

**Dear 2009 IABS Conference attendees:**

**Below, you will find some information about some of the open workshops and symposia that are being offered at this year's conference. The organizers and I hope you will enjoy attending these special sessions!**

**Jamie Hendry**

**2009 IABS Conference Chair**

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## **WORKSHOPS**

**Date/Time: Friday, June 19, 8:40-10:00 a.m.**

**Location: Carroll**

**Workshop: Integrating Sustainability, Part I: Into Corporate Social Responsibility / Business Ethics Courses**

**Organizer: Robbin Derry**

**Presenters: Jerry Calton, Elena Cavagnaro, Sandra Christensen, Aimee Ellis**

This workshop is designed to introduce and discuss teaching methods, cases, and resources used to integrate sustainability and environmental management issues into traditional B&S/BE courses. Topics will include: Three levels of change (personal, institutional, systemic); Using Moodle for e-activities; Cross-disciplinary cases; In-class exercises highlighting the conflicting demands of environmental policy making; Selling students on sustainability. There will also be plenty of time for questions among the attending and presenting participants. Presenters will bring copies of relevant cases, syllabi, summaries of recommended texts, in-class exercises, and authored articles on the topic to share.

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**Date/Time: Friday, June 19, 10:30-11:50 a.m.**

**Location: Carroll**

**Workshop: Next-Generation Teaching Challenges in Business & Society / Business Ethics**

**Organizer: Donna J. Wood**

It doesn't take much to set off a massive complaint session about "students these days." This workshop will help participants respond to the issues of teaching 21<sup>st</sup> generation business students. The workshop will ask participants to challenge current and traditional methods of teaching business & society/business ethics (B&S/BE), based upon the new threats to and opportunities for learning presented by economic and cultural globalization and by the increasing interconnectedness of students via Internet, Worldwide Web, and other electronic media. In particular, we will consider how to implement the Global Compact's Principles of Responsible Management Education (PRME) in our courses and programs.

During the workshop, participants will attempt to develop a common understanding of the challenges we face as educators and the possible paths to meeting those challenges. Then, participants will share techniques, structures, and materials that are pertinent to the challenges uncovered. The facilitator will be responsible for keeping a record of the discussion and the materials offered and, following the conference, will prepare a summary document for wider distribution via the *Proceedings*, IABS-L, and/or [www.iabs.net](http://www.iabs.net).

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**Date/Time: Saturday, June 20, 10:00-11:50 a.m.**

**Location: Carroll**

**Workshop: Performance Measurement Research Workshop**

**Organizers: Karen E. H. Maas, Erasmus University; Bryan Husted, York University; Markus Biehl, York University; Mark W. McElroy, Center for Sustainable Innovation**

The goal of the workshop is to bring IABS performance measurement researchers and interested persons in general together, so that they can improve the quality of their research, develop new ideas and projects, strengthen and enlarge their networks, and increase collaboration. We believe that this effort will result in a body of performance measurement research that adds to our understanding of business and society. The workshop should help each participant to move his or her research forward and establish a stronger network of researchers in the field of performance measurement. Workshop participants will work in small groups (we expect 3-5 per group), created by matching up the research interests of the participants. A facilitator will lead each table, insuring that the group allocates a reasonable amount of time to each of the submitted projects (10 people submitted projects ahead of time) and that participants provide useful feedback and ideas to each author. Authors will be encouraged to identify key questions or issues they would like to see addressed (e.g., concerns raised by reviewers, difficulties associated with trying to operationalize key variables, or problems accessing particular data). We will encourage groups also to spend a portion of their time developing and designing new performance measurement research projects and collaborations.

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**Date/Time: Saturday, June 20, 1:20-2:40 p.m.**

**Location: Carroll**

**Workshop: Integrating Sustainability, Part I: Into Strategy Courses**

**Organizer: Robbin Derry**

**Presenters: Robbin Derry, Bruce Paton, Gordon Rand, Cynthia Clark Williams**

This workshop is designed to introduce and discuss teaching methods, cases, and resources used to integrate sustainability and environmental management issues into Business Policy and Strategy courses. Topics will include: voluntary and collaborative corporate initiatives; the role of environmental law and policy to inform strategy; ecological footprint; environmental ethics; controversies over the role of one person or one firm in sustainability; how the concepts of economic growth and competitive advantage challenge environmental responsibility. There will be time for questions and discussion. Presenters will bring copies of relevant cases, syllabi, summaries of recommended texts, in-class exercises, and authored articles on the topic to share.

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## **SYMPOSIA**

**Date/Time: Sunday, June 21, 8:30-9:50 a.m.**

**Location: Erickson**

**Workshop: Bring in your intellectual heroes: On the significance of Sheldon Wolin for the study of business & society**

**Organizers: Michael Santoro, Ben Wempe**

An IABS Symposium on the relevance of the American political theorist Sheldon Wolin for the study of B&S, as is indicated in the symposium's general title, the idea behind this event is to possibly inaugurate a new sort of "innovative format." In outline the idea to "bring in your intellectual heroes" this is not unlike earlier meetings where conference delegates were invited to read an interesting novel beforehand, so as to discuss it at a conference session (e.g. at the meeting in Victoria). The major difference with the present proposal is that we do not focus on a pair of novels, but on a scholar of sufficient stature in a discipline related to the study of B&S and pinpoint the potential contribution to the B&S domain. And since every IABS delegate is likely to have intellectual heroes of her own, this format may well be the first meeting in a long series. But that is for the future to show.

Wolin taught at the University of California, Berkeley, from 1954-1970, and from 1973 - 1987 at Princeton. The reason why we focus on his work to kick off this series was that Michael Santoro and I discovered our common appreciation for Wolin's impressive scholarship in political theory. We would like to invite everyone who is interested in this symposium to have a look at an interviews with Wolin by Bill Moyers. The interview lasts about 13 minutes and is available (in two episodes) at You-tube:

<http://www.youtube.com/watch?v=-wIHB6jSe7s&feature=related>  
<http://www.youtube.com/watch?v=K6HMQM7Lo58&NR=1>

If you are interested in taking part in this symposium, we also would like you to have a look at an introduction to Wolin's work taken from a recent *liber amicorum*, as well as a sample from Wolin's latest work as included in the 2<sup>nd</sup> edition of his *opus magnum*.

1) Aryeh Botwinick and William E. Connolly (eds) *Democracy and Vision: Sheldon Wolin and the vicissitudes of the political*, Princeton University Press, 2001, pp. 3-13 (see <http://iabs.net/2009-Connolly%20in%20Botwinick%20and%20Connolly%202001%20excerpt.pdf>)

2) Chapter 17, the closing chapter in the 2<sup>nd</sup> edition of *Politics and Vision* (2<sup>nd</sup> ed) 2004, pp. 581-606. (see <http://iabs.net/2009-Wolin%202004%20ch%2017%20extract.pdf>)