

# Church Ethics & Leadership

European Business Ethics Network Ireland  
ALL HALLOWS COLLEGE, DRUMCONDRA, DUBLIN

MONDAY 18th NOVEMBER 2013 2pm

Booking: 01 852 0734 [www.eben.ie](http://www.eben.ie)

**Prof Ron Duska**  
**Prof David Smith**  
**Dr John Murray**  
**Rev Michael Shortall**  
**Prof Gene Laczniak**  
**Prof Bob Chandler**

Philadelphia USA; President US Society of Business Ethics  
Royal College of Surgeons in Ireland  
Mater Dei Institute of Education  
St. Patrick's College Maynooth  
Sanders Emeritus Professor of Marketing, Marquette University, Milwaukee, USA  
Director, Nicholson School of Communication, University of Central Florida, Orlando, USA  
Crisis Communication specialist

# Corporate Conscience

European Business Ethics Network Ireland  
ALL HALLOWS COLLEGE, DRUMCONDRA, DUBLIN  
TUESDAY 19th & WEDNESDAY 20th NOVEMBER 2013  
SCHEDULE

Booking: 01 852 0734 [www.eben.ie](http://www.eben.ie)

## TUESDAY 19th MORNING 9am

### SETTING THE SCENE

**Prof Bob Chandler**  
Director, Nicholson School of Communication, University of Central Florida, Orlando, USA  
**Prof Ron Duska**  
Philadelphia USA; President US Society of Business Ethics

**Ethical Misconduct Disaster**  
**How a Corporation Can Have a Bad Conscience**

### SALES & MARKETING INTEGRITY

**Prof Scott Vitell**  
Professor of Marketing, University of Mississippi, USA  
**Prof Gene Laczniak**  
Sanders Emeritus Professor of Marketing, Marquette University, Milwaukee, USA

**A Case for a Consumer Conscience**  
**Personal vs Organisational Responsibility: The Case of Marketing Ethics**

### Irish Panel representatives from Sales Institute of Ireland & Digital Marketing Institute:-

**Conor Morris**  
**John Healy**

Sales Institute of Ireland  
CEO - KindCitizen (a Social Enterprise Cause-Marketing company)

### DECISION MAKING

**Prof Scott Vitell**  
Professor of Marketing, University of Mississippi, USA  
**Prof Patricia Werhane**  
Wicklander Professor of Business Ethics & MD Institute for Business & Prof'l Ethics, DePaul University, Chicago, USA

**The Hunt-Vitell Framework for Marketing Decisions**

**Obstacles to Ethical Decision-Making**

## TUESDAY 19th AFTERNOON

### COMMUNICATION & GOVERNANCE

**Prof Bob Chandler**  
Director, Nicholson School of Communication, University of Central Florida, Orlando, USA  
**Prof Niamh Brennan**  
Michael MacCormac Professor of Management & Director Centre for Corporate Governance, University College Dublin

**Ethical Communication - a New Paradigm**  
**The Role of Ethical Fading in Corporate Governance**

### LEADERSHIP

**William Montgomery**  
CEO TEN Leadership Consultancy, UK & former Head of Strategic Change at Lloyds TSB  
**Prof Mary Keating**  
Trinity College Dublin Business School  
**Gabriel D'Arcy**  
CEO Bord na Mona, Ireland

**Mastering Leadership**  
**Leadership & Integrity in Ireland: Global Comparisons**  
**Leadership with Integrity**

## WEDNESDAY 20th MORNING 9am

### BUSINESS ETHICS BEGINS WHERE THE LAW ENDS?

**Graham Burke**  
CPA; Director EthicsPro, Ireland  
**Prof Shane Kilcommins**  
**Dr John Considine**  
University College Cork Faculties of Law & Economics  
**Prof Bjorn FASTERLING**  
EDHEC Business School, France; EBEN France

**Should the Law be Necessary for Corporate Integrity?**  
**Should Corporate Criminals be Imprisoned?**

**Outsourcing of Law Enforcement - A Criticism of Corporate Compliance Programmes in European Business Enterprises**

### CORPORATE CONSCIENCE & INTEGRITY BEYOND REGULATION

**Prof Tobias Gossling**  
Tilburg School of Social & Behavioural Sciences, Netherlands  
**Prof Bjorn FASTERLING**  
EDHEC Business School, France; EBEN France

**Core Business Ethics Principles in International Management**  
**Moral Quality of Organisations Beyond Individual or Collective Agency**

### John Waters

The Irish Times

### Prof Chris Cowton

Dean University of Huddersfield Business School, UK & Editor BEER: Business Ethics a European Review

**Human Dealings Beyond Ethics and Regulation**

**Professionals as Conscience Keepers**

## WEDNESDAY 20th AFTERNOON

### WORKPLACE INTEGRITY

**Bob Lee**  
Great Place to Work, Ireland & Europe  
**Fiona Dunne**  
ICTU Global Solidarity & Decent Work Programmes

**What Makes a Great Workplace**  
**Global Solidarity Initiatives**

### SOCIAL RESPONSIBILITY

**Prof Ken Kury**  
St Josephs University, Philadelphia, USA  
**Immanuel Darkwa**  
CEO EdenShelters Products, Ireland  
**Seán McDonagh**  
Columban missionary and Eco campaigner, Ireland  
**Kate Nolan/Rosie O'Reilly**  
Re-dress & Clean Clothes Campaign, Ireland  
**Prof Patricia Werhane**  
Wicklander Professor of Business Ethics & MD Institute for Business & Prof'l Ethics, DePaul University, Chicago, USA  
Founder 'Business Ethics Quarterly' Journal and Past President US Society of Business Ethics

**Social Enterprises - Mission and Corporate Conscience**  
**EdenShelter - a conscientious Post-Disaster shelter concept**  
**Climate Change**  
**Making Clothes with a Conscience**

**Alleviating Poverty Through Profitable Partnerships**

## WEDNESDAY 20th EVENING AFTER CORPORATE CONSCIENCE

**ACADEMIC ROUNDTABLE** for Irish Academics who are EBENI Members to meet their European & US counterparts  
**Prof Gene Laczniak** What role do business schools play in shaping ethical & unethical behaviour?  
**Prof Bjorn FASTERLING** EBEN France initiatives in the area of Academic Club meetings  
etc.

Panel of the European & American visitors will briefly describe their current projects, interests and challenges.  
Opportunity for our Irish academics to do likewise in discussion with their overseas and domestic colleagues

## HOTELS Special Rates for advance booking. Please consider booking as early as possible for the events too for planning purposes!

**Jury's Hotel Christchurch** (city centre): B&B Room rates €90 single / €100 twin/double during the dates of the events 18-20 November

Quote **EURO181113** and a booking form is available to download from [www.eben.ie](http://www.eben.ie); Phone: +353 1 454 0000

**Skylon Hotel** (ten minute walk from AHC): B&B Room rates €59 single / €69 twin/double from the weekend before to the weekend after the events

Quote **EBENI** promo code then select GO NOW (not BOOK NOW) for Skylon at [www.dublinskylonhotel.com](http://www.dublinskylonhotel.com) or +353 1 8843900