



EABIS 9th ANNUAL COLLOQUIUM:

CORPORATE RESPONSIBILITY AND EMERGING MARKETS

**Holiday Inn Moskovskye Vorota
Moskovsky Pr. 97A
St. Petersburg 196084**

CONFERENCE PROGRAMME

Context

The 2010 EABIS Colloquium programme has been shaped through many months of consultation with senior executives, Deans and thought leaders from the EABIS network. As the reader will see below, it blends plenary debates with more intimate breakout discussions and networking platforms.

Plenary sessions form the central pillars of the conference. They support an overarching narrative framework about five critical trends in the global economy that are having a profound influence on business reality in Emerging Markets:

- *Shifts in geopolitical power and the changing nature of global governance;*
- *Growing importance of sustainability challenges in the wider business environment – economic, social, environmental and regulatory;*
- *Increasing pressure to transform current business models, strategy design and delivery, and organisational systems and processes;*
- *The need for new multi-stakeholder partnerships to effectively deliver solutions and to re-establish trust in business;*
- *The war for talent and new skills required to manage the complexity involved in sustainable enterprise.*

Day One of the Colloquium will therefore focus on the first two areas, setting the “big picture” context, investigating the external drivers and barriers to creating a sustainable global business environment.

Day Two will take participants inside the firm, looking more closely (across the remaining three areas) at the internal innovations and capacity-building needed to develop a sustainable and profitable enterprise in Emerging Markets.

DAY 0: Sunday, September 19th

17:00 EABIS Annual General Assembly

19:00 CORPORATE NETWORKING EVENT: “MAKING THE MOST OUT OF THE COLLOQUIUM”

An introductory session in which corporate participants meet and discuss with EABIS Directors & Members how to get optimal business value from the conference.

19:30 Welcome Reception for all Colloquium Participants



DAY 1: Monday, September 20th

8:00 Conference Registration Opens

9:00 WELCOME: Nikolay Skvortsov – Vice Rector for Research, St. Petersburg State University
Valery Katkalo – Vice Rector for Management Education, St. Petersburg State University
Yury Blagov – Colloquium Chair, GSOM at St. Petersburg State University

9:15 ADDRESS: Gilbert Lenssen – President, EABIS

9:30 PLENARY I: THE ROLE OF EMERGING MARKETS IN A NEW GLOBAL POLITICAL ECONOMY

Three high-level reflections on the growing influence of Emerging Market nations and companies in defining the global agenda for sustainable trade, socioeconomic development and environmental stewardship.

Keynotes: Arthur Appleton – Partner, Appleton Luff and Member, Evian Group Brains Trust

“In Pursuit of a Sustainable Global Market Economy”

Javier Santiso – Professor of Economics, ESADE Business School, Director, Telefónica International and Chair, OECD Emerging Markets Network

“Emerging Markets and The Shifting Wealth of Nations”

Ksenia Yudaeva, Director, Center for Macroeconomic Research, SBERBANK

“The Role of Emerging Market Multinationals and (Former) State-Owned Enterprises in Meeting Global Sustainability Challenges”

Facilitator: Andrew Kakabadse – Professor, International Management Development, Cranfield School of Management

11:00 COFFEE BREAK

11:30 PLENARY II: SUSTAINABLE PERFORMANCE IN A CHANGING BUSINESS ENVIRONMENT

The main content to support this plenary debate will be provided by Accenture. Peter Lacy, MD Sustainability (EALA) will present the Emerging Market analysis and perspectives from the world’s largest ever CEO study on sustainability, strategy and organizational transformation, conducted by Accenture with the UN Global Compact in early 2010.

A panel of senior business and thought leaders will then be invited to respond to the Accenture findings based on their organizational insights and expectations about future sustainability scenarios.

Recommended Pre-reading: “[A New Era of Sustainability](#)”, Accenture – UN Global Compact Report, June 2010.

Presentation: Peter Lacy – Managing Director, Sustainability Services, Accenture (EALA)

Panel: Nikolay Pryanishnikov – CEO, Microsoft Russia

Sam Y.S. Lee – CEO, InnoCSR China

C.B. Bhattacharya – E.ON Chair of Corporate Responsibility, ESMT Berlin

Facilitator: Tobias Webb – Founding Editor, *Ethical Corporation*



13:00 MAIN COLLOQUIUM LUNCH

14:30 KETCHUM PLEON “LEADERSHIP IN TRANSITION: CREATING CAPACITY FOR CHANGE”

DURING THIS ‘ROUND-TABLE DISCUSSION’ PARTICIPANTS WILL DEBATE, CONTRIBUTE, AND EXPERIENCE CHANGE MANAGEMENT. WITH LIVE INTERMEZZI STIMULATING INTELLECTUAL AND CULTURAL EXCHANGE.

16:30 BREAKOUT WORKSHOPS ON CORPORATE RESPONSIBILITY & SUSTAINABILITY IN EMERGING MARKETS

Over two sessions, participants will have access to around 100 presentations of corporate best practice and latest scholarship on CR & Sustainability Issues in Emerging Markets. Inputs are grouped by theme into individual tracks. Each session takes a single issue as its unifying theme.

TRACK TITLES:

- *GLOBAL DIMENSIONS – MARKETS & ECONOMIES*
- *GLOBAL DIMENSIONS – GEOPOLITICS & THE STATE*
- *GLOBAL DIMENSIONS – MNC CASES & BEST PRACTICES*
- *BUSINESS CASE IN EMERGING MARKETS*
- *BUSINESS IN SOCIETY IN EMERGING MARKETS*
- *BP & THE GULF OF MEXICO DISASTER: IMPLICATIONS FOR EMERGING MARKETS*
- *CHINA*
- *BRAZIL*
- *INDIA*
- *RUSSIA*

18:00 CLOSE OF DAY ONE CONFERENCE SESSION

18:15 EABIS SUPERVISORY BOARD MEETING (HOSTED AT ST PETERSBURG GSOM)

20:00 GALA DINNER & AWARDS CEREMONY

VIP SPEAKER: Sergey Litovchenko – Executive Director, Russian Managers Association

EUROPEAN FACULTY PIONEER AWARDS

EMERALD LITERATI AWARD CEREMONY

23:00 FINISH & RETURN TO HOTEL



DAY 2: Tuesday September 21st

8:00 EABIS – CSR EUROPE BREAKFAST MEETING TO PRESENT “ENTERPRISE 2020”

EABIS and Founding Partner CSR Europe present “Enterprise 2020”, the latter’s new initiative to shape the business contribution to the sustainability goals of the EU’s “Europe 2020 Strategy”.

Colloquium participants are invited to attend an informal breakfast to learn more about Enterprise 2020’s key themes, collaborative ventures and communities of practice, and to explore opportunities to contribute knowledge, research and learning expertise to the initiative going forward.

9:00 BREAKOUT WORKSHOPS ON CR & SUSTAINABILITY IN EMERGING MARKETS

The second of two Colloquium sessions dedicated to knowledge presentation and exchange. These breakout workshops will broadly reflect the overall focus of Day Two focus – namely, on internal strategy, processes, skills and capabilities, as well as the role of stakeholders in Emerging Markets.

TRACK TITLES:

- SOUTHERN & CENTRAL EUROPE PERSPECTIVES
- INTERNAL DIMENSIONS OF CR IN LEADING CEE COMPANIES
- LEADERSHIP DEVELOPMENT & EDUCATION
- SUPPLY CHAIN
- REPORTING
- COMPLIANCE & STANDARDS
- STAKEHOLDER DIMENSIONS
- COMMUNITY INVESTMENT & PHILANTHROPY
- BOTTOM OF THE PYRAMID / DEVELOPMENT
- GENERAL CORPORATE RESPONSIBILITY INSIGHTS

10:30 COFFEE BREAK & LAUNCH OF EABIS SPECIAL ISSUE JOURNALS

11:00 PLENARY III: BUILDING DYNAMIC CAPABILITIES FOR SUSTAINABLE BUSINESS

This panel will explore the barriers that companies must overcome to integrate sustainability issues into business strategy, models and operations in Emerging Markets. Panellists will also identify cases of new business opportunity that emerge when dynamic capabilities are truly in place inside the firm.

Panel: Kirill Korniliev – General Manager, IBM Eastern Europe & Asia
Dmitry Prokhorenko – Partner in Charge, Heidrick & Struggles Russia
Cecile Ortlieb – Head, Global Sustainability Strategy, Kimberly Clark International
Rajendra Sisodia – Bentley University & Founder, Conscious Capitalism Institute

Chair: Alexander Bim – Managing Director, UN Global Compact Sustainable Development Project Russia, UNDP

12:15 INSIGHT: “ENLIGHTENED GOVERNANCE” AND THE CHANGING ROLE OF GOVERNMENT IN EMERGING MARKETS

A 1-to-1 interview with a senior Emerging Market politician on how national governments can drive change for sustainability – from improving education and training to enhancing corporate governance, transparency and accountability.



Interviewee: R. Bandyopadhyay – Secretary to Indian Govt., Ministry of Corporate Affairs

Interviewer: David Grayson – Chair, Doughty Centre, Cranfield University SOM

13:00 LUNCH

14:00 PLENARY IV: NEW PARTNERSHIPS FOR SUSTAINABILITY

In this session, world-renowned IGOs will share the stage with Ed Freeman, the founder of Stakeholder Theory, to discuss new models for stakeholder engagement with business to pursue economic, social and environmental sustainability in Emerging Markets.

Input: Ed Freeman – Darden School of Business, University of Virginia

Panel: Tess Mateo – Partner, Cx Catalysts and Special Advisor, Joint US-China Collaboration on Clean Energy

André van Heemstra – Chair, UN Global Compact Netherlands Chapter and Modern East Asia Research Centre Foundation

Anna Skvortsova – Executive Director, Russian NGO Development Center

Facilitator: Simon Pickard – Director General, EABIS

15:00 COFFEE BREAK

15:20 PLENARY V: ADDRESSING THE CHALLENGES OF RESPONSIBLE LEADERSHIP

The last panel of the Colloquium will invite a number of leading figures from the world of management development to share their perspectives on the foremost challenges and priorities that sustainability poses for management education / development in Emerging Markets.

Input: Matthew Gitsham – Director, Centre for Business in Society, Ashridge

Panel: Igor Baranov – Acting Dean, GSOM at St Petersburg State University

Gerard van Schaik – Honorary President, EFMD

Liu Baocheng – Director, Centre for International Business Ethics China

Facilitator: David Bevan – EABIS Academic Director

16:20 FROM EMERGING TO DEVELOPING MARKETS: INSIGHTS AND PRIORITIES FOR INSEAD 2011

*In 2011, the EABIS Colloquium will be hosted by INSEAD, and our central theme will be **Corporate Responsibility and Developing Markets**. During this final session, we will invite the audience to join Stephen Young, our 2010 conference rapporteur, and Luk van Wassenhove from INSEAD in identifying the main issues and insights to be carried forward to next year for further examination.*

Commentators: Stephen B. Young – Global Executive Director, Caux Round Table

Luk van Wassenhove – Director, INSEAD Center for Social Innovation

Facilitator: Tim de Boer – CEO, Ketchum-Pleon Benelux

17:00 ACKNOWLEDGEMENTS, CLOSING REMARKS AND 2011 COLLOQUIUM HANDOVER

17:15 CONFERENCE CLOSE FOLLOWED BY FAREWELL DRINKS

The EABIS PhD Conference is scheduled for **Wednesday, 22 September 2010**
Hosted by St. Petersburg State University GSOM