

Il **Centro Studi Politeia** è lieto di annunciare il

Quinto Forum su  
*Business Ethics and Corporate Social Responsibility in a Global Economy*

## **CORPORATE AND STAKEHOLDER RESPONSIBILITY. THEORY AND PRACTICE**

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.

Università degli Studi – Milano  
**22 Maggio 2008** (ore 14.00-18.30)  
**23 Maggio 2008** (ore 9.00-18.30)

Il Forum è organizzato in collaborazione con il Dipartimento di Studi Sociali e Politici e con il Dipartimento di Scienze Giuridiche “Cesare Beccaria” dell’Università degli Studi di Milano, e con il sostegno di un gruppo di Enti Promotori.

Tra gli argomenti affrontati nelle sessioni:

### **ETHICS AND ECONOMIC SUCCESS**

- *Making the Debate Over Corporate-Stakeholder Responsibility a Two-Way Conversation*
- *Understanding the Gaps between Managers’ and Stakeholders’ Perceptions of Corporate Responsibility*
- *NGO and CSR: which Strategies to become Critical Stakeholders?*
- *The Problems With (and Of) Stakeholder Definitions: A Pragmatist Perspective*
- *A Matter of Balance? Public Institutions as a Key-Actor in the Diffusion of CSR Practices*
- *Stakeholder engagement policies and practices in sustainability reporting: empirical evidence and critical points*

### **ETHICS AND CSR IN BUSINESS ORGANIZATIONS**

- *CSR and Corporate Moral Responsibility: The Difference there is and the Difference that Makes in Global Settings*
- *Stakeholders’ Centrality and Management*
- *From stakeholder reporting to stakeholder engagement: the new concept of CSR*

### **GLOBAL CORPORATE CITIZENSHIP**

- *Corporate Citizenship: The Leadership Challenge from the Changing Global Context*
- *Is There Any Such Thing As Global Corporate Citizenship?*
- *Stakeholder Responsibility in Tourism: the Tourist beyond Sustainability*

- *CSR: the Role of Private-Public Partnership*

#### **ETHICAL VALUES IN GLOBAL BUSINESS**

- *Alleviating Global Poverty Through Profitable Partnerships: Markets, Economic Well-Being and Moral Vision*
- *Sustainable Governance and Socially Responsible Corporations*
- *CSR and Sustainable Development in Practice – Examples from Bangladesh, Sri Lanka and South Africa*

#### **ROUND TABLE. COMPANY VALUES, LEADERSHIP COMMITMENT, AND STAKEHOLDER ENGAGEMENT**

#### **ROUND TABLE. GLOBAL BUSINESS, CSR AND INTERNATIONAL DEVELOPMENT**

Coordinamento scientifico: Emilio D'Orazio (Politeia)

La partecipazione al convegno avverrà **previa iscrizione** (a partire dal 2 Maggio 2008) e fino ad esaurimento posti.

Sarà disponibile la traduzione simultanea degli interventi.

Il programma definitivo, la scheda di partecipazione (**che è necessario inviare compilata alla segreteria organizzativa del convegno via mail o via fax: [info@politeia-centrostudi.org](mailto:info@politeia-centrostudi.org); 02. 58314072**), e tutte le altre informazioni relative al convegno saranno presto disponibili sul sito web di Politeia, al seguente indirizzo:

<http://www.politeia-centrostudi.org/forum/>

Si prega di dare ampia diffusione a questo annuncio a tutti gli interessati.

Grazie per l'attenzione e la collaborazione.

Emilio D'Orazio