor of Political Science, University of Milan; Politeia)  
**Laura P. Hartman**  
(Professor of Business Ethics, De Paul University)  
*Alleviating Global Poverty Through Profitable Partnerships: Markets, Economic Well-Being and Moral Vision*  
**Alberto Martinelli**  
(Professor of Political Science, University of Milan; Politeia)  
*Sustainable Governance and Socially Responsible Corporations*  
**Michael Hopkins**  
(Professor of Corporate and Social Research, Middlesex University Business School)  
*CSR and Sustainable Development in Practice - Examples from Bangladesh, Sri Lanka and South Africa*
- 16.00 Q&A
- 16.15 Coffee break
- 16.30 **Panel. Two-Way Responsibility: Reciprocity between Corporate and Stakeholders**  
**Chair: Maria T. Brassiolo** (President, Transparency Int. It.)  
**Matteo Bartolomeo**  
(Member of Directors Committee, Vigeo and Avanzi)  
*Local Conflicts and Stakeholder Engagement: a Failure for CSR?*  
**Giovanna Bottani**  
(Researcher, Italian Center for Social Responsibility)  
*CSR: the Role of Private-Public Partnership*  
**Silvio De Girolamo**  
(Chief Audit Executive & CSR, Autogrill Group)  
*A Future: Enhance Accessibility and Comfort inside Stores through Partnership between Autogrill and Stakeholders*  
**Antonio Giacomucci**  
(Head of Group Function Sustainability Affairs, ABB)  
*Stakeholders: Engagement, Partnership and Dialogue*  
**Maurizio Gubbiotti**  
(Head International Dept., Legambiente)  
*Facing the Contemporary Environmental and Social Crisis: a New Leading Role for Stakeholders*
- 18.30 Closing of day