



EABIS AND SDA BOCCONI HOST WORLD'S LARGEST COLLABORATIVE BUSINESS-ACADEMIC CONFERENCE ON CORPORATE RESPONSIBILITY AND STRATEGIC MANAGEMENT

Special Guest Speakers Include George Soros and Mario Monti; More than 300 Business, Policy, Civil Society and Academic Representatives from over 30 Countries are Expected

Brussels, Belgium, 16 August 2006 – The European Academy of Business in Society (EABIS), Europe's leading alliance on corporate responsibility knowledge development and learning, will hold its 5th Annual Colloquium on Corporate Responsibility and Business in Society on September 11-12th in Milan, Italy. The Colloquium is designed for leading practitioners, thought leaders and representatives from civil society and policy-making organisations.

Reflecting the importance of the event, this year's special keynote speeches will be delivered by:

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

Additional guest speakers include prominent leaders from Shell, Microsoft, Goldman Sachs, Janssen Cilag, ENEL, INSEAD, IMD, the Wharton School of Business (University of Pennsylvania) and many more.

This year's annual event 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's Sixth Research Framework Programme (FP6).

Conference Focus: Corporate Sustainability, Strategic Management and the Stakeholder

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 examine challenges faced by managers, educators and policy-makers in attempting to mainstream sustainability and responsible business practice to support European economic 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 conceptual framework for the various panels, paper presentations and the broader Colloquium is a combination of the resource and knowledge, industry structure and societal institutional perspectives of the firm. It emphasises the vital importance of the relational networks of stakeholders that sustain the firm's processes of organisational wealth creation.

Also included will be corporate responsibility themes concerning small and medium-sized enterprises (SMEs), an increasingly important issue in Europe and around the world.

The Education and Training Exchange

Successfully launched in 2005 at EABIS' 4th Annual Colloquium in Warsaw, the Education and Training Exchange on Corporate Responsibility will again be held this year at the 5th Annual Colloquium in Milan.

The Education and Training Exchange is set up like a 'fair' or 'market place' and provides a platform for interactive and creative exchange of successful education and training initiatives from the academic and business sectors. As an informal two-hour session, attendees are able to freely circulate, network and choose among 60 short presentations on corporate responsibility education initiatives in action at corporations, research projects underway at universities and how corporate responsibility is being integrated in business school courses.



Expected to present at this year's Exchange are such leading international businesses and academic institutions as Heineken, IBM, Johnson & Johnson, KPMG, Proctor & Gamble, London Business School, ESADE and many others.

For an overview of the 2005 Education and Training Exchange, including images, click [here](#).

Programme/Daily Overview

The two-day conference will feature many different topics, tracks and activities giving attendees the opportunity to hear top thought leaders and authorities discuss important challenges facing corporate responsibility as well as to participate in the dialogue, discussions and break-out sessions. The programme will include the following activities and events:

- Keynote speeches by world renowned business and policy figures
- Presentation of research papers by top academics from the United States and Europe
- The Education and Training Exchange
- Panel sessions led by some of the world's leading thought leaders on corporate responsibility
- 20 different break-out sessions available to 'customise' the learning experience
- A gala dinner and awards ceremony

For a full programme of this year's Colloquium, click [here](#).

A special PhD conference will also take place at the Università Cattolica on 13 September and represents an outstanding opportunity for PhD candidates to share their research experience and findings and to discuss the challenges they face in pursuing their doctoral studies in areas linked to corporate responsibility. Click [here](#) for a full outline of the PhD Day.

About The European Academy of Business in Society

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. It also leads the EU Commission funded 'European Platform for Excellence on CSR' (CSR Platform) project as the designated centre for excellence on CSR Research under the Sixth Framework Programme. With a European focus, but a global outlook, EABIS' membership currently spans four continents and 19 countries and includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson & Johnson and Microsoft and Europe's top business schools such as INSEAD, IMD and the London Business School. www.eabis.org.

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