

**European Business Ethics Network Ireland, TCD Business School  
& Chartered Accountants Ireland : EBEN Research Conference 2011  
DOES INTEGRITY MATTER? June 8-10  
Chartered Accountants House, Dublin, Ireland**

**CONFERENCE OVERVIEW**

**WEDNESDAY JUNE 8th 1100 OPENING**

1100 - 1125	Conference Opening	Green Room
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**WEDNESDAY JUNE 8th 1130 WORKSHOPS**

A1 1130	Philosophical Approaches	Aran Room
B1 1130	Philanthropy & Culture	Tory Room
C1 1130	Research Integrity	Gold Room
D1 1600	Corporate Social Responsibility	Green Room

**WEDNESDAY JUNE 8th 1400 WORKSHOPS**

A2 1400	Philosophical Approaches	Aran Room
B2 1400	Socially Responsible Investments	Tory Room
C2 1400	Integrity in Industry	Gold Room
D2 1400	Corporate Social Responsibility	Green Room

**WEDNESDAY JUNE 8th 1600 WORKSHOPS**

A3 1600	Leadership	Aran Room
B3 1600	Sustainability / Tourism	Tory Room
C3 1600	Media & Compliance	Gold Room
D3 1600	Stakeholders	Green Room

**THURSDAY 9th JUNE PLENARY**

0900-1045	Panel : Integrity in Financial Services	Green Room
1045-1115	<i>Coffee Break</i>	
1115 - 1230	Panel : Integrity in Financial Services	Green Room
1230-1400	<i>Lunch</i>	
1400-1530	Panel : Leadership and Integrity	Green Room
1045-1115	<i>Coffee Break</i>	
1600 - 1715	Panel : Role of Integrity	Green Room
1715 - 1830	Panel : Integrity of Business & Society	Green Room
	Conference 2012 Details : David Campbell from Newcastle	
1830	Pre-Dinner Address : David McWilliams	Green Room
2000	Dinner, Irish Music & Dancing	

**THURSDAY 9th JUNE WORKSHOPS**

0900 - 1045	Education	Aran Room
1115 - 1245	Stakeholders	Aran Room
1400	Writing & Publishing	Aran Room

**FRIDAY 10th JUNE PLENARY**

0900 - 0930	Panel : The Public Interest	Green Room
0930 - 1100	Panel : Corruption and Whistleblowing	Green Room
1100 - 1130	<i>Coffee Break</i>	
1130 - 1245	Panel : Professional Responsibilities	Green Room
1245 - 1400	<i>Lunch</i>	
1400 - 1500	Panel : Role of Communications in Integrity	Green Room
1500 - 1530	Integrity in Industry	Green Room
1530 - 1600	<i>Coffee Break</i>	
1600 - 1800	Panel : Integrity in Industry	Green Room
	1800 Conference Close	

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**WEDNESDAY JUNE 8th 1100 OPENING**

Anthony E. Gortzis     President European Business Ethics Network  
 John Hannaway        President Chartered Accountants Ireland  
 Prof. Brian Lucey      Trinity College Dublin Business School  
 Julian Clarke          Chair European Business Ethics Network Ireland

**WEDNESDAY JUNE 8th 1130 WORKSHOPS**

<b>A1 1130</b>		<b>Philosophical Approaches</b>	<b>Aran Room</b>
RC083	Mollie Painter-Morland	Ghislain Deslandes <b>A philosophical analysis of contemporary media professionals integrity</b>	Mollie is Professor, Department of Philosophy, De Paul University, Chicago & Editor-in-Chief, Business and Professional Ethics Journal. Ghislain is Professor at ESCP Europe (Paris Campus) and Academic Director of the Masters in Media Management.
RC024	Abe	Zakhem <b>Søren Kierkegaard-Managing for Integrity: Aesthetic, Ethical, and Religious Dimensions</b>	Management Consultant & Professor of Philosophy, Seton Hall University, South Orange, New Jersey, USA
RC060	Cherre	Benoit <b>A Sartrean model for decision making</b>	Professor, La Rochelle Business School, France (CEREGE Groupe Sup de Co la Rochelle : a non-profit, independent, research and educational institute)

<b>B1 1130</b>		<b>Philanthropy &amp; Culture</b>	<b>Tory Room</b>
RC035	David	Campbell <b>Trust Maintenance as a Motive for Strategic Philanthropy: UK Building Societies &amp; Demutualisation</b>	Senior lecturer in accounting and ethics at Newcastle University Business School, UK. Host of the 2012 conference. Director of AGES (Accountability, Governance, Ethics and Sustainability) research group
RC090	Nicholson	Helen <b>What Is The Decision Making Process Behind Philanthropy And To What Extent Are Stakeholders Involved In That Process?</b>	Graduate Tutor, Accounting and Financial Management, Newcastle Business School, Northumbria University, UK. Previously 15 years as Sales Director & General Manager in hotel industry.
RC013	Justine	Lutterodt <b>Promoting Ethical Cultures in Business</b>	Psychologist; Director, Centre for Synchronous Leadership, London, UK

<b>C1 1130</b>		<b>Research Integrity</b>	<b>Gold Room</b>
RC055	Maxim	Storchevoy <b>Methodological Integrity of Business Ethics (30 year review)</b>	Senior Lecturer at the Graduate School of Management, St-Petersburg University, Russia
RC048	Amber	Wigmore <b>University Social Responsibility (USR) A Review of Literature</b>	Director of Career Advising at IE Business School (Instituto de Empresa) in Madrid & a Doctoral Candidate at the School of Economics and Management Science, ETEA- Universidad de Córdoba, Spain
RC067	Raminta	Pučėtaitė <b>Who is responsible for research integrity in a post-soviet research community? Preliminary results of questionnaire survey among Lithuanian scientific community</b>	Raminta Pučėtaitė is professor at the University of Vilnius in Lithuania, lecturing on business ethics and corporate social responsibility

<b>D1 1600</b>		<b>Corporate Social Responsibility</b>	<b>Green Room</b>
RC070	Lilian	Wanderley <b>Corporate Social Responsibility against Child Sex Tourism: the Code and tour operators</b>	Lecturer in Corporate Social Responsibility, NHTV Breda University of Applied Sciences, Breda, Netherlands
RC068	Helen	Wadham <b>Pursuing integrity through cross-sector partnership (and the "political" role of business; pursuing integrity, building understanding, inspiring action)</b>	Senior Lecturer at Staffordshire University Business School. Worked in Latin America and Africa and on projects for organisations including the United Nations Global Compact and BBC Children in Need
RC045	Clemens	Drechler <b>Transitions between CSR Engagement Stages - Proposing the SST Framework</b>	Pre-Masters student in Strategic Business, Mgt & Marketing, NHTV Breda University of Applied Sciences, Breda, Netherlands

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**WEDNESDAY JUNE 8th 1400 WORKSHOPS**

<b>A2 1400</b>		<b>Philosophical Approaches</b>	<b>Aran Room</b>
RC047	Cristian Palazzi	<b>The philosophical notion of integrity and its application into organizations</b>	Ramon Llull University, Barcelona, Spain; Professor of Social Philosophy in the TSI-ESADE Faculty of Tourism, Spain. Editorial chief of the journal Diàlegs from INEHCA Foundation and the Ramon Llull Journal of Applied Ethics
RC007	Javier Aranzadi	<b>Towards an Integral Theory of Personal Action in Societal Institutions (Aristotelian)</b>	Professor, Universidad Autónoma de Madrid, Spain
RC093	Jacob Dahl	<b>Paul Ricœur - Business, Society, the Common Good and Virtue Ethics : The Contribution of Paul Ricœur</b>	Professor of Responsibility, Ethics & Legitimacy of Corporations, Roskilde University, Denmark

<b>B2 1400</b>		<b>Socially Responsible Investments</b>	<b>Tory Room</b>
RC062	Riikka Sievänen	<b>Pension Funds and Responsible Investment - Financial Return or Ethical Issues?</b>	PhD student at University of Helsinki, Faculty of Agriculture and Forestry, Department of Economics and Management, Helsinki, Finland
RC087	José L. Fernández Sánchez	<b>The Effect of Social Engagement- Analysis of European SRI Funds</b>	Professor of business organization and researcher of the 'Economic Management for the Primary Sector Sustainability' research group (IDES) at University of Cantabria, Spain
RC091	Alex Hamilton	<b>Making Integrity Matter - Socially Responsible Equity</b>	Presidential Fellow at Massachusetts Institute of Technology, USA

<b>C2 1400</b>		<b>Integrity in Industry</b>	<b>Gold Room</b>
RC058	Franz-Rudolf Esch	<b>Ethical behaviour equals product quality? An empirical comparison between ethic-related and product-related brand crises</b>	Franz-Rudolf Esch is Head of Marketing at the EBS Business School, Oestrich-Winkel, Germany & Academic Director of the Automotive Institute for Management (AIM). Stephan Weyler is an external PhD-student at the chair of brand management and automobile mar
RC038	Nadine Bernklau	<b>Integrity and the Vicious Circle of Cheap Food in Germany</b>	Doctoral researcher at the Peter Löscher Chair of Business Ethics, Technische Universität Munich, Germany
RC032	Kemi Ogunyemi	<b>The Lumberworks Agent: When Integrity and Trust Matters to the Agent</b>	Lecturer in Business Ethics and Anthropology at the Lagos Business School (LBS), Pan-African University, Nigeria

<b>D2 1400</b>		<b>Corporate Social Responsibility</b>	<b>Green Room</b>
RC073	Lilian Wanderley	<b>CSR Reporting in the Aviation Industry: searching for state-of-art environmental communication performance</b>	Lecturer in Corporate Social Responsibility, NHTV Breda University of Applied Sciences, Breda, Netherlands
RC016	Heidi von Weltzien Hoivik	<b>Implementing an integrative CSR learning process in two SMEs (belonging to the NCE - Susea Cluster) using ISO 26000</b>	Professor, BI Norwegian School of Management, Oslo, Norway
RC009	Ning Li	<b>Corporate Responsibility: SA8000 and Employee Satisfaction in Chinese Forestry</b>	Department of Forest Sciences, University of Helsinki, Finland

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**WEDNESDAY JUNE 8th 1600 WORKSHOPS**

<b>A3 1600</b>		<b>Leadership</b>	<b>Aran Room</b>
RC084	Leo Sonneveld	<b>Interconnected Leadership for Integrity</b>	Chairman of the Interconnectedness Foundation, Netherlands
RC003	Justine Lutterodt	<b>Ethical Leadership - New Approach</b>	Psychologist; Director, Centre for Synchronous Leadership, London, UK
RC033	Ganesh Nathan	<b>Self-respect as a foundation to integrate integrity in responsible leadership</b>	Lectures in Business, Ethics and International Politics at the University of Applied Sciences Northwestern Switzerland and private business schools in Lausanne and Zurich. Author of <i>Social Freedom in a Multicultural State</i>

<b>B3 1600</b>		<b>Sustainability / Tourism</b>	<b>Tory Room</b>
RC072	Lilian Wanderley	<b>Sustainable Tourism - Tourism Destination Image on the Web: proposing, applying and discussing a framework</b>	Lecturer in Corporate Social Responsibility, NHTV Breda University of Applied Sciences, Breda, Netherlands
RC008	Jim Wishloff	<b>Integrity of Creation as a Theme of Catholic Social Thought: A Catholic Vision of Sustainable Development</b>	Professor and award-winning teacher at the University of Lethbridge in Edmonton, Alberta, Canada.
RC071	Lilian Wanderley	<b>Sustainability in Tourism Destination Image on the Web: An Analysis of Tourism Destination Websites</b>	Lecturer in Corporate Social Responsibility, NHTV Breda University of Applied Sciences, Breda, Netherlands

<b>C3 1600</b>		<b>Media &amp; Compliance</b>	<b>Gold Room</b>
RC028	Sandrine Henneron Marc de Bourmont	<b>Violation of law vs. compliance: A cost-benefit arbitrage illustrated by the case of the French Tabloids</b>	Sandrine is Associate Professor in Business Law & Marc Professor in Accounting at Rouen Business School, France
RC063	Björn Fasterling	<b>Seeking legitimacy through complying with corporate governance codes - An analysis of 'comply or explain' disclosures by companies in the French SBF 120</b>	Professor of Law, EDHEC Business School, Lille, France
RC066	Anna Heikkinen	<b>Conventionalist Analysis of Corporate Responsibility in Press Releases</b>	University of Tampere, Finland

<b>D3 1600</b>		<b>Stakeholders</b>	<b>Green Room</b>
RC006	Antonio Argandoña	<b>Stakeholder Theory and Value Creation</b>	"La Caixa" Chair of Corporate Social Responsibility and Corporate Governance, IESE, University of Navarra, Barcelona
RC051	Julia Roloff	<b>Managing Businesses with a Strong Community Impact by Strengthening Stakeholder Ties</b>	Professor at the ESC Rennes School of Business, Department of Management and Organisation, Rennes, France
RC042	David Bamber	<b>External Stakeholder Perception of Corporate Social Responsibility</b>	Psychologist & Senior Lecturer at Liverpool Hope University Business School, Liverpool, UK

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**THURSDAY MORNING 9th JUNE 2011**

PANELS - FINANCE 0900 - 1230 with Coffee Break			Green Room
<b>0900-1045</b>	<b>Panel : Integrity in Financial Services</b>		<b>Green Room</b>
	Max	Torres	<b>Lessons to be Learned from the Financial Crisis</b> Professor of Managing People in Organisations, IESE Business School, Barcelona, Spain & Director the Three-Dimensional Leadership Institute, Michigan, USA
RC088	Peter	Koslowski	<b>Financial Wagers &amp; Hyper Speculation</b> Professor of Philosophy of Management and Organization, VU University Amsterdam, Netherlands; Author of Ethics of Capitalism, Principles of Ethical Economy and The Ethics of Banking : Conclusions from the Financial Crisis
RC054	David	Bamber	<b>The Integrity of CSR and Islamic Business Ethics</b> Psychologist & Senior Lecturer at Liverpool Hope University Business School, Liverpool, UK
RC010	Uma	Narain	<b>Microfinance Crisis in India - Return of Shylock</b> Professor, SP Jain Institute of Management & Research, Mumbai, India
RC089	Charles	Larkin	<b>Ethics, Epistemology, Intl Law and IMF</b> Trinity College Dublin Business School
<b>1045-1115</b>			<b>Coffee Break</b>
<b>1115 - 1230</b>	<b>Panel : Integrity in Financial Services</b>		<b>Green Room</b>
RC001	John R.	Boatright	<b>Trust and Integrity in Banking</b> Professor of Business Ethics, Loyola University, Chicago; Author of <i>Ethics and the Conduct of Business &amp; Ethics in Finance</i> ; Editor of <i>Finance Ethics</i> journal
RC043	Maurice	O'Brien	<b>Trade Overpayments - The gap between the law and the demands of integrity in dealing with the question of trade overpayments. A Credit Manager's perspective</b> Irish Institute of Credit Management
RC049	Boudewijn	de Bruin	<b>Integrity in the Financial Services Industry: How to Use Epistemic Virtues</b> Professor of Financial Ethics, University of Groningen, Netherlands
RC064	Steven	McNamara	<b>Regulation of Credit Rating Agencies - Informational Failures in Structured Finance and Dodd-Frank's Improvements</b> Olayan School of Business, American University, Beirut (Former New York Corporate Lawyer)
<b>1230-1400</b>			<b>Lunch</b>

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**THURSDAY AFTERNOON 9th JUNE 2011**

PANELS - 1400 - 1830 with Coffee Break			Green Room
<b>1400-1530</b>	<b>Panel : Leadership and Integrity</b>		<b>Green Room</b>
RC080	Max Marvin	Torres Brown	<b>Leadership in Practice</b> Professor IESE, Barcelona & Director the Three-Dimensional Leadership Institute, Michigan, USA  <b>Leadership</b> University of San Francisco; Author of Working Ethics, The Ethical Process, Corporate Integrity and Civilizing the Economy
	Julian	Clarke	<b>40 Leadership Traits from Ireland</b> Chartered Accountant & Management Consultant; Chair EBEN Ireland
RC012	Justine	Lutterodt	<b>Ethical Leadership - New Approach</b> Psychologist; Director, Centre for Synchronous Leadership, London, UK
RC034	Leo	Sonnevald	<b>Interconnected Leadership for Integrity</b> Chairman of the Interconnectedness Foundation, Netherlands
RC061	Ganesh	Nathan	<b>Self-respect as a foundation to integrate integrity in responsible leadership</b> Lectures in Business, Ethics and International Politics at the University of Applied Sciences Northwestern Switzerland and private business schools in Lausanne and Zurich. Author of <i>Social Freedom in a Multicultural State</i>
<b>1530-1600</b>			<b>Coffee Break</b>
<b>1600 - 1715</b>	<b>Panel : Role of Integrity</b>		<b>Green Room</b>
RC002	Jan	Tullberg	<b>The Concept of Integrity</b> Professor, CEK Centre for the Study of Cultural Evolution, Stockholm University, Sweden
RC020	Jacob Dahl	Rendtorff	<b>Business Ethics, Strategy and Organizational Integrity: The importance of integrity as a basic principle of business ethics that contributes to better economic performance</b> Professor of Responsibility, Ethics & Legitimacy of Corporations, Roskilde University, Denmark
RC019	Stefan	Grotefeld	<b>Integrity and its Limits</b> Head of the Office for 'Church and Economy', Reformed Church of Zurich, Switzerland
RC017	Bob	Chandler	<b>Managing Risks for Ethical Integrity: The Ethical Misconduct Disaster (EMD)</b> Professor of Communication and Director of the Nicholson School of Communication, University of Central Florida
<b>1715 - 1830</b>	<b>Panel : Integrity of Business &amp; Society</b>		<b>Green Room</b>
RC080	Marvin	Brown	<b>The Contextual and Economic Integrity of Business</b> University of San Francisco; Author of Working Ethics, The Ethical Process, Corporate Integrity and Civilizing the Economy.
RC081	Johan	Wempe	<b>The Role of Business Ethicists in the Current Crises</b> Professor of Governance, Saxion University, Netherlands; Author of The Balanced Company: A theory of Corporate Integrity; Business Challenging Business Ethics; Dealing with Bribery and Corruption.
<b>Conference 2012 Details : David Campbell from Newcastle</b>			
1830 Pre-Dinner Address : David McWilliams			Green Room

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**WORKSHOPS ON THURSDAY 9th JUNE**

<b>0900 - 1045</b>		<b>Education</b>	<b>Aran Room</b>
RC084	Doug Thomson	<b>Enhancing Ethics Education through Experiential learning in MBA Programs</b>	Senior Lecturer, Graduate School of Business and Law, RMIT University, Melbourne, Australia
RC003	Maisarah Mohamed Saat	<b>Practical Training Experience and Ethical Development of Malaysian Accounting Students</b>	Accounting lecturer at Faculty of Management and Human Resource Development Universiti Teknologi, Malaysia. Her PhD was titled ' <i>An Investigation on A Moral Education Program on the Ethical Development of Malaysian Future Accountants</i> '.
RC033	Justine Lutterodt	<b>Coaching as a Tool for Systemic Ethical Change</b>	Psychologist; Director, Centre for Synchronous Leadership, London, UK

<b>1115 - 1245</b>		<b>Stakeholders</b>	<b>Aran Room</b>
RC069	Giovanni Lombardo	<b>Responsibility in the finance sector. Behavioural finance and stakeholder engagement to reach true CSR</b>	Professor in "Stakeholder engagement in Corporate Social Responsibility strategies", Management Department of the University of Genoa, Italy
RC036	Yves Fassin	<b>How stakeholder alliances managed multinational breweries to reverse their decision of plant closing</b>	Department of Management Innovation, Ghent University, Belgium
RC023	Gianfranco Rusconi	<b>How can a specific Stakeholder Management Theory based on the Common Good Principle be compatible with Catholic Social Thought</b>	Head of the Department of Business Administration & Professor of Accounting, Business Ethics and Social Accounting, University of Bergamo, Italy

<b>1400</b>		<b>Writing &amp; Publishing</b>	<b>Aran Room</b>
	Chris Cowton	<b>Getting Published in Refereed Journals</b>	Editor of Business Ethics: A European Review; Professor of Accounting & Dean, University of Huddersfield Business School, UK

# European Business Ethics Network Ireland

## DOES INTEGRITY MATTER? June 8-10

### FRIDAY 10th JUNE

#### 0900 - 0930 Panel : The Public Interest Green Room

	Chris	Cowton	<b>The Public Interest</b>	Professor of Accounting & Dean, University of Huddersfield Business School; Editor of Business Ethics: A European Review
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#### 0930 - 1100 Panel : Corruption and Whistleblowing Green Room

RC085	Doug	Thomson	<b>The acceptance of bribery and corruption in Australian organizations</b>	Graduate School of Business and Law, RMIT University, Melbourne, Australia
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RC027	Willeke	Slingerland	<b>Moral Integrity Systems</b>	International Law lecturer, Saxion University of Applied Sciences, Enschede, Netherlands; Lead researcher TI National Integrity Systems study Netherlands
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RC029	Ching-Pu Chen	Chih-Tsung Lai	<b>The Effects of Moral Intensity and Organizational Commitment on Whistleblowing Intention and Behaviour</b>	Professor and Doctoral Student, Yuan Ze University, Taiwan
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RC041	Wim	Vandekerckhove	<b>The Content of Whistleblowing Procedures-A Critical Review of Recent official Guidelines</b>	Senior Lecturer HR & OB, University of Greenwich Business School, London, UK
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	John	Devitt	<b>Irish Initiatives</b>	CEO Transparency International Ireland & International Board Member
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#### 1100 - 1130 Coffee Break

#### 1130 - 1245 Panel : Professional Responsibilities Green Room

RC057	Con	Power	<b>Central Principles of Professional Ethics as a Model of Moral Decision-Making</b>	ACCA Regulatory Panel, Economist, Chairman State Boards
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	Anthony	Brabazon	<b>Integrity in the Construction Industry</b>	CEO, ABA Architects & Founder helpmyhome.ie
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RC050	Michael Asslaender	Janina Curbach	<b>From Corporate Bourgeois to Corporate Citizen : ReThinking the Citizenship Understanding of Corporations</b>	Michael is Professor of Business Ethics, International Graduate School, Zittau, Germany. Janina is a consultant, academic author and professional trainer in the field of CSR/Social Sustainability and teaches at various German universities.
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#### 1245 - 1400 Lunch

#### 1400 - 1500 Panel : Role of Communications in Integrity Green Room

RC018	Bob	Chandler	<b>Assessing Ethical Integrity and the Communication Indicators of Organizational Integrity Model</b>	Professor of Communication and Director of the Nicholson School of Communication, University of Central Florida
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RC092	Henry	Silverman	<b>Reuters: Principles of Trust or Propaganda?</b>	Professor, Heller College of Business, Roosevelt University, Chicago, USA
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	Julian	Clarke	<b>Blueprint for Trust Restoration</b>	Chartered Accountant & Management Consultant; Chair EBEN Ireland
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#### 1500 - 1530 Integrity in Industry Green Room

RC056	Tobias	Gössling	<b>From Beyond Petroleum to Beyond Integrity - A Case Study of BP's "Green Narratives"</b>	Professor, Organisation Studies, Tilburg Sustainability Center, Netherlands
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#### 1530 - 1600 Coffee Break

#### 1600 - 1800 Panel : Integrity in Industry Green Room

RC021	Peter	Waring	<b>CEO's Behaving Badly - Sexual Misconduct and Corporate Governance</b>	Professor and Deputy CEO, University of Newcastle, Singapore
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RC015	Ruud	Welten	<b>Integrity in the Hospitality Industry</b>	Professor Ethics and CSR in Hospitality Business, Saxion University of Applied Sciences, Netherlands
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RC030	Bob	Chandler	<b>The Challenges of Operationalizing "Integrity"</b>	Professor of Communication and Director of the Nicholson School of Communication, University of Central Florida
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RC070	Lilian	Wanderley	<b>Corporate Social Responsibility against Child Sex Tourism: a study about the Code and tour operators</b>	Lecturer in Corporate Social Responsibility, NHTV Breda University of Applied Sciences, Breda, Netherlands
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RC016	Heidi	von Weltzien Hoiv	<b>Implementing CSR in SMEs</b>	Professor, BI Norwegian School of Management, Oslo, Norway
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1800 Conference Close