

# "Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm"

## European Academy of Business in Society 5th Annual Colloquium



**EABIS**  
European Academy  
of Business in Society

**SDA Bocconi**  
School of Management

**11 & 12 September 2006**  
**SDA Bocconi School of Management**  
**Milan, Italy**

[www.sdabocconi.it/eabis](http://www.sdabocconi.it/eabis)

*With special thanks to:*

**5°EABIS Colloquium Sponsors**



**EU Commission FP6**

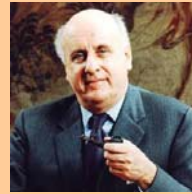




Angelo Provasoli  
Rector of Bocconi University



Alberto Grando  
Dean of SDA Bocconi



Viscount Etienne Davignon  
Chair of EABIS



Gilbert Lenssen  
President of EABIS

## Welcome

We are very pleased to invite you to attend the 5<sup>th</sup> Annual Colloquium of the European Academy of Business in Society. This year on 11-12 September the Colloquium is hosted by the SDA Bocconi School of Management and the Università Bocconi in collaboration with Università Cattolica del Sacro Cuore, ENI Corporate University, ISTUD, Politecnico di Milano and Sodalitas with the support of the European Commission Sixth Research Framework Programme (FP6). A special PhD conference will take place at the Università Cattolica on 13 September.

Building on the four successful previous Colloquia, the theme of this year's conference focuses on "Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm". It will tackle questions faced by managers and policy-makers in attempting to achieve sustainable growth. In particular it will explore how corporate responsibility issues affect and impact business strategies and how corporate sustainability can contribute to the strategic management of stakeholder relationships.

The EABIS Annual Colloquium continues to attract high-level company representatives, academics, policy-makers and other stakeholders. The 2006 Colloquium welcomes some internationally renowned thought leaders: Mario Monti, George Soros, Thomas Donaldson and David Vogel, among others.

This year's event will again aim to stimulate debate and deepen knowledge on the role of business in society as well as provide a platform for people with different backgrounds to share ideas, initiatives and experiences and to strengthen relationships, visions and practices.

Demand was enormously high last year and we had to limit participation. We have identified members of the business, academic, policy-maker and stakeholder communities to whom we would like to offer early registration so as to ensure their input in shaping the changing role of business in society. At the time of producing this programme, we had already allocated more than 150 of the 250 places. With this in mind, we would encourage you to book early.

We look forward to welcoming you at this event!

Yours sincerely,

# Introduction to the Conference

The 5th EABIS Annual Colloquium on 11-12 September 2006 aims to explore the link between Corporate Sustainability and Strategic Management through a strategic approach to Stakeholder Management. The debate on “Corporate Social Responsibility” (CSR) is on-going and refuses to fade away as a short-lived fashion. Many contributors have stressed the strategic importance of a proactive corporate response to rising expectations and developments in society. Corporate Responsibility programmes and policies are often merely tactical and defensive corporate reactions to challenges by activists; top managers need to retake the initiative and develop a strategic approach on business and society, based on a new social contract.

Strategy is what links a company with its *market* (economic, financial and technological) and *non-market* (social, political and cultural) *environments*. Any company is inextricably linked by a dynamic process of interaction with a diverse set of stakeholders in these environments, where the boundaries between market and non-market become increasingly blurred. Therefore, Corporate Sustainability is based on the capability of the firm to generate long-term value through mutually beneficial relationships with its entire network of stakeholders, ‘business stakeholders’ and ‘socio-political stakeholders’.

This year’s Colloquium supports the goals of the EABIS “CSR Platform” by providing a forum for research and reflection on the place of business in society in business disciplines. Linking strategic management with stakeholder management is an important contribution to mainstreaming corporate responsibility into the heart of business theory and practice.

The conceptual framework for this call for papers and for the 5th EABIS Annual Colloquium is a combination of the *Resource and Knowledge, Industry Structure and Societal Institutional perspectives of the firm*. It emphasizes the vital importance of the relational networks of stakeholders that sustain the firm’s processes of organizational wealth creation. However, apart from building relational capital, strategic stakeholder management also enhances a firm’s resources and capabilities, which along with relations are at the heart of current strategic management concerns.

We are using the conceptual framework of *Strategic Stakeholder Management* as the thematic framework for the Colloquium. We have also included special attention to themes concerning *small and medium sized enterprises (SMEs)*. This is an increasingly important issue in Europe and around the world and a topic of growing interest amongst EABIS members. It is also particularly fitting as SDA Bocconi is the founding partner in EABIS tasked with leading knowledge development on SME issues.

## Conference Chairs

**Francesco Perrini**

**Antonio Tencati**

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The Colloquium is part of the EABIS-led “CSR Platform” project, which is supported by the European Union Commission’s Sixth Research Framework Programme. The “CSR Platform” aims to strengthen links between Europe’s academic researchers and those facing the practical challenges of Corporate Responsibility in Europe. By providing an interdisciplinary forum for research and reflection on the role of business in society, this year’s Colloquium helps the “CSR Platform” achieve one of its key objectives.



# Conference

The Colloquium will include a balanced program, blending presentations and thought leadership with interactive debate.

## ■ Keynote Speeches

- \* Mario Monti\*, President of Università Bocconi, Milan, and Former European Union Commissioner for Competition
- \* George Soros, Chairman of Soros Fund Management and of the Open Society Institute. Chairman of the Central European University Board of Trustees.

## ■ Academic Thought Leaders

- \* Thomas Donaldson, Professor of Ethics and Corporate Responsibility and Director of the PhD Program in Ethics & Law and European CSR Initiative, Wharton School, University of Pennsylvania
- \* David Vogel, Chair of Business Ethics, Professor of Political Science and Founder of the Center for Responsible Business, Haas School of Business, University of California (Berkeley)
- \* Jay B. Barney, Chair of Corporate Strategy and Professor of Management & Human Resources, Fisher College of Business, Ohio State University

## ■ Business Leaders

- \* Michele Calcaterra, CEO, ECPI® - E. Capital Partners Indices
- \* Fulvio Conti, CEO, ENEL
- \* Lex Holst, Global Vice-President for Sustainable Development, Shell Group
- \* Umberto Paolucci, Senior Chairman (EMEA) and Corporate Vice- President, Microsoft Corporation
- \* Massimo Scaccabarozzi, Managing Director, Janssen Cilag (Italy) and Chair, Italian-American Pharmaceutical Industry Group
- \* Simone Russo, Managing Director and Head of Institutional Derivatives Marketing (South Europe), Goldman Sachs

## ■ The 2<sup>nd</sup> EABIS European Education and Training Exchange on Corporate Responsibility

## ■ Workshops and Research Tracks with Academic and Business Papers and Input

## ■ Gala Dinner at “I Chiostri dell’Umanitaria”, via Daverio 7

### Who Should Attend?

In order to contribute to the theory and practice of sustainable growth and the development of human capital, the Colloquium aims to attract actors from the following communities:

#### Business representatives

- Board members
- Senior executives
- Functional business representatives, particularly in HR and Strategy

#### Policy-makers and governmental actors

- Ministers / ministerial aides
- Senior civil servants
- Policy advisors

#### Academics

- Deans & Senior management
- Functional Professors, especially Strategy Professors
- Specialist Professors (CR, business ethics, etc.)
- Senior research team members
- PhDs with specific functional research interests

#### Labour organisations, NGOs, civil society actors

- Directors
- Senior management
- Senior research and policy teams



## 2<sup>nd</sup> EABIS European Education & Training Exchange On Corporate Responsibility



Successfully launched in 2005 at EABIS' 4<sup>th</sup> Annual Colloquium in Warsaw, the Education and Training Exchange on Corporate Responsibility attracted more than 60 initiatives from Companies, Business Schools and Universities, Training Providers and International Organisations and Networks (see [www.eabis.org/education](http://www.eabis.org/education) to learn more).

The aim was to provide a platform for interactive and creative exchange of successful education and training initiatives from the academic and business sectors. The feedback we received was very positive and participants expressed the wish to actively engage in further discussions on education and training in Corporate Responsibility. We have therefore slightly modified the format of the Exchange, introducing a Symposium Series that will immediately follow the 2<sup>nd</sup> round of presentations, giving the following outline:

<b>Format</b>	The Exchange is set up like a 'fair' or 'market place'. Each presenter / presenting team has an independent stand where printed materials can be displayed to showcase the initiative.
<b>Rounds</b>	There will be two rounds of 1.5 hours. Each round will include about 30 stands. We highly recommend having at least 2 people per stand to ensure you can present <u>and</u> view other initiatives. Stands will remain set up until the end of the Colloquium.
<b>Presentations</b>	Presenters will be asked to develop a short 5-10 min presentation that they will give on an ongoing basis to participants who will be walking freely between stalls. Discussion and questions are strongly encouraged.
<b>Symposia</b>	To enable deeper discussion, there will be 5 moderated Symposia on each of the levels of education – see below for themes. In each Symposium there will be 3 selected short presentations, followed by a group discussion on the main challenges, achievements and possible next steps for further development.
<b>Output</b>	A catalogue of all initiatives will be provided to all presenters / participants and will also be available online after the event for all Colloquium attendees.

The Symposium Series will enable deeper discussion on the opportunities and challenges for content development and implementation of education and training on corporate responsibility.

The following 5 Symposia will be taking place:

- In-Company Training: chaired by Dr. Boffi, ENI Corporate University and Dr. Bodo, Sodalitas
- Masters Programmes: chaired by Dr. Maccarrone, Politecnico di Milano
- MBA – Curriculum and Case Study Development: chaired by Prof. Perrini and Prof. Tencati, SDA Bocconi and Università Bocconi
- Executive Education – Developing Leadership and Management Competencies: chaired by Prof. Caramazza, ISTUD
- Faculty & PhD Development: chaired by Prof. Molteni, Università Cattolica del Sacro Cuore

### Examples to be presented

#### Companies:

- Partnerships with and engagement of business and other stakeholders
- Corporate training programmes
- Competency frameworks
- Online or digital self-learning tools
- Prizes and Awards

#### Business Schools:

- Course and curriculum design
- Teaching cases and materials
- Extra-curricular and/or awareness-raising activities
- Experiential learning and community involvement initiatives
- Role-playing exercises, simulations or games
- Prizes and Awards

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## Keynote speakers



Professor Mario Monti is President of Bocconi University, Milan.

He is also Chairman of Bruegel (the new Brussels-based European think-tank on international economics).

Since December 2005 he has been an international advisor to Goldman Sachs and member of the Research Advisory Council of the Goldman Sachs Global Markets Institute.

Mario Monti served for ten years as a member of the European Commission, in charge first of the Internal Market, Financial Services and Taxation (1995-1999) and then of Competition (1999-2004). Prior to joining the Commission, he was Professor of Economics at Bocconi and then Rector. He was President of SUERF (Société Universitaire Européenne de Recherches Financières), Chairman of the Italian Treasury's Committee on the banking and financial system, member of the Committee which drafted Italy's first Competition Law and member of the Roll Committee recommending independence for the Bank of England.

He contributes regularly to the Corriere della Sera. He is a member of the Senior European Advisory Council of Moody's, of the Board of Directors of the Institute for International Economics in Washington, D.C., of the Steering Committee of the Bilderberg Meetings, of the Trilateral Commission and of the Executive Committee of Aspen Institute Italia.

Born in Varese in 1943, he graduated from Bocconi University and did graduate work at Yale University. He holds honorary degrees from, among others, the University of Padova, Leipzig University and the University of St. Gallen.



Dr. George Soros is Chairman of Soros Fund Management, LLC.

He was born in Budapest in 1930. He survived the Nazi occupation and fled communist Hungary in 1947 for England, where he graduated from the London School of Economics.

He then settled in the United States, where he accumulated a large fortune through an international investment fund he founded and managed.

Mr. Soros has been active as a philanthropist since 1979, when he began providing funds to help black students attend Cape Town University in apartheid South Africa.

He has established a network of philanthropic organizations active in more than 50 countries around the world.

These organizations are dedicated to promoting the values of democracy and an open society. The foundation network spends about \$400 million annually.

Mr. Soros is the author of nine books, including most recently "The Age of Fallibility: Consequences of the War on Terror".

His articles and essays on politics, society, and economics regularly appear in major newspapers and magazines around the world.

# DAY ONE: Monday 11 September, SDA Bocconi

## “Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm”

AULA MAGNA

- 9:00 am** Welcome and Opening  
 ■ **Gilbert Lenssen**, President, EABIS  
 ■ **Angelo Provasoli**, Rector, Università Bocconi  
 ■ **Alberto Grando**, Dean, SDA Bocconi
- 9:20 am** Introduction to Day One - Conference Chairs: **Francesco Perrini**, SDA Bocconi and **Antonio Tencati**, Università Bocconi
- 9:30 am** “Corporate Responsibility and Competitiveness”  
 Keynote Speech: **Mario Monti\***, President, Università Bocconi and Former EU Commissioner for Competition
- 9:45 am** “Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm”  
 ■ Keynote Papers: **Prof. Thomas Donaldson**, Wharton School, University of Pennsylvania  
**Prof. Jay Barney**, Fisher College, Ohio State University
- 10:30 am** ■ Panel Chair: **Gilbert Lenssen**, Professor, University of Leiden and President, EABIS  
 ■ Panellists: **Lex Holst**, Global Vice-President for Sustainable Development, Shell Group  
**Umberto Paolucci**, Senior Chairman (EMEA) and Corporate Vice-President, Microsoft Corporation  
**Massimo Scaccabarozzi**, Managing Director, Janssen Cilag (Italy)  
**Andrew Pettigrew**, Dean, Bath School of Management  
**Maurizio Zollo**, Associate Professor of Strategy, INSEAD

**11:45 am** Coffee Break

**12:15 pm** 2<sup>nd</sup> EABIS European Education & Training Exchange on Corporate Responsibility  
 ■ Introduction: **Massimo Scaccabarozzi**, Managing Director, Janssen Cilag (Italy)  
**Peter Lacy**, Executive Director, EABIS

**12:30 pm** First Round

**1:30 pm** Second Round

\* A lunch buffet will be provided during both rounds.

**2:30 pm** Corporate Responsibility Education & Training Exchange – Symposium Series  
 ■ **In-Company Training**: Boffi, ENI Corporate University and Bodo, Sodalitas  
 ■ **Masters Programmes**: Maccarrone, Politecnico di Milano  
 ■ **MBA**: Perrini and Tencati, SDA and Università Bocconi  
 ■ **Executive Education**: Caramazza, ISTUD  
 ■ **Faculty and PhD Development**: Molteni, Università Cattolica del Sacro Cuore

**3:30 pm** Coffee Break

**4:00 pm** “Stakeholder Capitalism: The role of companies in a global, sustainable free market system” Keynote Speech: **Dr. George Soros**, Chairman, of Soros Fund Management and of the Open Society Institute. Chairman of the Central European University Board of Trustees.

**4:20 pm** “Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm”  
 ■ Keynote Paper: **Prof. David Vogel**, Haas School of Business, University of California (Berkeley)

**4:40 pm** ■ Panel Chair: **Maurizio Dallocchio**, former Dean, SDA Bocconi, Lehman Brothers Professor of Corporate Finance, Università Bocconi,  
 ■ Panellists: **Michele Calcaterra**, CEO, ECPI® - E. Capital Partners Indices  
**Simone Russo**, Managing Director and Head of Institutional Derivatives Marketing (South Europe), Goldman Sachs  
**Fulvio Conti**, CEO, ENEL  
**Sandy Ogg**, Global Director of HR, Unilever  
**Sybille Sachs**, Business in Society Professor and Director, Research Centre in Business Administration, University of Zurich  
**Ulrich Steger**, Professor and Director, Forum for Corporate Sustainability Management, IMD

**6:00 pm** Close

**8:30 pm** Gala Dinner and Awards  
 ■ Opening: **Viscount Etienne Davignon**, Chair, EABIS  
 ■ Keynote: **Carlo Secchi**, President, I-CSR and former Rector, Università Bocconi

Awards: ■ Presentation of the Ashridge-EABIS European MBA Essay Award- **Andrew Wilson**  
 ■ Presentation of the Aspen Institute-EABIS European Faculty Pioneer Award – **Judy Samuelson**

VELODROMO

AULA MAGNA

## DAY TWO: Tuesday 12 September, SDA Bocconi

VELODROMO

AULA MAGNA

9:00 am

### Workshops and Research Tracks (Session 1)

1. Strategic Management and Stakeholder Management
2. Corporate Sustainability from a Resource and Knowledge Perspective
3. Corporate Sustainability from an Industry Structure Perspective
4. Corporate Sustainability from a Social Institutional Perspective
5. Small and Medium Enterprises and Responsibility

10:30 am

Coffee Break

11:00 am

### Workshops and Research Tracks (Session 2)

1. Strategic Management and Stakeholder Management
2. Corporate Sustainability from a Resource and Knowledge Perspective
3. Corporate Sustainability from an Industry Structure Perspective
4. Corporate Sustainability from a Social Institutional Perspective
5. Small and Medium Enterprises and Responsibility

12:00 pm

Lunch and EABIS Members General Assembly

2.00 pm

### Workshops and Research Tracks (Session 3)

1. Strategic Management and Stakeholder Management
2. Corporate Sustainability from a Resource and Knowledge Perspective
3. Corporate Sustainability from an Industry Structure Perspective
4. Corporate Sustainability from a Social Institutional Perspective
5. Small and Medium Enterprises and Responsibility

3.30 pm

### Workshops and Research Tracks (Session 4)

1. Strategic Management and Stakeholder Management
2. Corporate Sustainability from a Resource and Knowledge Perspective
3. Corporate Sustainability from an Industry Structure Perspective
4. Corporate Sustainability from a Social Institutional Perspective
5. Small and Medium Enterprises and Responsibility

5:00 pm

Plenary Learning and Feedback Session

6:00 pm

Closing Notes and Announcement of Colloquium 2007  
Conference Chairs **Francesco Perrini** (SDA Bocconi), **Antonio Tencati** (Università Bocconi) and **Gilbert Lenssen**, President, EABIS

6.30 pm

Close and Farewell Drinks

### Track Chairs:

1. *Strategic Management and Stakeholder Management*: **Sybille Sachs**, Zurich University of Applied Sciences for Business and Administration and **Hugo Lasat\***, Dexia
2. *Corporate Sustainability from a Resource and Knowledge Perspective*: **Andrew Kakabadse**, Cranfield Business School and **Michael Burkhardt**, IBM
3. *Corporate Sustainability from an Industry Structure Perspective*: **Ans Kolk**, University of Amsterdam Business School and **Sandy Ogg\***, Unilever
4. *Corporate Sustainability from a Social Institutional Perspective*: **Elio Borgonovi**, SDA Bocconi School of Management and **Lex Holst**, Shell Group
5. *Small and Medium Enterprises and Responsibility*: **Geoff Moore**, Durham Business School and **David Grayson\***, Business in the Community

\* to be confirmed



## About the Host Institutions

### **SDA Bocconi School of Management**

[www.sdabocconi.it](http://www.sdabocconi.it)



SDA Bocconi is the School of Management of the Università Bocconi in Milan. It was founded in 1971 in Milan and since then it has always applied scientific rigour, together with modern teaching methods, to management instruction.

Thanks to the close relationship with the Università Bocconi, SDA Bocconi's faculty constantly renew their knowledge and skills in order to meet the needs of today's executives and tomorrow's leaders. SDA Bocconi has a large permanent catalogue which allows both individuals and companies of any size, nationality or segment to find the right path for their postgraduate education.

Beyond that, it continually looks to establish in-depth partnerships with other institutions, corporations and associations, not only in Italy but also abroad. The on-going exchanges with international organisations give the School a worldwide boost. SDA Bocconi also devotes significant investment to basic and applied research into business, economics and management topics. SDA Bocconi is ranked among the top 100 Business Schools of Management by the Financial Times and is also prominently placed in other international rankings.

### **The European Academy of Business in Society**

[www.eabis.org](http://www.eabis.org)



The European Academy of Business in Society is a unique and growing alliance of companies, business schools and academic institutions that is committed to understanding and integrating corporate responsibility into business theory and practice.

Launched in 2002 with the support of the European Union Commission and already including more than 60 leading organisations as members, EABIS' focus is European, but with an inclusive and global outlook in answering the challenges facing companies in developing the knowledge and skills in corporate responsibility for today's and tomorrow's managers.

EABIS has three main activity pillars: research, education and training. On research, EABIS is the largest European network for interdisciplinary research on corporate responsibility and aims to create a sound, accessible and business relevant body of knowledge in this field. On education, EABIS works collaboratively with academic institutions and companies to reshape education programmes in order to place corporate responsibility at the core of business curricula (MBA, graduate, executive programmes, etc.). Finally on training, EABIS is building a multi-stakeholder learning network to identify and develop the competencies related to corporate responsibility that are required by mainstream professionals.

In close collaboration with:

Università Cattolica del Sacro Cuore,  
ENI Corporate University,  
ISTUD,  
Politecnico di Milano  
and Sodalitas

## About the 5°EABIS Colloquium Sponsors



E. Capital Partners is a leading independent corporate finance and investment advisory firm which advises corporate, financial institutions, private equity houses, governments and quasi-governmental bodies.

Our advisory services cover mergers & acquisitions, grant finance, innovative portfolio screening, intangible value research and equity and fixed income indices.

**ECPI**, the fully owned subsidiary dedicated to Investment Advisory, offers innovative services to international investment banks, fund managers, insurance companies, foundations, pension funds and other institutional investors, in the field of **innovative selection of financial markets exposures to equity, fixed income, structured credit and alternatives**.

In the world of Socially Responsible Investment "SRI", ECPI is leader by Assets Under Advisory and innovation.

A few business achievements:

- Monitored Investment Universe of around 2000 Corporate Entities globally.
- Wide Index Family:  
ECPI® Alpha and Beta Indices range from Corporate Bonds to Credit Derivatives - we have launched the first Ethical European Equity Benchmark - ECPI Ethical Index Euro - back in 1997.  
All ECPI Indices may become underlying components of Structured Products.
- Structured Credit Advisory:  
Selection and monitoring of the first-ever Ethical CDO transaction, leveraging our Default Risk reduction Methodology, and of a whole multi-tranche CDO programme.
- Sustainable Funds of Hedge Funds:  
Generation of the Alpha-enhanced selection of underlying HF managers based on the ECPI - MARS Methodology.



Italian Centre for Social Responsibility (I-CSR) is an independent think-tank, founded by the Ministry of Labour and Social Affairs, INAIL (Italian Workers' Compensation Authority), Unioncamere (Italian Union of Chambers of Commerce) and Università Bocconi, in 2005.

**I-CSR aims at:**

- Promoting the diffusion of a social responsibility on the part of companies in their relationships with various stakeholders;
- Developing basic and applied research on social responsibility to support Italian contributions to the national and international scientific community working on this theme;
- Fostering the dialogue between public and private institutions, businesses, universities and various stakeholders interested in social responsibility.

**The Centre pursues its aims through:**

- Research projects: analysis and development of CSR and sustainability studies, both in the Italian and in the international context, as a contribution to the exploitation of the full potentialities of a CSR approach;
- Partnership and networking: collaboration/cooperation with national and international research centres, universities and business schools, government and non-governmental institutions aimed at building and implementing advanced social responsibility policies;
- Education and information: development of specific education programs on sustainability and CSR, also through partnerships with universities, business schools, associations and enterprises.



The Conference Organisers, Supporting Partners and EABIS would also like to recognize the generosity of Lavazza Caffè who has kindly agreed to sponsor the refreshment and coffee breaks throughout the 2006 Colloquium.

# EABIS Members



# Practical Details

## Hotel Accommodation

**PLEASE BOOK YOUR OWN ACCOMMODATION AS SOON AS POSSIBLE!**

### ■ Conference Hotel:

#### **ATAHOTEL QUARK \*\*\*\***

- Via Lampedusa 11A – 20141 Milan
- Price per night including breakfast: € 150 single room, € 170 double room
- Distance from SDA Bocconi: approximately 15 minutes by public transport
- Shuttle service from ATAHOTEL QUARK to the Colloquium venue will also be available

For reservation please contact : [bocconis@senecacmp.com](mailto:bocconis@senecacmp.com) Attn. Simona Tenaglia specifying participation in the EABIS Colloquium.

## Transportation Information to reach the Hotel

### ■ By Plane:

#### **Arriving from Linate Airport**

- Take the bus STARFLY to the Central Railway Station, then take Metropolitana Line 2 (Underground green line), direction Abbiategrasso. Get off at “Famagosta”, exit the station and look for the stop for Bus 95 (4 stops). **(Ticket fee is 4€).**
- We recommend however that you take a taxi. **(Approximate cost is 20€)**

#### **Arriving from Malpensa Airport**

- Take the Malpensa Shuttle Bus to the Central Railway Station, then take Metropolitana Line 2 (Underground green line), direction Abbiategrasso. Get off at “Famagosta”, exit the station and look for the stop for Bus 95 (4 stops). **(Approximate cost is 6€).**
- Take the Malpensa Express Train to Cadorna Station, then take Metropolitana Line 2 (Underground green line), direction Abbiategrasso. Get off at “Famagosta”, exit the station and look for the stop for Bus 95 (4 stops). **(Approximate cost is 12€).**

#### **Arriving from Orio al Serio Airport (BG)**

- Take the bus from the airport to the Central Railway Station (one hour), then take Metropolitana Line 2 (Underground green line), direction Abbiategrasso. Get off at “Famagosta”, exit the station and look for the stop for Bus 95 (4 stops). **(Approximate cost is 8€)**

### ■ By Train:

#### **Arriving from Central Railway Station (Ticket fee is 1€)**

- Take Metropolitana Line 2 (Underground green line), direction Abbiategrasso. Get off at “Famagosta”, exit the station and look for the stop for Bus 95 (4 stops).

### ■ By Car:

Exit “Vigentina” of the Tangenziale Ovest (West Ring Road), 4 km far from the hotel.

For more information about reaching Milan, its streets and means of transport, please visit:

[www.viamichelin.com](http://www.viamichelin.com) and [www.atm-mi.it](http://www.atm-mi.it)

For more information about other recommended hotels in different price brackets in the vicinity of SDA Bocconi, please contact:

[bocconis@senecacmp.com](mailto:bocconis@senecacmp.com)

Attn. Simona Tenaglia



# Registration



SDA Bocconi  
School of Management

## The 5th Annual Colloquium of the European Academy of Business in Society: “Corporate Sustainability, Strategic Management and the Stakeholder View of the Firm”

### PERSONAL INFORMATION

(PLEASE USE BLOCK LETTERS)

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Prof. ☐ Dr.

Last name \_\_\_\_\_ First name \_\_\_\_\_

Name of Company/Institution/University \_\_\_\_\_

Department \_\_\_\_\_ Title/Position \_\_\_\_\_

Address Street \_\_\_\_\_ N° \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email (**OBLIGATORY**) \_\_\_\_\_  
*Needed for further correspondence on the conference*

	YES	NO
I will arrive on Sunday and I will take part in the welcome cocktail _____	<input type="checkbox"/>	<input type="checkbox"/>
I will be staying for day one _____	<input type="checkbox"/>	<input type="checkbox"/>
I will be staying for day two _____	<input type="checkbox"/>	<input type="checkbox"/>
I will be staying for PhD conference _____	<input type="checkbox"/>	<input type="checkbox"/>

### PAYMENT SECTION (for EABIS Colloquium and PhD Conference combined)

*After sending/faxing your registration form, you will receive an invoice. Payment has to be made in advance of the*

#### Early Registration **before July 20**

€ 650 for Business  
€ 550 for Academia, SMEs, NGOs and Civil Society  
€ 550 for Affiliate EABIS Members  
€ 200 for PhDs (limited places)

#### Late Registration **after July 20**

€ 775 for Business  
€ 675 for Academia, SMEs, NGOs and Civil Society  
€ 675 for Affiliate EABIS Members  
€ 250 for PhDs (limited places)

EABIS **Partners** receive: 2 free places  
EABIS **Members** receive: 1 free place

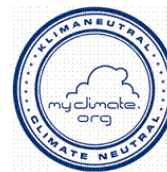
\* Fee for PhD students attending only the PhD Conference is 50€.  
Accommodation and travel expenses must be covered by the participants themselves.

PAYMENT BY CREDIT CARD ☐

PAYMENT BY TRANSFER ☐

The 2006 EABIS Colloquium is pleased to support myclimate and its carbon neutral initiatives. myclimate is based on the concept of voluntary and innovative solutions for climate protection and the promotion of renewable energies and energy efficient technologies. All participants who will fly to Milan are encouraged to contribute by purchasing a myclimate ticket (average cost 16 €) which offsets your flight emissions through dedicated international projects. To purchase your myclimate ticket and to learn more about the initiatives, please visit:

[www.myclimate.org](http://www.myclimate.org)



Please send your registration form **as soon as possible** to **SDA Bocconi** by fax: +39 02 58362093 or by email: [assunta.prandini@sdabocconi.it](mailto:assunta.prandini@sdabocconi.it)  
You can also register online via: [www.sdabocconi.it/eabis](http://www.sdabocconi.it/eabis)

Please always keep a copy of your completed registration form!

Please fill in one registration form per person. If several persons within your organization would like to register, please take copies of the blank registration form.

#### **PAYMENT BY CREDIT CARD**

Card type \_\_\_\_\_

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

#### **PAYMENT BY TRANSFER**

All payments of conference fees should be transferred to this account:

<b>Name of Account Holder:</b>	Università Commerciale Luigi Bocconi
<b>Banking Institution:</b>	Banca Popolare di Sondrio, Branch 11, via Bocconi 8, Milan, Italy
<b>Transfers Within Italy:</b>	<b>ABI code</b> 05696, <b>CAB code</b> 01610 and <b>A/C</b> 000002000x88
<b>Transfers From Abroad:</b>	<b>IBAN</b> IT55 E056 9601 6100 0000 2000x88 and <b>Swift /BIC code:</b> POSOIT22MIL
<b>Currency of Transfers:</b>	Euro
<b>Reference Code:</b>	5 <sup>th</sup> EABIS Colloquium code 13487 + name and address of participant

All bank transfer fees must be covered by the participants.

Conference fees cannot be refunded after payment.

The conference fee is the same, even if you are not able to attend both conference days.

## **EABIS PhD Conference, 13 September, 2006 – Hosted by Università Cattolica, Milan**

### **Cross-Fertilizing Academic Research and Best Business Practices**

This year's EABIS PhD Conference will take an innovative approach, led by Università Cattolica, as we plan to combine the latest academic research from PhDs with best practices from business. Business attendees will have the opportunity to shape the areas that are being researched, while doctoral candidates will be able to discuss their work in a reflective environment with top practitioners facing the realities of creating and implementing responsible business practices. Senior faculty will include Professor Gilbert Lenssen (Leuven and President, EABIS), Professor Mario Molteni (Cattolica), Professor Sybille Sachs (Zurich), Professor Maurizio Zollo (INSEAD), Professor Mario Minoja (SDA Bocconi) and academics from other leading business schools, as well as senior representatives from multinational companies. It promises to be another unique and stimulating session. For more information please visit the EABIS website: <http://www.eabis.org/csrplatform/colloquium/2006/2006programme/2006phdday/> or contact Professor Molteni directly at: [mario.molteni@unicatt.it](mailto:mario.molteni@unicatt.it)