



## **Economics & Society: The future of economics and management in a post-crisis world**

EABIS Thought Leadership Symposium

### **Press Release**

Brussels - 7 April 2010,

- Did poor business education cause the crisis?
- Can business schools be held accountable for educating a limited number of corrupt managers?
- Where were journalists when the overall debt spiraled out of control, bank leverage grew to great proportions and the credit markets became clogged with poor quality papers?
- If economics is wrong, how can strategic management ever be right?

That's the kind of questions the EABIS thought leadership symposium on the future of economics and management is addressing on 15-16 April in Stresa.

Economics has been since long at the heart of the business school curriculum and firms based their strategies on it. But,

- what if economics is wrong?
- what if it excludes societal issues?
- is the role of economics in the curriculum still legitimate?

The answer is, obviously, a bit more balanced: If economics can reform itself to be a broader and inclusive science, i.e. interlink market and society, then it does not only have a place in business school education but in its very heart. Though, seeing it through the eyes of Prof. Nigel Roome, one might say that, *"it is not about economics. We need to take a complexity view beyond it and include sociology, psychology and cultural studies. The outlook should not only be longer but also broader."*

Attended by high-level economists, leading academic researchers in the field and representatives of business school associations such as EFMD, the symposium redefines the way we look at economics and how it is researched and taught.

Outcomes of the Symposium will be published in a special issue of *Long Range Planning – The International Journal of Strategic Management*.

Organised in cooperation with the Catholic University of Milan and hosted by Fondazione ISTUD, the symposium will look at strategic management, economics research and business education from a macro, institutional and behavioural economics' perspective.

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**EABIS**

The Academy of  
Business in Society

**About EABIS –**

EABIS is a unique alliance of over 100 companies, business schools and academic institutions that – with the support of the European Commission – is committed to mainstreaming business in society issues into management practice, research and education. [www.eabis.org](http://www.eabis.org)

**About the Catholic University of Milan –**

The Catholic University of Milan was founded in 1921 and it currently comprises six campuses (Milan, Brescia, Piacenza, Cremona, Rome, and Campobasso) and 14 Faculties. It is the most comprehensive and complete University in Italy and the biggest Catholic University in the world. [www.unicattolica.it](http://www.unicattolica.it)

**About ISTUD –**

ISTUD is an independent business school that operates in the field of executive education, advanced lifelong learning and in the field of management research. Founded in 1970 through the initiative of Assolombarda and a group of large Italian and multinational companies, more than 50.000 managers and managerial staff, along with more than 2.000 graduates have attended its programs. [www.istud.it](http://www.istud.it)

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