

**FORUM FÜR WIRTSCHAFTSETHIK UND WIRTSCHAFTSKULTUR  
DER DEUTSCHEN GESELLSCHAFT FÜR PHILOSOPHIE**  
*FORUM FOR BUSINESS ETHICS UND BUSINESS CULTURE  
GERMAN PHILOSOPHICAL ASSOCIATION*

**IN COOPERATION WITH THE BOOK SERIES  
STUDIES IN ECONOMIC ETHICS AND PHILOSOPHY,  
SPRINGER-VERLAG, HEIDELBERG, NEW YORK, TOKYO**

**CORPORATE CITIZENSHIP AND NEW GOVERNANCE –  
THE POLITICAL ROLE OF CORPORATIVE ACTORS IN SOCIETAL  
RULE-SETTING PROCESSES**

**12<sup>TH</sup> ANNUAL CONFERENCE 2009 OF THE  
FORUM FOR BUSINESS ETHICS UND BUSINESS CULTURE**

**WITH THE FINANCIAL SUPPORT OF THE DIETER SCHWARZ FOUNDATION**

**LUTHERSTADT WITTENBERG, GERMANY  
26 -28 NOVEMBER 2009**

## Conference Objectives

### 1. Content

In the course of globalization, traditional forms of governmental rule-setting processes increasingly hit the wall. In view of the internationalization of the (global) economy and the free movement of capital, new instruments of political coordination are needed, involving corporate actors, civil society organizations, and government(s). These societal changes trigger two closely intertwined challenges – both for theory and practice.

One challenge relates to the role and the self-conceptualization of business firms as corporate citizens within society. Companies are increasingly expected to assume the social responsibility of helping to shape the rule-framework of globalization (Corporate Citizenship).

The second challenge refers to the form of the engagement in local, national and international processes of governance. In order to more credibly and effectively tackle these challenges, corporate actors are ever more participating in rule-setting processes together with civil society organizations and the government (New Governance).

### 2. Organization

Distinguished experts will give a presentation of their most recent research related to this area of inquiry. The papers contribute to the three main themes of the conference:

- *Theory of Corporate Citizenship (CC)*: How should an adequate concept for the role of companies as corporate actors be designed? How do companies constitute themselves as moral actors (capable of individual and collective commitments)?
- *Theory of New Governance (NG)*: How should an adequate concept for the cooperation between companies and civil society be designed? How can companies cooperate with each other in order to tackle regulatory deficits, especially on an international level? (Keyword: Co-opetition)
- *Applications and case studies*: What can be learnt from specific case studies for the theory of CC and NG? (e.g. fight against corruption, climate protection, international provision of life-saving pharmaceuticals, development partnerships, UN Global Compact). The conference unites contributions from the perspective of business ethics with interdisciplinary approaches with a background in strategic management, economics, sociology or political science as well as philosophical and ordo-liberal reflections on the theory of Corporate Citizenship and New Governance.

The conference is a cooperation of the Forum for Economic Ethics and Economic Culture, German Philosophical Association (Forum für Wirtschaftsethik und Wirtschaftskultur der Deutschen Gesellschaft für Philosophie [DGPhil]) and the Chair of Economic Ethics at the Martin-Luther-University Halle-Wittenberg.

PETER KOSŁOWSKI, Chair of Philosophy  
Vrije Universiteit Amsterdam,  
Chair, Forum for Business Ethics and  
Business Culture, German Philosophical  
Association

INGO PIES, Chair of Economic Ethics at the  
Martin-Luther-University Halle-Wittenberg

## ***PROGRAMME***

**Thursday, 26 November 2009**

14.30

Welcome

PETER KOSLOWSKI, Chair of the Forum for Business Ethics and Business Culture, German Philosophical Association

INGO PIES, Local Conference Director, Chair of Economic Ethics at the Martin-Luther-University Halle-Wittenberg

### **Session I.**

15.00-16.30

Ia. Corporate Responsibilities for Human Rights

KLAUS M. LEISINGER, Novartis Foundation, Switzerland

16.30-17.00

Break

17.00 – 18.30

Ib. Corporate Citizenship: Best Practice among European Companies

ANDRÉ HABISCH, Katholische Universität Eichstätt-Ingolstadt, Germany Living Corporate

19.00

Dinner

21.00-22.00

Guided Tour "Bugenhagenhaus and Stadtkirche"

**Friday, 27 November 2009**

### **Session II.**

9.00 – 10.30

IIa. Corporate Citizenship: New Conceptual Developments

DIRK MATTEN, York University, Schulich School of Business, UK

10.30 – 11.00

Break

11.00 – 12.30

IIb. Corporate Citizenship and Private Regulatory Regimes

KERNAGHAN WEBB, Ryerson University and Ted Rogers School of Business, Canada

12.45– 14.15

Lunch at Il Castello

**Session III.**

14.30 – 16.00

IIIa. Milton Friedman's Account of CSR: Minimalist but Powerful

MATTHIAS KETTNER, Universität Witten/Herdecke, Germany

16.00-16.30

Break

16.30 – 19.30

**Parallel Sessions**

IIIb Parallel Session I (Chair: André Habisch)

TILL TALAULICAR and JACOB DAHL RENDTORFF, Technical University of Berlin and Department of Communication, Business and Information Technologies Roskilde University, Denmark

IIIc Parallel Session II (Chair: John Boatright)

MARKUS BECKMANN and STEFAN HIELSCHER, Martin-Luther-Universität Halle-Wittenberg, Germany

20.00 – 21.30

Dinner

21.30

General Meeting: "Forum für Wirtschaftsethik und Wirtschaftskultur der Deutschen Gesellschaft für Philosophie" (for members only)

21.30-22.00

Guided Tour "Melanchthonhaus" (for non members)

**Saturday, 28 November 2009**

**Session IV.**

9.00 – 10.30

IVa. The Implications of the New Governance for Corporate Governance

JOHN BOATRIGHT, Loyola University Chicago, USA

10.30-10.45

Break

10.45 – 12.15

IVb. Competitive Markets, Corporate Firms, and New Governance - An Ordonomic Conceptualization

INGO PIES, Chair of Economic Ethics at the Martin-Luther-University Halle-Wittenberg, Germany

12.15-13.15

Concluding Session

PETER KOSLOWSKI, Chair of the Forum for Business Ethics and Business Culture, German Philosophical Association

13.30

Lunch and Departure

**Conference Location:**

Stiftung Leucorea

Collegienstr. 62

D-06886 Lutherstadt Wittenberg

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**Conference Directors:**

Prof. Dr. Dr. h.c. Peter Koslowski,

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