

MANAGING AND TEACHING BUSINESS ETHICS IN BUSINESS SCHOOLS AND BUSINESS EDUCATION

In einer globalisierten Unternehmenswelt gewinnen die Fragen nach dem Umgang mit ethischen Herausforderungen noch mehr an Bedeutung. Genau diese Fragen stehen anlässlich unserer internationalen Konferenz «Managing and Teaching Business Ethics» im Zentrum. Die Konferenz will sowohl den theoretischen Diskurs (Academic Day, 14.5.18) wie auch die Praxis von Unternehmensethik (Corporate Day, 15.5.18) stärken. Sie wird gemeinsam vom Lassalle-Institut, von der Hochschule für Philosophie, München und von der ESADE Business School, Raimon Llull University Barcelona organisiert. Sehr gerne laden wir Sie ein zum Tag für die Unternehmen.

Unternehmenstag / Corporate Day, Tuesday, 15th of May 2018

- 9:00 Welcoming words
- 9:15 - 10:00 Keynote:
Value Based Leadership & Corporate Culture as a Driver for Sustainable Success
Pius Baschera, Hilti, Liechtenstein
- 10:00 -11:00 The challenges of ethical leadership, Plenary – Discussion
Antoinette Hunziker-Ebnetter, Peter Zehnder, Pius Baschera,
- 11:30 - 12:30 Break out groups: *Pius Baschera, Peter Zehnder, Antoinette Hunziker-Ebnetter*
- 12:30 - 14:00 Mittagessen
- 14:00 - 15:30 Keynote: Business Ethics of international companies. Insights of the last 20 years.
- *Dominique Biedermann, Ethos: A Swiss Experience*
- *Kirk Hanson, Santa Clara University: The US Experience*
- *Oscar Bulaong, Ateneo de Manila: The Asian Experience*
- 16:00 - 17:30 Impulse and plenary
Designing and evaluating an ethical culture (Professional Development)
Eva Häuselmann (despite GmbH) – Dominique Biedermann (Ethos) - Dorothea Baur (Baur Consulting)
- Topics
- How can we design and evaluate an ethical culture in our company?
 - How does one build an ethical culture?
 - Metrics for compliance?
- Plenary

Konferenzsprache ist Englisch. Kosten Corporate Day ganzer Tag CHF 400 / halber Tag CHF 300.00

Anmeldugen an: gabriela.scherer@lassalle-institut.org

Die Konferenz kann selbstverständlich auch als Ganzes besucht werden.

[Infos und Programm zur ganzen Tagung](#)

Keynote Speakers

Prof. Dr. Pius Baschera



Pius Baschera is Speaker of the Board of Trustees, Martin Hilti Family Trust and a member of the Board of Directors of Hilti. He served as its CEO from 1993 to 2007 and its Chairman from 2007 to 2017.

He studied mechanical engineering and business administration at the Swiss Federal Institute of Technology Zurich, where he earned his doctorate.

Hilti is a Company that focuses on leading-edge technology, software and services, which power the professional construction industry.

Antoinette Hunziker-Ebnetter



Antoinette Hunziker-Ebnetter is a founding Partner and Chief Executive Officer of the Forma Futura Invest AG, an independent asset management company. She has over 30 years' experience in finance and risk management. Antoinette Hunziker has a Masters degree in Business Administration from the University of St. Gallen (lic. oec. HSG), as well as a Swiss Banking School diploma. As a member of the executive board she was responsible for Trading and Sales at Bank Julius Bär & Co. until 2005. Prior to that, she was President of the Swiss Stock Exchange.

Peter U. Zehnder



Peter U. Zehnder, consultant at Egon Zehnder, a family owned professional service firm. Peter Zehnder focuses on the consumer sector as well as industry and life science. He leads executive search for a range of senior roles including CEOs, general managers, marketing officers, and HR executives. Peter earned an MA in Economics and Business Administration from University of St. Gallen (lic. Oec. HSG) and a full time MBA from Harvard Business School.

Dominique Biedermann, PhD



Dominique Biedermann is chairman of the board of directors of Ethos Foundation and Ethos Services since 2015. Ethos is specialised in the field of socially responsible investment (SRI) and mainly focuses on institutional investors. Until his appointment as chairman, Dominique Biedermann was the CEO of Ethos Foundation from 1998 and of Ethos Services since its inception in 2000. Dominique Biedermann received his PhD in economics from the University of Geneva.

Eva Häuselmann



Eva Häuselmann is founder and managing partner of despite Ltd., a boutique size consulting company in Switzerland. She is pioneer in developing and delivering assessments for the selection of managers with a particular focus on "integrity" or "ethical competence" and in designing leadership development programs which emphasize a culture of integrity. Prior to running her own company, she gained long-term experience in management diagnostics and in different roles in HR. Eva Häuselmann has earned a Master's degree in Religious Education in Chicago, USA, and a post-graduate diploma in Human Resources Management.

Dr. Dorothea Baur



Dr. Dorothea Baur, founder and owner of Baur Consulting AG, is an expert with many years of international and inter-disciplinary experience in CSR and sustainability management. She is the independent ethics officer of Alternative Bank Switzerland. Dorothea Baur studied business administration and International Relations in Zurich (CH), Leuven (BE) and St. Gallen (CH) before earning her PhD on NGO-business partnerships at the University of St. Gallen. After that she was active in teaching and research at other leading European business schools (e.g. ESADE Barcelona and Nottingham University Business School).