Bentley College and
State Street Corporation with
Universidad Pontificia Comillas
de Madrid present:

THE THIRD BENTLEY GLOBAL BUSINESS ETHICS SYMPOSIUM

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY:
DIFFERENT SIDES OF THE SAME COIN?
A Comparison of European and North American Perspectives

18 June 2007
8:00 to 18:45
Universidad Pontificia Comillas de Madrid
Madrid, Spain

Established in memory of Timothy B. Harbert ’76,
Chairman and CEO of State Street Global Advisors
and Trustee and alumnus of Bentley College
The symposium, the third in a multi-year partnership, is intended to unite business and higher education in the common goal of building a strong ethical foundation from which to serve our many constituencies and communities. The event will bring together international experts for in-depth discussions of current practices and challenges in business ethics and corporate responsibility. The purpose of the day long event is to both learn and inform by:

- Exploring current practices in other institutions, countries and cultures
- Identifying ways to enhance issues of ethics and corporate responsibility in business education and in outreach to the corporate community
- Disseminating this experience throughout the academic and practitioner worlds
The Program

8:00 to 9:00  Registration/Continental Breakfast

9:00 to 9:15  Welcome:
José Ramón Busto Saiz, Rector, Universidad Pontificia Comillas de Madrid
Anthony F. Buono, Professor of Management and Sociology, and Coordinator, Bentley Alliance for Ethics and Social Responsibility

9:15 to 9:45  Opening Remarks:
Jean-François Schock, Senior Managing Director, Strategic Growth Group, State Street Global Advisors – Europe/Middle East/Africa

9:45 to 11:15  The State of the Art: Business Ethics and Corporate Social Responsibility
MODERATOR:
W. Michael Hoffman, Executive Director, Center for Business Ethics and Hieken Professor of Business and Professional Ethics, Bentley College
PANELISTS:
Eduardo Aguirre, Ambassador of the United States to Spain
Armin Ritz, Ambassador of Switzerland to Spain
Antonio Garrigues, President, J&A Garrigues, S.L.
David Vidal, Director of Research, Global Corporate Citizenship, The Conference Board
Stephen Young, Global Executive Director, CAUX Roundtable

11:15 to 11:45  Break

CONCURRENT PANELS
11:45 to 13:00  The Problem of Corruption: CSR and Anti-Corruption Initiatives
MODERATOR:
Juan Benavides Delgado, Universidad Complutense de Madrid
PANELISTS:
Antonio Argandoña Ramiz, Professor, la Caixa Chair of Corporate Social Responsibility and Corporate Governance, IESE Business School, University of Navarra
Anil Chandra, Management Consultant, Enterprise Governance and Business Ethics and former Senior Consultant, Tata Sons, India
Carlos Mª Moreno Pérez, Faculty of Psychology and Educational and Sports Sciences (Blanquerna), Ramon Llull University
Virginie Vial-Kilner, Assistant Professor, Euromed Marseille School of Management
11:45 to 13:00  Challenges in Managing Business Ethics Programs
MODERATOR:
Jesús Mª Caínzoz Fernández, Chairman, JM Caínzos & Asociados
PANELISTS:
Marvin Brown, Working Ethics
Joan Fontrodona, Academic Director, Center for Business in Society, IESE Business School, University of Navarra
Josep Mª Lozano i Soler, ESADE Business School
John Neill, Professor of Accounting, Abilene Christian University

13:30 to 15:00  Luncheon Speaker
INTRODUCTORY REMARKS: José Luis Fernández Fernández, Professor and Director, Javier Benjumea Chair of Ethics for Business and Economics, Universidad Pontificia Comillas de Madrid
SPEAKER: Carlos Espinosa de los Monteros, Chairman and CEO, DaimlerChrysler Spain

CONCURRENT PANELS
15:15 to 16:30  Challenges in Managing Corporate Social Responsibility Programs
MODERATOR:
Carmen Valor Martínez, Associate Professor, Universidad Pontificia Comillas de Madrid
PANELISTS:
Gabrielle Bedewi, Senior Vice President and Chief Knowledge Officer, SIGMA Marketing Group
Luis Ángel Guerras Martín, Professor of Management, Universidad Rey Juan Carlos
Josep Miralles Massanés, Professor of Sociology and Corporate Social Responsibility, ESADE Business School
Rajendra Sisodia, Professor of Marketing, Bentley College

15:15 to 16:30  Sustainability and the Triple Bottom Line
MODERATOR:
José Manuel Rodríguez Carrasco, Universidad Pontificia Comillas de Madrid
PANELISTS:
Cristina García-Orcoyen, Managing Director, Fundación Entorno BCSD España
Mette Morsing, Director of the Center for Corporate Values and Responsibility, Copenhagen Business School
Jiban K. Mukhopadhyay, Professor of International Business, S.P. Jain Institute of Management & Research
Ignacio Pérez Arriaga, Professor and Director of the BP Chair on Sustainable Development, Instituto de Investigación Tecnológica, Universidad Pontificia Comillas de Madrid

16:30 to 16:45  Break
CONCURRENT PANELS

16:45 to 18:00  Ethics, CSR and Stakeholder Management
MODERATOR:
Nuria Villagra García, Professor of Corporate Image and
Corporate Communication, Centro Universitario Villanueva, Madrid

PANELISTS:
Alberto Andreu Pinillos, Subdirector General de Marca, Reputación y
Responsabilidad Social Corporativa, Telefónica S.A.
John Boatright, Raymond C. Baumhart, S.J., Professor of Business Ethics,
Loyola University Chicago
Sandra Waddock, Professor of Management, Boston College
Heidi von Wetzien-Høivik, Professor of Business Ethics and Leadership, and
Director, Center for Ethics and Leadership, BI Norwegian School of Management

16:45 to 18:00  Governance and Corporate Social Responsibility
MODERATOR:
Joaquín Garralda Ruiz de Velasco, Professor of Strategic Management
and CSR, and Director of PwC, IE Corporate Responsibility Center, Instituto
de Empresa

PANELISTS:
Paloma Bilbao Calabuig, Associate Professor of Strategic Management and
Organizational Behaviour, Universidad Pontificia Comillas de Madrid
Mariano Osvaldo Carbajales, External Consultant, Lupicinio-Eversheds
Dirk Matten, Hewlett-Packard Chair in Corporate Social Responsibility,
York University
Kasemsit Pathomsak, President and Chief Executive, Merchant Partners
Securities Ltd. (Thailand)

18:15 to 18:45  Closing Speech: “Principles of Social Business: The Grameen Trust and
Micro-Finance”
H.I. Latifee, Managing Director, Grameen Trust

19:00  Closing Reception
Speakers

EDUARDO AGUIRRE is Ambassador of the United States in Spain.

ALBERTO ANDREU holds a Degree in Law from the Universidad Pontificia de Comillas (ICADE-ICAI) and an MBA from the Instituto de Empresa, where he began his professional career in the Research Department. He worked for CEPSA (Compañía Española de Petróleos) as a Manager of Internal Communication Development. After this period, he joined the banking sector, first at Banesto, as a Manager of Internal Communication and Corporate Identity; and then at Santander Central Hispano, the major Spanish bank, where he was a Managing Director of Corporate.

In 2001, Andreu joined Telefónica, the main Spanish telecoms operator, where he is a managing director of the corporate reputation, brand and social responsibility, within the General Directorate of Corporate Communications. He still teaches at the Instituto de Empresa, as an associate professor of organizational behaviour and communication. Andreu has published several articles in the Harvard Deusto Business Review, as well as in other technical publications, and had a column in the Spanish economic journal Cinco Días. He holds a seat on the Experts Commission on CSR that has recently being created by the Spanish Ministry of Labour and Social Affairs. Andreu also participates in the Global Reporting Initiative (GRI) Stakeholders Council and is a member of the Global Compact Spanish Steering Committee.

ANTONIO ARGANDOÑA is professor, la Caixa chair of corporate social responsibility and corporate governance at the IESE Business School, University of Navarra. He is a member of the Royal Academy of Economics and Finance, chairperson of the Professional Ethics Committee of the Catalan Economics Association, a member of the Anti-Corruption Committee of the International Chamber of Commerce (Paris), and a member of the Committee on Standardization in Ethical Management of Aenor (Madrid). He is also a member of the editorial boards of the Kluwer Series Issues in Business Ethics, Business Ethics: A European Review and The Business Ethics Quarterly. He has been a member the Executive Committee of the European Business Ethics Network (EBEN) and Secretary General of Ética, Economía y Dirección (EBEN-Spain).

Argandoña is co-editor and co-author of People in Corporations: Ethical Responsibilities and Corporate Effectiveness (with G. Enderle and B. Almond; Kluwer Academic Publishers, 1990), editor and co-author of The Ethical Dimension of Financial Institutions and Markets (Springer Verlag, 1995), and author of many articles on ethics, economics and management issues.

GABRIELLE BEDEWI is the chief knowledge officer for SIGMA Marketing Group in Rochester, N.Y. She has more than 20 years of teaching and business experience in data mining, statistical modeling and analysis, business strategy and marketing research, including her current role as the expert leader of customer knowledge and business intelligence at SIGMA. Her primary responsibilities include directing the development of predictive modeling, segmentation systems and survey research initiatives across several vertical industries including consumer products, business-to-business, financial, investment and retail services.

Prior to joining SIGMA, Bedewi served as the director of statistical modeling at Claritas in Arlington, Virginia. She designed and managed the data processing and analysis of statistical databases that enhanced the efficiency and improved the processing capabilities of Claritas’ retail and financial consumer potential projections. In addition, she served as a senior consultant for Price Waterhouse. She has a BA in Applied Statistics and Insurance from Kuwait University and a PhD in Management Sciences and Statistics from the University of Maryland.
JUAN BENAVIDES DELGADO, PHD, is professor at the Complutense University of Madrid, Spain, as part of the Communication Science Faculty. He has written several books and articles about Media Cultural Research and has participated as a lecturer at national and international conferences. His recent research and publications focus on Media, Corporate Communication, Corporate Values and Business Ethics.

Benavides has been a guest professor at different Spanish universities, where he collaborates in several doctorate and master programs. He is also director of the formation program at Complutense University Foundation and director of the permanent seminar organized for the Javier Benjumea Chair of Ethics for Economics and Business at the Universidad Pontificia Comillas de Madrid.

PALOMA BILBAO CALABUIG is associate professor of strategic management and organizational behaviour in the Department of Management at the Faculty of Economics and Business Administration, Universidad Pontificia Comillas, Madrid. Her administrative responsibilities have included serving as deputy director of the International Business Degree Programme from 2002 to 2005. Between 1997 and 2000 she was assistant professor of strategic management at the Faculty of Human and Social Sciences of the Universidad Carlos III of Madrid (Spain). From 1993 to 1997, she was a consultant at Norsistemas, where she worked in Treasury Management projects for major Spanish utilities companies.

One focus of Bilbao-Calabuig’s research examines corporate governance, with an emphasis on the effective design and use of corporate governance mechanisms to enhance firm competitiveness. She has written and published on such topics as: the compliance of corporate governance best practices codes by Spanish companies; the relationship between corporate governance, culture and law; corporate governance patterns in Spanish companies; the relationship between knowledge and organizational and strategic change; and the impact of new technologies on the business environment. Bilbao-Calabuig holds a PhD from the Universidad Pontificia Comillas of Madrid (Spain) in Corporate Governance.

JOHN R. BOATRIGHT is the Raymond C. Baumhart, S.J., professor of business ethics in the Graduate School of Business at Loyola University Chicago, where he is also director of the Graduate Certificate Program in Business Ethics. He has served as the executive director for the Society for Business Ethics and is a past president of the Society. He is the author of two books, *Ethics and the Conduct of Business* and *Ethics in Finance*, and the editor of a casebook. He has contributed chapters to many books, and has published widely in major journals, including *Journal of Banking and Finance*, *Business Ethics Quarterly*, *Journal of Business Ethics*, *Business and Society Review*, and *Business and Professional Ethics Journal*.

Boatright was recognized as Researcher of the Year in 2000 by the Loyola University Graduate School of Business. His current research focuses on ethical issues in financial services and in corporate governance. He has lectured extensively on business ethics in North America, Europe, Asia, and Latin America, and has taught in an MBA program in China. He has also provided ethics training for a number of companies and organizations. He received a bachelor’s degree from the College of Wooster and his MA and PhD from the University of Chicago.
MARVIN T. BROWN, PhD, has twenty-five years experience as a teacher, writer, and consultant in business and organizational ethics. He teaches business and organizational ethics in the Philosophy Department at the University of San Francisco and at Saybrook Graduate School in San Francisco. His written works include Working Ethics (1990), The Ethical Process (3rd ed., 2003) and Corporate Integrity (2005). Corporate Integrity shows how a civic perspective of the interrelatedness of the cultural, interpersonal, organizational, social, and environmental dimensions of organizational life clarifies a corporation’s identity and purpose.

Brown has helped design ethics training programs in the United States for such organizations as Levi Strauss and Company, California Automobile Association, and Veolia, North America. He has also been invited to present his work on ethical decision-making and corporate integrity to academic and business groups in Venezuela, Argentina, Germany, Poland and China. His current research focuses on the significance of corporate integrity and civic accountability for business ethics. Information about his work is available at www.workingethics.com.

ANTHONY F. BUONO has a joint appointment as professor of management and sociology at Bentley College, and is coordinator of the Bentley Alliance for Ethics and Social Responsibility. He has written and/or edited ten books, including The Human Side of Mergers and Acquisitions (Jossey-Bass, 1989; Beard Books, 2003), A Primer on Organizational Behavior (Wiley, 6th ed. 2005), Corporate Policy, Values and Social Responsibility (Praeger, 1985), and, most recently, Challenges and Issues in Knowledge Management (Information Age Publishing, 2005) and Socio-economic Intervention in Organizations: The Intervener-Researcher and the SEAM Approach to Organizational Analysis (Information Age Publishing, 2007). He is also editor of the Research in Management Consulting book series. His articles and review essays have also appeared in numerous journals, including Academy of Management Learning and Education, Across the Board, Administrative Science Quarterly, Human Relations, Journal of Organizational Change Management and Personnel Psychology.

Buono is a past chair of the Academy of Management’s Management Consulting Division, a Research Fellow with Bentley’s Center for Business Ethics, and has received Bentley’s highest honors for both teaching and research. He has also been chair of the Department of Management at Bentley. Tony’s research and consulting focus on organizational change, inter-organizational strategies, ethics and corporate responsibilities, and firm-stakeholder relationships. He holds a B.S. in Business Administration from the University of Maryland, and an MA and PhD with a concentration in Industrial and Organizational Sociology from Boston College.

JOSÉ RAMÓN BUSTO SAIZ is Rector at the Universidad Pontificia Comillas. He entered the Society of Jesus in 1968 and was ordained a priest in Madrid in 1978. In 1989, he was appointed regular scientist in the CSIC (the National Institute of Research) in historic linguistics; he is presently on voluntary leave from this position. He is full professor of holy scriptures in the Faculty of Theology of the Universidad Pontificia Comillas de Madrid. Among his other positions, he has also been dean of this Faculty. He has published several books and many papers on textual criticism, exegesis and biblical theology. He is a member of ABE (Spanish Biblical Society), founding member of CEPO (Center for Studies on the Middle East), and IOSCS (International Organization for Septuagint and Cognate Studies). He graduated from high school (1968) with highest honors. He is also a graduate in philosophy (1975, Universidad Complutense de Madrid) with highest honors and a graduate in theology (1978, Universidad Pontificia Comillas de Madrid). He holds a Doctorate in Philosophy (1978, Universidad Complutense de Madrid), also with highest honors.
JESÚS MARÍA CAÍNZOS is currently chairman of JM Caínzos & Asociados, a European consulting firm specialized in strategy and corporate deals (M and A). He is also member of the Board of the IC-A (Institute of Directors) and chairman of its Professional Regulations Committee. He is a member of the Board of the Forum for the Protection of the Minority Shareholders and a member of the Experts Committee formed by the Spanish Government to create the new Corporate Governance Code for listed companies.

Caínzos was vice chairman of BBVA (Banco Bilbao Vizcaya Argentaria), vice chairman of its Executive Committee and chairman of the Risk Committee. Previously, was European president of Johnson & Johnson and president and C.E.O. of Janssen Pharmaceutica in Spain. He holds a degree in Economics for the Complutense University of Madrid and several postgraduate studies at INSEAD, Northwestern University, Wharton University, Harvard University and London Business School.

MARIANO OSVALDO CARBAJALES is an external adviser for Lupicinio-Eversheds, an International Law Firm. He is also Internal Advisor to the Regulation Studies Foundation Studies and Financial Studies Foundation (Madrid). Over the course of his career, he has been part of Buenos Aires law firms Marval, O’Farrell & Mairal and Bruzzón & Associates. He was also legal adviser to the Ministry of Internal Affairs with the European Parliament. He has held faculty positions with Catholic University (Buenos Aires) and Autónoma University and Instituto Católico de Empresa (Madrid).

Carbajales’ books include La Regulación de los Mercados Financieros, El Estado Regulador, Teoría y Práctica del Buen Gobierno Corporativo and Teoría y Práctica del Derecho de la Competencia. He has a master’s degree in communitary law and competition law from Universidad Carlos III and a PhD in law from Autónoma University.

ANIL CHOPRA was senior consultant – management of business ethics, for Tata Sons, in India. He was responsible for the development and implementation of programs and processes for the management of business ethics and elements of risk management in Tata Group companies in India and abroad. He now works as a management consultant in the areas of corporate and civil governance and business ethics. He is advising Tiri, a London-based NGO, on a new global partnership of companies and business schools committed to practical solutions to business integrity in emerging markets.

After obtaining an MBA from the Indian Institute of Management in India, he was a Senior Corporate Manager with Voltas, a company within the Tata group. At Voltas, he has handled a range of assignments including marketing of pharmaceuticals, chemicals, agro-industrial products and refrigerators. He also headed Corporate Communications and Public Relations and Corporate Internal Audit. Chopra was invited by Transparency International, Berlin to be a workshop panellist, at the 11th International Anti-Corruption Conference held in Seoul, Korea in 2003, where he spoke on “International Voluntary Standards and Pressure.” In 2005, he spoke on “Focus on Asia” at The Conference Board’s 2005 Business Ethics Conference in New York City. He also presented at the Ethics Officer Association’s 2005 Business Ethics and Compliance Conference on “‘Glocalizing’ Your Business Practices Program in India.” He has also been invited by the Institute of Company Attorneys and Secretaries of India to participate in seminars on Corporate Governance and the Evolution of Codes of Conduct. Last October, he was a speaker at the third International Conference held in India on Intercultural Communication Competence (Learning, Teaching and Research in a Borderless World), sponsored by the European Union (EU).
CARLOS ESPINOSA DE LOS MONTEROS is chairman and CEO of DaimlerChrysler Spain. Over the course of his career, he has served on the Ministry of Trade, Madrid, director of the Commercial Office of Spain for the Midwest (USA), commercial director of the Instituto Nacional de Industria (INI), president and CEO of Iberia, Airlines of Spain and Aviaco Airlines, and CEO of Cenemesa (ex Westinghouse). He has been with Mercedes-Benz España, S.A. since 1988. He has been active in a number of professional associations, serving as president of ANFAC (Spanish Automobile Manufacturers Association), president of Circulo De Empresarios (Spanish Businessmen Association), and president of OICA (International Organisation of Motor Vehicle Manufacturers). He is a member of the Boards of Acciona (holding of construction and utilities), vice president of Inditex (fashion textiles), and vice chairman of Arcadis (Dutch engineering firm). Espinosa de los Monteros is fluent in English, French and Italian and has knowledge of German. He holds degrees from the University of Madrid, Northwestern University and Técnico Comercial y Economista del Estado (Ministry of Trade).

JOSÉ LUIS FERNÁNDEZ FERNÁNDEZ is a professor with Comillas Pontifical University’s ICADE Business Faculty, Director of the Javier Benjumea Chair of Ethics for Business and Economics, and co-ordinator of the area of Professional Ethics for the University. He has been president of EBEN-Spain (Ethics, Economics and Direction) since its founding in 1993. In 2000 he became a member of the Board of Directors of the European Ethics Network (EEN). Fernández Fernández also takes part in the Commission for Corporate Social Responsibility of AECA (The Spanish Association for Accounting and Business Administration) and is a member of the International Editorial Board of the Review Ethical Perspective. From 2000 to 2003, he served as vice rector for External Relations and University Extension for the Comillas Pontifical University of Madrid. Fernández Fernández has written numerous articles and several books on questions dealing with business ethics. He holds an MBA and a doctorate in philosophy from the Comillas Pontifical University of Madrid.

JOAN FONTRODONA is assistant professor in the Department of Business Ethics at IESE Business School (Barcelona, Spain) and academic director of IESE’s Center for Business in Society. He holds an MBA and a doctorate in philosophy. He has been visiting professor at Francisco Marroquín University (Guatemala) and at the McCallum Graduate School of Business (Bentley College), visiting fellow at Harvard Business School, and visiting scholar at the Center for Business Ethics (Bentley College). He is general secretary of the Spanish Association of Economic and Management Ethics (EBEN-Spain), and a member of the Executive Board of the Spanish Association of the Global Compact (ASEPAM), the Academic Board of the European Academy of Business in Society (EABIS), and Forética, and an associate researcher for the Instituto Empresa y Humanismo (University of Navarra).

Fontrodona’s main areas of research and teaching are business ethics, corporate social responsibility, ethical and anthropological foundations for management, and social and political trends in management. He is the author and co-author of several books and articles on these topics, including Ética de la Empresa (Ariel, 2001), Tras la Euforia: Guía Ética Para Empresarios en la Nueva Economía (Prentice-Hall, 2002), Pragmatism and Management Inquiry: Insights from the Thought of Charles S. Peirce (Quorum Books, 2002), and, as a co-author, Retos Educativos de la Globalización (Eunsa, 2003), y Globalización, Internet y Marketing: Una Respuesta Ética (Universidad Católica San Antonio, 2003).
CRISTINA GARCÍA-ORCOYEN is managing director of Fundación Entorno BCSD España, an organization noted for its work in sustainable corporate development. The firm’s mission is to work with the corporate sector, helping it to integrate environmental factors in its management as a way of helping to preserve the natural environment. In her role with Fundación Entorno-BCSD Spain, she promoted the creation of the Spanish Committee of the United Nations Environment Program (UNEP), currently serving as its representative, and was appointed as a member of the Scientific Council of SustainAbility (United Kingdom).

She is also a member of the World Business Council for Sustainable Development (WBCSD), the Scientific Council of SustainAbility, and the Affinity Foundation (formerly the Purina Foundation). She also chaired the Awards Jury for European Commission’s European Environmental Awards 2002. She received the award for Professional Achievement in the Defense of Nature by Spain’s 6th National Congress on the Environment (2002) and the Parliamentary and Municipal Action Award for the best political initiative in “Environmental Protection and Emissions Reduction” (2004).

Earlier in her career (1983 to 1996), García-Orcoyen was secretary general WWF Spain (ADENA/WWF) in which she represented the ADENA/WWF with the Doñana Board of Trustees, World Conservation Union, World Conservation Union Committee for Latin America, and National Council for the Environment (Spain). In 1994 she was elected vice president of the European Union Advisory Council on the Environment. From 1999-2004, she was a member of the European Parliament, serving on the following Committees: Environment, Public Health and Consumer Policy, and of the Committee on Industry, International Trade, Research and Energy. She has been a member of the Spanish Chapter of the Club of Rome since 1994. She has a BA in Political and Economic Sciences from Instituto de Estudios Superiores de Empresa IESE, and a BA in Foreign Trade from Escuela de Organización Industrial de Madrid.

JOAQUÍN GARRALDA RUIZ DE VELASCO is a professor of Strategic Management and CSR, and director of PwC, IE Corporate Responsibility Center and vice dean of academic affaire at Instituto de Empresa. Specializing in strategy, Garralda has spent more than two decades studying the internal culture of business organizations and strategic analysis, which led him to the area of corporate social responsibility. He is currently the Global Compact’s Spanish Association secretary. Since 2000, he has been a member of the Ethics Committee of Morgan Stanley’s Ethics Fund, and he is involved in the development of manuals that permit the measurement and evaluation of CSR. He is currently a patron of Fundación Lealtad, where he analyzes criteria for transparency in not-for-profit organizations.

Garralda holds a degree in economic sciences from Universidad Complutense Madrid, an MBA from Instituto de Empresa, and the ITP form London Business School. He has combined his teaching career with intense professional activity as a consultant in the fields of organization and strategy in diverse companies, as a director at PricewaterhouseCoopers, and member of several managerial boards.
ANTONIO GARRIGUES is president of J&A Garrigues, S.L. Among his many roles, he has served as a member of the Spanish group of The Trilateral Comisión, honorary president of the Spanish Committee of the United Nations High Commissioner for Refugees, president of the Fundación José Ortega y Gasset, and president of the Fundación Consejo España – Japón. He has also been a member of the Advisory Council of the National Agency for the Evaluation of Quality and Accreditation in Higher Education, president of the Toledo International Centre for Peace (TICpax), and founder of the Spanish Chapter of Transparency International (TI), a global organization leading the fight against corruption. He has been designated World Lawyer by the World Peace Through Law Center and is an honorary member of the American Bar Association. Garrigues has also received numerous honorary doctorates, being honored by Buenos Aires University in Argentina, Universidad Europea in Madrid, Universidad Ramon Llull in Barcelona and Universidad Pontifícia de Comillas in Madrid.

LUIS ÁNGEL GUERRAS MARTÍN is a professor of management at the University Rey Juan Carlos in Madrid (Spain). He has been responsible for the PhD program in Business Management and is currently chair of the Department of Management and Business Organization. His research interests are related to strategic management, strategic alliances and diversification strategies, organizational design and corporate social responsibility. He has been the director of a number of research projects and doctoral dissertations in these areas, such as Iberdrola Catedra for Research in Management and Business Organization.

He is the author of several textbooks in management including Strategic Management: Theory and Practice and Cases in Strategic Management (Thomson-Civitas) each in its third edition. He has participated actively in national and international conferences on management, including the Academy of Management, Strategic Management Society, European Academy of Management, European Institute for Advanced Studies in Management and Iberoamerican Academy of Management. He has published in several Spanish journals and in Research Policy, R&D Management and International Journal of Technology Management. He received his PhD in economics and management from the University Complutense of Madrid.

W. MICHAEL HOFFMAN is the founding executive director of the Center for Business Ethics at Bentley College in Waltham, Mass., a 30-year-old research and consulting institute and an educational forum for the exchange of ideas and information in business ethics. He is also the Hieken professor of business and professional ethics at Bentley and was chair of the Department of Philosophy for 17 years. Hoffman has written or edited 16 books, including Business Ethics: Readings and Cases in Corporate Morality (now in its 4th edition), The Ethical Edge: Tales of Organizations that Have Faced Moral Crises (1995), and Ethics Matters: How to Implement Values-Driven Management (2000). He has also published more than 70 articles.

Hoffman has consulted on business ethics for numerous corporations and government agencies, including The Ayco Company, Bath Iron Works, Cablevision Systems, CBS, Congress’ Office of Technology Assessment, Coopers & Lybrand (now PricewaterhouseCoopers), Exelon Corporation, Fidelity Investments, GTE, General Electric, GlaxoSmithKline, Johnson & Johnson, KPMG Peat Marwick, Niagara Mohawk Power Corporation, (now National Grid), Northrop (now Northrop Grumman), and NYNEX (now Verizon). He has been a National Endowment for the Humanities fellow and consultant, a lecturer at universities and conferences around the world, and an expert witness on business ethics in numerous legal cases. He is also on the board of editors of many business ethics journals, was a founding member and president of the Society for Business Ethics.
Ethics, and served on the advisory board of the U.S. Sentencing Commission. Hoffman is the managing principal of The Ethics Trust (www.ethicstrust.com), a strategic alliance of leading business ethics consultants. He was the founding executive director (1991-1995) and later a member of the Board of Directors (1995 - 1997) of the Ethics Officer Association; he is presently the association’s adviser to the board. He is the senior ethics consultant to LRN, The Legal Knowledge Company, headquartered in Los Angeles. He has been quoted extensively on business ethics in newspapers and magazines, including the Boston Globe, BusinessWeek, Chicago Tribune, Christian Science Monitor, Financial Times, Industry Standard, Los Angeles Times, New York Times, Newsweek, Philadelphia Inquirer, San Francisco Chronicle, USA Today, U.S. News and World Report, Wall Street Journal, and Washington Post and is interviewed frequently for television and radio programs around the country. Hoffman holds a PhD in philosophy from the University of Massachusetts at Amherst.

HEIDI VON WELTZIEN HØIVIK is professor of business ethics and leadership, and founder and director of the Center for Ethics and Leadership at BI Norwegian School of Management, Oslo. She also served as executive vice president and dean of faculty (prorrektor) of the Norwegian School of Management. She is a fellow of the Harvard Executive Program of the Institute of Education Management, and a fellow of the Harvard Program on International Negotiations. She served as president (1999-2005) of the European Business Ethics Network (EBEN), an international organization she has been actively involved in since 1989. She has also been an executive member of the CAUX Round Table, Transparency International Norway, and the International Society for Business, Ethics and Economics (ISBEE) for several years.

She is on the editorial board of the Journal of Business Ethics and Business Ethics – European Review, the Journal for Business Ethics Education and serves as a reviewer for the Journal of Business Ethics.

Her current research interests focus on: managing values in organizations; strategy and business ethics; integrating ethics into organizational processes; and the development of ethical competency. Her second book, Moral Leadership in Action: Building and Sustaining Moral Competence in European Organizations (E. Elgar), was published in 2002. Høivik also consults with many companies in Norway and abroad. She was awarded an honorary doctorate in 2003 by the Estonian Business School for her work in promoting the field of business ethics teaching and research in Europe. She was also awarded first prize (2004) in the case writing competition in the category of corporate social responsibility, organized by the European Foundation of Management Development (EFMD) in Brussels. In 2006, Høivik received the “Best MBA Faculty Award” at the Norwegian School of Management.

H.I. LATIFEE is the managing director of Grameen Trust. Before joining Grameen Trust in 1994, he was teaching as a professor of economics at the University of Chittagong.

As a result of his experience with Grameen Bank, Grameen Trust and Grameen partners worldwide, Latifee is considered as an expert in the area of microfinance. He has participated in various missions and conferences to promote the microfinance movement in many countries of Asia, Africa, Europe and the Americas. He is a winner of Business Week’s Stars of Asia Award, 2001, for his leadership in the field of microfinance and poverty alleviation.

Latifee was nominated by the Government of Bangladesh as a member to the Bangladesh NGO Foundation. He is an advisory director of Whole Planet Foundation, USA and a member of the Consultancy Committee of the China Microfinance Promotion Network. He is a founding member of the Grameen Foundation USA Advisory Council. He also serves as member of a number of boards, including Grameen Samogri, Grameen Shakti, Grameen Communications, Grameen Byabosha Bikash, Bangladesh and Nirdhan Uthan Bank LTD., Nepal.
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Bentley is a national leader in business education. Centered on education and research in business and related professions, Bentley blends the breadth and technological strength of a university with the values and student focus of a small college. Our undergraduate curriculum combines business study with a strong foundation in the arts and sciences. A broad array of offerings at the McCallum Graduate School emphasize the impact of technology on business practice, including MBA and Master of Science programs, PhD programs in accountancy and in business, and selected executive programs. Enrolling approximately 4,000 full-time undergraduate, 250 adult part-time undergraduate, and 1,270 graduate students, Bentley is located in Waltham, Mass., minutes west of Boston.