## 3rd BERGAMO-WHARTON JOINT CONFERENCE
University of Bergamo, Italy - 1st - 2nd July 2010

**STAKEHOLDER THEORY(IES):**
ETHICAL BASES, MANAGERIAL APPLICATIONS, CONCEPTUAL LIMITS

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<td><strong>1</strong> &lt;br&gt;Thursday, July 1st 12.00-12.30</td>
<td><strong>SEELE PETER</strong> (Chairman &quot;EBEN-Switzerland&quot; - University of Basel)&lt;br&gt;<em>Risks in the CSR-context: Considerations for corporations and stakeholders</em></td>
<td><strong>MINOIA MARIO</strong> (University of Modena and Reggio Emilia - Bocconi University – Milan)&lt;br&gt;<em>Stakeholder management theory, firm responsibility, and ambidexterity</em></td>
<td><strong>VALVASSORI ANTONELLA</strong> (Università degli Studi di Bari -Università degli Studi di Pavia) and <strong>VITTORIO VACCARI</strong> (Università degli Studi di Pavia)&lt;br&gt;<em>Stakeholder and &quot;common good&quot;: an essential synergy</em></td>
<td><strong>SILVER DAVID</strong> (University of British Columbia)&lt;br&gt;<em>Citizens as Contractualist Stakeholders</em></td>
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<td><strong>SIEBENS HERMAN</strong> (KTA Campus Wemmel)&lt;br&gt;<em>Stakeholder theory, a philosophy of life</em></td>
<td><strong>GIBSON KEVIN</strong> (Marquette University - Milwaukee WI)&lt;br&gt;<em>The Evolution of a Theory. Stakeholder Leadership and the Future of Business</em></td>
<td><strong>TARQUINIO LARA</strong> (Università degli Studi “G. d’Annunzio” di Chieti-Pescara) and <strong>LAURA BERARDI</strong> (Università degli Studi “G. d’Annunzio” di Chieti-Pescara)&lt;br&gt;<em>Sustainability Accounting and Reporting and Stakeholder Accountability</em></td>
<td><strong>MIGLIACCO GUIDO</strong> (University of Sannio)&lt;br&gt;<em>Disability stakeholders</em></td>
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**CHAIRPERSON:** **ANTONIO ARGANDOÑA** | **ALAN STRUDLER** | **HELEN ALFORD** | **LORENZO SACCONI**
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<td>GARRIGA ELISABETH (EADA Business School), FLAVIO FUERTES Global Compact Program Director (Buenos Aires Argentina) and LOURDES PÉREZ (EADA Business School - Spain) <strong>Stakeholder capability: beyond stakeholder interest</strong></td>
<td>CIAPPEI CRISTIANO (University of Florence) and ELENA BRILLI (University of Florence) and MATTEO BELARDI (University of Rome - Tor Vergata) <strong>Stakeholders Governance. From a Management of Interests to the Institutional Approach</strong></td>
<td>DEL BALDO MARA (University of Urbino “Carlo Bo”) <strong>Stakeholder Management and CSR approach in Italian “territorial” companies</strong></td>
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<td>MIESCHER BARBARA (The University of Sydney) <strong>Stakeholder management, ethics and business strategy: examining the priorities</strong></td>
<td>GARZONI ANTONELLO (Lum University – Bari) and FILIPPO VITOLLA (Lum University – Bari) <strong>The strategic management of Corporate Social Responsibility: systems to lead and control it in a dynamic view</strong></td>
<td>KUIALA JOHANNA (University of Tampere), HANNA LEHTIMÄKI and ANNA HEIKKINEN (University of Tampere) <strong>Dynamics of relationships: Stakeholder networks in a conflict situation</strong></td>
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<td>PURNELL LAUREN (Darden School of Business University of Virginia) and R. EDWARD FREEMAN <strong>Stakeholder Theory, Fact/Value Dichotomy, and the Normative Core: How Wall Street Stops the Ethics Conversation</strong></td>
<td>ROCCHI FULVIA (Ca' Foscari University of Venice) <strong>A common sense theory of stakeholders</strong></td>
<td>ZAVANI MAURO (University of Modena and Reggio Emilia), ULPIANA KOCOLLARI and CHIARA NIGRISOLI (University of Modena and Reggio Emilia) <strong>The value of social control in SMEs partnerships</strong></td>
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<td><strong>HSIEH NIEN-HÊ</strong></td>
<td><strong>MARIO MINOJA</strong></td>
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| 6                 | **Friday, July 2\textsuperscript{nd}** 9.00-9.30 | **IELASI FEDERICA** (University of Parma) and **FRANCESCA QUERCİ** (University of Genoa)  
*The content and accessibility of mission statements of Italian banks* | **GNAN LUCA** (University of Roma, Tor Vergata), **ALESSANDRO HINNA**, **FABIO MONTEDURO**, **DANILA SCAROZZA** (University of Roma, Tor Vergata)  
*Italian LPUs: Stakeholders involvement and Management improvement* | **CARSON SIRI GRANUM** (Norwegian University of Science and Technology)  
*In the best interest of whom?– Stakeholder theory as procedural business ethics* |
| 7                 | **Friday, July 2\textsuperscript{nd}** 9.30-10.00 | **DI ANTONIO MARCO** (University of Genoa)  
*Stakeholder Management in Banks: a process view - A case study* | **LANDRIANI LORIS** (Parthenope University of Naples) and **ANTONELLA RUSSO** (Parthenope University of Naples)  
*Normative Stakeholder Theory in the local public services in Italy: ethical profiles and effectiveness management* | **FASSIN YVES** (Gent University & Vlerick Management School)  
*Stakeholder management, reciprocity & responsibility* |
| 8                 | **Friday, July 2\textsuperscript{nd}** 10.00-10.30 | **LOMBARDO GIOVANNI** (University of Genoa)  
*Stakeholder engagement vs/stakeholder management: towards a stakeholder democracy through the ICT and the theory of needs* | **DEL BENE LUCA** (University Polytechnic of Marche) and **SIMONE LAZZINI** (University of Pisa)  
*Modeling accountability process according stakeholders approach in healthcare systems: a comparison between US and Italy* | **MURAT GEOFFROY** (Ecole des Hautes Études en Sciences Sociales and Nicomak)  
*What can ethics of care bring to the stakeholders' approach?* |
| 9                 | **Friday, July 2\textsuperscript{nd}** 10.30-11.00 | **SANDBU MARTIN** (Wharton School Zicklin Center for Business Ethics Research and The Financial Times)  
*Stakeholder duties: on the obligations of corporate investors* | **TAMI ALESSANDRA** (University of Milan Bicocca)  
*Investment in housing real estate and environmental protection: conflict among the stakeholders of today and tomorrow?* | **SCHWARTZ MICHAEL** (Royal Melbourne Institute of Technology President of the Australian Association for Professional & Applied Ethics)  
*The Dead as Stakeholders* |

**Chairperson:**  
**DANIELE ANGELO PREVIATI**  
**GIANFRANCO RUSCONI**  
**R. EDWARD FREEMAN**
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| 10 Friday, July 2nd 14.30-15.00 | **PAPALUCA ORNELLA** (University Federico II of Naples) and **MARIO TANI** (University Federico II of Naples)  
*Stakeholder relationship Management: effects on strategy definition in social enterprises. Some evidences from a fair trade organization in Naples* | **AURELI SELENA** (University of Urbino “Carlo Bo”), **MASSIMO CIAMBOTTI** (University of Urbino “Carlo Bo”) and **PAOLA DEMARTINI** (University of Rome 3)  
*The role of firms’ local stakeholders in Merger & Acquisitions: a new challenge for Social Responsibility* | **PUFFER SHEILA M.** (Northeastern University - Boston), **D. J. McCARTHY** (Northeastern University-Boston), **A. M. JAEGGER** (McGill University-Montreal, Canada), **D. DUNLAP-HINKLER** (Northeastern University – Boston)  
*A Stakeholder Approach to the Ethicality of BRIC-firm Managers’ Use of Favors* | **BOESSO GIACOMO** (University of Padova), **GIOVANNA MICHELON** (University of Padova) and **KAMALESH KUMAR** (University of Michigan-Dearborn)  
*Strategic and ethical CSR: do they drive financial performance differently?* |
| 11 Friday, July 2nd 15.00-15.30 | **SORRENTINI ALESSANDRA** (University “Parthenope” of Naples)  
*A Multi-Stakeholder Approach to the Appraisal of Sport Events* | **BALLUCHI FEDERICA** (University of Parma), **KATIA FURLOTTI** and **ANNA PETRUZZIELLO** (University of Parma)  
*SMEs and Stakeholder Approach: Empirical Evidences* | **BEVAN DAVID** (School of Management, Royal Holloway University of London)  
*Context-dependent practice: stakeholders and materiality at MTR (Hong Kong)* | **MICILOTTA FLAVIA** (CSR Communication Officer for KBC)  
*Achieving competitive success through a tailor made implementation of stakeholder management theory* |
| 12 Friday, July 2nd 15.30-16.00 | **MAMOLI MASSIMO** (University of Bergamo)  
*The contribution to the growth of business value from the use of Cause Related Marketing as a lever of the communication process* | **SCHLIERER HANS-JÖRG** (EM Lyon) and **ANDREA WERNER** (Middlesex University Business School), **Y. FASSIN, A.VAN ROSSEM, H.HOIVIK, S.SIGNORI AND E. GARRIGA**  
*How do European SME owner-directors make sense of ‘Stakeholder management’?—Insights from a cross-national study* | **PELLICANO MARCO** (Università degli Studi di Salerno) and **MARIA V. CIASULLO** (University of Salerno)  
*Evaluating strategic decisions between revenue and value. The outlook for the Termini Imerese industrial site.* | **FULVIA ROCCHI** |

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**Chairperson:** **SILVANA SIGNORI**  
**Chairperson:** **KEVIN GIBSON**