

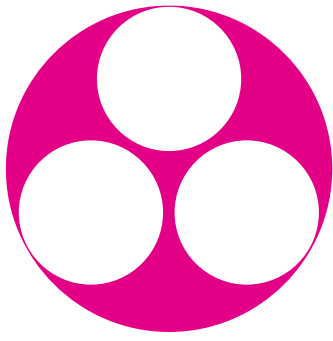
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ISBEE Newsletter [vol. 2; no. 6; December 2003]

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|---------------|---|
| Item Type | Journal |
| Authors | ISBEE |
| Publisher | International Society of Business, Economics, and Ethics (ISBEE) |
| Rights | With permission of the license/copyright holder |
| Download date | 2026-07-06 17:03:40 |
| Link to Item | http://hdl.handle.net/20.500.12424/173885 |



ISBEE Newsletter

International Society of Business, Economics, and Ethics

Vol. 2 • No. 6 • December 2003

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The Olympics of Business Ethics

Prof. G J (Deon) Rossouw*

The ISBEE World Congress is sometimes referred to as the 'Olympics of Business Ethics'. The analogies between these two events are obvious. Both events attract the best talent in the world in their respective fields. They are only held every fourth year. And the hosts of both events are determined through a (competitive) bidding process. Melbourne has been selected after stiff competition from its rivals as the venue for the Third ISBEE World Congress to be held from 14 to 17 July 2004.

I had the privilege of participating in the previous two World Congresses of ISBEE in Tokyo (1996) and Sao Paulo (2000). What struck me at the very First Congress in Tokyo was the insistence by the organisers that the congress is not merely an international one, but a world (or global) congress. The difference between an international and a global congress is that whereas the former can be constituted by a gathering of participants from two or more nations, the latter requires participation from all regions of the world.

This is exactly what happened at the previous two congresses. I went away from both with recollections of what is happening in the field of business ethics in the various regions of the globe. The Melbourne 2004 Congress promises to provide the same. This time around the emphasis will be on the impact of corporate governance developments on business ethics in the various regions of the world. A team of researchers are already busy on all six continents with research on this topic. Their reports on Governance and Ethics will be presented at a special session of the congress.

ISBEE always prides itself on its ability to ensure a sound mix of business ethicists and business leaders at its congresses. The interaction between these two groups makes for lively and challenging interaction for both parties. This pattern will be repeated in Melbourne. Some of the best minds in the field of business ethics and a number of prominent business leaders have already committed to participate in the Congress.

One of the objectives of ISBEE is to determine in consultation with business leaders the most pertinent issues in global business ethics. For this purpose a Business Advisory Board has been constituted recently. This Board on which prominent business leaders from all parts of the world serve, advises the ISBEE executive on what they regard as global business ethical challenges. The program of the Melbourne 2004 Congress will benefit from their insights. Issues such as global ethical standards for business, leadership, corporate governance and IT ethics feature amongst others on the programme of the Congress.

The Melbourne Third ISBEE World Congress is an opportunity not to be missed. Not only does it provide the opportunity for participants from all parts of the world to contribute to our growing knowledge and experience of business ethics; it also creates the opportunity for colleagues around the world to connect and build networks that span all continents of the globe.

* Prof. Deon Rossouw is President of the Business Ethics Network of Africa (BEN-Africa) and a member of the Executive Committee of ISBEE.

(Source: Vasanthi Srinivasan, member of the ISBEE Executive Committee)

The Centre was established in June 2003 to formalize the research, teaching and policy support interests of Institute Faculty in this important field of corporate activity, and to provide a focused platform for further contributions in this fast-evolving dimension of corporate reputation, global competitiveness, wealth creation, and sustainable growth.

The Centre's Vision is to:

- 1 - Improve our understanding of systems of corporate governance in theory as well as in practice, both in India and elsewhere, through conceptual and empirical research
- 2 - Enhance awareness of the imperatives of globally acceptable standards of corporate governance and issues in their actual implementation, through teaching and training initiatives at various levels of business and management education and directorial and executive development
- 3 - Bring about a balanced and mutually interdependent regime of corporate governance with due regard to the interests of diverse stakeholders and deriving from an ethical and socially responsive platform
- 4 - Provide policy support to governments and regulatory agencies based on independent research and study of topics bearing upon the Centre's field of activity
- 5 - Encourage discussions among and between academia and practitioners, disseminate information on these areas through publications, policy briefs, working papers, conferences and seminars, and other such methods, and to encourage such dissemination on its own or jointly with other organizations.

Activities

In recent years, the Institute has offered orientation and elective courses on corporate governance, corporate social responsibility and business ethics in at the MBA level, and guidance and advice for dissertation work at the doctoral level. In addition, continuing education and orientation programmes have been offered on corporate governance and related fields to senior level managers and directors on company boards. Members of the Institute Faculty have served on various government committees and task forces in areas bearing upon corporate governance and related fields. With the setting up of the Centre, such contributions will continue to be encouraged and strengthened.

Among the Teaching Programmes at the Institute, the offerings will continue as in the past; in the field of continuing education, an Orientation Programme in Corporate Governance for Company Directors is being held in September 2003, in association with the Asian Centre for Corporate Governance, and another short programme is planned in December 2003/ January 2004 on Communication and Negotiating Skills for Non-Executive Directors on Company Boards.

Several Faculty have already committed time or expressed interest in pursuing research and case writing proposals in areas bearing upon corporate governance. When complete, their papers will be made available for wider circulation and discussion.

The Centre is associated (through membership of the Core Academic Group) in an Initiative jointly sponsored by the All India Committee on Technical Education and UNDP that would encourage case writing in the field of

corporate social responsibility and corporate governance. This initiative is the result of efforts of a small group of academics (including representation from IIMB) following a CSR conference of SAARC countries in September 2001, and is expected to contribute to partly filling the void of inadequacy of teaching material in the field of CSR and hopefully lead to main-streaming CSR in the business school curriculum in these countries.


The Centre (through representation on an informal committee on CSR formed at the instance of the World Bank Institute Governance Institute) will be contributing to holding of an international conference on CSR in late 2003 or early 2004.

The Centre will also be playing a role in the UNDP-Government of India initiative aimed at encouraging case-writing on CSR (especially environment-related) matters, and also help in setting up a case-clearing mechanism that would facilitate wider dissemination of such material. This project is expected to be completed by June 2004.

The Institute is among the leading centers of learning chosen by the Department of Company Affairs, Government of India, to promote and provide training and continuing education to company directors and other

constituencies. The Project is expected to get off the ground as soon as a formal announcement is made by the government.

Administration of the Centre

The responsibility for overseeing the activities of the Centre is vested in the Chairman of the Centre, who will be guided and advised by an Advisory Committee comprising of Institute Faculty from different disciplines like finance, control, marketing, strategy, economics and organizational behaviour. At present, membership of this Committee consists of Prof. N Balasubramanian (Chairman) and as members Profs.: M S Narasimhan; Chiranjib Sen; P D Jose; S Sundararajan; Vasanthi Srinivasan; P N Thirunarayana; and Padmini Srinivasan. 

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Websites: <http://www.iimb-corp.gov.org>
our <http://www.iimb.ernet.in>

Call for Papers

Third International Conference on Urban Regeneration and Sustainability

16-18 June 2004, Siena, Italy, organised by Wessex Institute of Technology, UK, and the University of Siena, Italy.


Abstract submissions can be made via the conference website at: <http://www.wessex.ac.uk/conferences/2004/sustainablecity2004/1.html>

The Sustainable City 2004

Alternatively please email or fax submission to Amy D'Arcy-Burt, Conference Secretariat.

Email: adarcy-burt@wessex.ac.uk or Fax: + 44 (0) 238 029 2853

Brief summary, topic areas and further details on the website or Tel: +44(0)238 029 3223

<http://www.wdi.bus.umich.edu/events/peace2002.htm>
<http://www.worldbank.org/wbi/corp.gov/csr/bdp.html> 

Michael John Segon is the Deputy Coordinator MBA - Convenor Australian Business Ethics Network (www.bf.rmit.edu.au/Aben) at the School of Management - Royal Melbourne Institute of Technology University. He is a member of the Melbourne Organising Committee for the Third ISBEE World Congress at Melbourne, Australia, in 2004.

ISBEE

**How did you develop your interest on Business Ethics?
How did you get in contact with ISBEE?**

Shortly after I joined the RMIT University as a Lecturer in Management, I was asked to prepare a number of 2-hour lectures in Business Ethics and Social Responsibility in the first year organisational behaviour subjects, which are part of the University's Bachelor of Business degree. The Degree's Director knew that I had studied some philosophy as part of my own undergraduate and postgraduate programmes and had developed an interest in ethics and social responsibility. These lectures and the positive response from students led to the creation of an undergraduate elective in business ethics in 1990, which continues to this day. As far as I am aware this was one of the first full courses (subjects) in business ethics as part of a business degree in Australia.

As part of my research for on going subject development, I identified numerous organisations, both in Australia and internationally, that promote business ethics. The European Business Ethics Network (EBEN) was one of them. I have been fortunate to attend a number of EBEN annual and research conferences and it was through these that I met colleagues including Georges Enderle and Heidi von Weltzien Hoivik who made me aware of ISBEE and its study of the ethical dimension of business law, social and environmental issues. Naturally I was delighted that Melbourne was chosen as the host of the 3rd world congress in 2004.

As I also lectured in the fields of management and organisational theory, I began to recognise the important relationship between effective organisational structures, its impact on organisational culture and how organisational ethical systems needed to be consistent with these structures. This interest eventually formed the based of my Phd research.

ISBEE

**When was the ABEN – Australian Business Ethics Network – created?
Were there special difficulties to include Business Ethics in the RMIT Programs?**

In 1994 several colleagues and I started the Ethics in Management Unit at RMIT University. Initially it was an informal group designed to bring together academics in the fields of ethics including business, marketing, computer and information ethics etc. Unfortunately without university support, the group found it difficult to further the areas of business ethics in anything other than an adhoc way. It was decided to move the group to a web-based network in 1997, primarily as an information service and we renamed it the Australian Business Ethics Network.

We have been very successful in developing ethics based courses within the Business Faculty at RMIT University. Several electives have existed at an undergraduate level since the early 1990s. My own course, Managerial Ethics, is part of the Bachelor of Business in Business Administration degree and has been offered every semester since 1991. It continues to attract sustainable enrolments with up to four classes per semester. The students usually undertake the course in their final year of study and regularly review it as one of the most worthwhile courses in the degree. Other ethics courses exist in the Faculty including marketing ethics and a compulsory course is featured as part of the Bachelor of Business in Accounting.

The development of ethics as part of the MBA and similar postgraduate programmes has been much more problematic. Many of these programs had well developed curricula with little opportunity for additional content. In addition these programmes tended to be very business focused and outcome driven. Business ethics often challenges such perspectives and this can often lead to conflict. Some students, and unfortunately some of my colleagues, also failed to see the relevance of such courses believing that ethics was primarily a personal matter, that it was not a discipline that could be taught or that it was not as important as other business issues. This highlights, to some extent, our own shortcomings as ethicists in not being able to effectively communicate the real bottom line business benefits in addition to the social benefits, of pursuing a study in ethics.

In 2000, I assumed the role of the Deputy Coordinator/Director of the RMIT MBA programme. This made it easier to develop and introduce ethics and social responsibility as elective courses within the MBA. I am pleased to say that we now have an ethics concentration of three full courses which students can undertake as part of their post graduate studies.

The challenge is to make such courses mainstream and seen as critical core components of business and management courses.

ISBEE **What are the main topics discussed by Australians concerning Business Ethics nowadays?**

Like many other countries around the world, the interest in business ethics tends to ebb and flow according to the developments in the economy and general society. During the late 1980s, corporate collapses and in particular the behaviour of several high profile Australian entrepreneurs, firmly established Corporate Governance as a major issue in the early to mid 1990s. This tended to have a financial reporting and legalistic focus rather than addressing ethical systems and organisational culture. The late 1990s saw the increasing interest in social responsibility and citizenship and with an emphasis on sustainability. This later point is of continued interest to Australian businesses and seen primarily as ecological sustainability rather than sustainability based on values. Throughout this period many organisations followed the trends of establishing codes of conduct and codes of ethics, several actually went further and developed very positive social and community programmes. The uptake of such strategies tended to be much more prevalent in the public sector and within larger corporations than in medium sized and small businesses.


Several high profile corporate collapses in the last two years in the Australian insurance and airline industries have again raised the profile of corporate governance and the role and duties of directors and senior executives. The focus still tends to be one of financial governance although some organisations are recognising the important relationship between establishing an ethical culture and the concept of good governance.

ISBEE **What do you think ISBEE members will mostly benefit from the 2004 Congress in Melbourne? How the global experiences can be supportive to the development of Business Ethics in Australia, New Zealand and other countries in the Region?**

The World Congress will bring together a diverse range of participants from business people, practitioners to academics. I believe that ISBEE members will have an opportunity to explore a broad range of challenging issues; ranging from societal, to specific business, economic and their ethical dimensions. The opportunity to visit Australia and in particular our City of Melbourne, will also help broaden participants understanding of Australia and its successful policy of multi-culturism.

It has been my experience that awareness raising is a key strategy in identifying the importance of ethics within the business community and society in general. The ISBEE World Congress in July 2004 will be a significant event and I'm sure it will attract a great deal of attention. If we can engage people in dialogue about the importance of ethics within economics, business and managerial practice, and how it underpins the civil society, then I believe that we will have achieved a great deal.

ISBEE **What do Australians expect from ISBEE members as support to academics and practitioners?**

ISBEE plays an important function by bringing together a diverse range of individuals, many of whom are recognised as leaders in their fields. It will be a unique opportunity for many academics and practitioners from the Australasian region to engage in dialogue with colleagues from Europe, the Americas and other parts of the world. Sharing knowledge, experiences and research findings is an important basis for advancing the study of ethics. 

Melbourne 2004

The Third ISBEE World Congress

July 14-17 - The University of Melbourne, Australia

Freedom

Ethics, Leadership and

About the Third Congress

The Congress will address issues of ethics, justice and human rights in the context of the realities of business practice. We will examine the roles of business, government and civil society in promoting the efficient production and fair distribution of goods. We will explore the types of leadership and forms of corporate governance required to meet the economic, social and environmental demands placed on corporations operating in a global economy. The Congress is a forum for informed debate on the ethical controversies and practical dilemmas that arise in seeking to combine freedom and responsibility in a global economy.

Each day of the Congress has a distinctive theme that will be addressed by keynote speakers from a variety of backgrounds in plenary and special sessions at which there will be ample time for questions and discussion. An important feature of the Congress will be the Global Reports, with representatives from seven geographical regions of the world giving a prepared response to a series of questions about corporate governance. Concurrent sessions will be held each full day at which participants from all over the world will present papers on a wide range of topics in business, economics, and ethics.

Visit the ISBEE Congress website at:

www.conferences.unimelb.edu.au/ISBEECongress or www.isbee.org

About ISBEE

The International Society of Business, Economics, and Ethics (ISBEE) was founded in 1989, and held its first World Congress in Tokyo in 1996. The second World Congress took place in Sao Paulo, Brazil in 2000. The aim of the Society is to facilitate relations and stimulate discussion among business people, academics, professional societies, and others interested in the ethical dimensions of business and economics on an international level.

About CAPPE

The Centre for Applied Philosophy and Public Ethics (CAPPE) is an Australian Research Council funded Special Research Centre. The Centre, which was set up in 2000, is a joint venture of the University of Melbourne, Charles Sturt University and the Australian National University. One of CAPPE's principal research areas is business and professional ethics.

A Personal Invitation

We cordially invite you to participate in the Third ISBEE World Congress. We expect that the Third Congress, like the first two, will be not only an international meeting but also a truly global one, with presenters and participants from a large number of countries and regions of the world representing diverse points of view. We will have a broad, varied program and we encourage you to submit either a full paper or an abstract. Details are contained in this preliminary program and on our web page.

We look forward to seeing you at the Congress in July 2004.

C.A.J. (Tony) Coady - Co-Chair

M.Cecilia Arruda - Co-Chair

Georges Enderle - President ISBEE

Third ISBEE World Congress

Co-Chair: C.A.J. (Tony) Coady, University of Melbourne

Co-Chair: Cecilia Arruda, FGV-EAESP, Brazil

Convenor: Tom Campbell, Charles Sturt University

Social Events

The Opening Session and the Welcome Reception at 4pm on Wednesday 14th July will be held at the Melbourne Town Hall.

The Conference Dinner will be held on Thursday 15 July at the magnificent and meticulously restored Plaza Ballroom at the Regent Theatre located at 191 Collins Street, Melbourne. Additional guest are most welcome.

Pre Congress and Post Congress Tours: While in Melbourne make the most of what Australia has to offer and see the sights. Whether it is the Great Barrier Reef off Queensland's coast or the Barossa Valley in South Australia and its world-renowned wines, Uluru in the red centre or the Penguin Parade in Victoria, be sure to look around this great country. Information is available from the Congress website.

Concert: A Special Congress Concert will be held in Melba Hall on the Campus on Friday 16 July. Further information available from the website.

Congress Venue: The Congress will be held in the Economics & Commerce Building and the Old Arts Building, with Plenary Sessions held in the Copland Theatre.

Accommodation: Many accommodation options are available whether you require luxury, economy or budget rooms. Special arrangements have been made with St Mary's College, Rydges Hotel Carlton, The Chifley on Flemington, just to name a few. See the website for further options.

Travel: Many great deals are available for flights to Australia. Visitors will need a visa to enter the Australia. www.immi.gov.au

Climate: July is winter in Melbourne, the average temperature ranges between 6°C (43°F) and 13°C (55°F).

Congress Language is English

Preliminary Program

- **Opening Day** - Wednesday July 14, 2004

- **Ethics and Global Challenges** - Thursday July 15

- **Ethics and Corporate Governance** - Friday July 16

- **Ethics, Information and Technology** - Saturday, July 17th

and Responsibilities

and Corporate Governance in a Global Economy

Confirmed Presences

- Dr David Kimber (Pacific Region)
- Dr David Lowry (Freeport-McMoran, Inc)
- Dr John Weckert (CAPPE)
- Dr Kenneth E. Goodpaster (Koch Chair of Business Ethics, University of St. Thomas, Minnesota)
- Dr Simon Longstaff (Director, St James Ethics Centre)
- Ernst Ligteringen, CEO, Global Reporting Initiative
- Hioshi Ishida (Assistant Coordinator, Caux Round Table - Japan)
- Mr Andrew Alexandra (CAPPE)
- Mr Ewald Kist (CEO ING Group)
- Mr Harry R. Halloran (Chairman/CEO, American Refining Group, Inc. Pennsylvania)
- Mr Narayana N.R. Murthy (Chairman Infosys Technologies Ltd, India)
- Mr Ray Elliott (OEC Consulting)
- Mr Raymond Wong (Commissioner, Hong Kong Independent Commission Against Corruption)
- Mr T. Dean Maines (Project Director, Self-Assessment and Improvement Process)
- Mr Tunku Abdul Aziz (Chairman, Transparency International, Malaysia)
- Mrs Heloisa Bedicks (Latin-America)
- Ms M.Charito Kruvan (President, Creative Associates International, Inc Washington, D.C.)
- Ms Melissa de Zwart (Monash University)
- Prof Anona Armstrong (Victoria University)
- Prof C.A.J. (Tony) Coady (CAPPE)
- Prof David Kinley (Monash University)
- Prof Deon Rossouw (Africa)
- Prof Deon Rossouw (Rand Afrikaans University, South Africa)
- Prof Doreen McBarnet (Centre for Socio-Legal Studies, University of Oxford)
- Prof Geoffrey Brennan
- Prof Georges Enderle (University of Notre Dame, USA)
- Prof Henry Bosch (RMIT)
- Prof John Milton-Smith (Curtin University)
- Prof Josef Wieland (Europe)
- Prof Larissa Behrendt (University of Technology, Sydney)
- Prof Linda Hancock (Deakin University)
- Prof Lori Ryan (North America)
- Prof Matt Warren (Deakin University)
- Prof Mick Dodson
- Prof Mick Dodson (Director, National Institute for the Study of Indigenous Australia, Australian National University)
- Prof Nobuyuki Demise (Japan)
- Prof Patricia Werhane (University of Virginia and De Paul, University, Chicago)
- Prof Peter Drahos (REGNET, The Australian National University)
- Prof Peter Singer (Princeton University, USA, One World)
- Prof S. Prakash Sethi (City University, New York)
- Prof Thomas Donaldson (The Wharton School, University of Pennsylvania)

REGISTRATION

| All Amounts in AUD Dollars | by April 30 2004 | after April 30 2004 |
|--------------------------------|------------------|---------------------|
| Full Registration | \$625.00 | \$725.00 |
| Full AAPAE Member Registration | \$525.00 | \$625.00 |
| Presenter Full Registration | \$425.00 | \$525.00* |
| Single Day Registration | \$220.00 | \$220.00** |

* AUD \$1.00 equals approx. USD \$0.70 or USA \$1.00 equals approx. AUD \$1.43. **As of November 2003

KEY DATES

- **January 5th 2004:** Closing date for Full Papers for acceptance notification by March 15th
- **March 1st 2004:** Closing date for Abstracts, and Closing date for Full Papers for acceptance notification by May 1st
- **April 30th 2004:** Early Registration closes

Melbourne 2004

The Third ISBEE World Congress

July 14-17 - The University of Melbourne, Australia

2nd Call for Papers

Submission of Papers and Abstracts

We invite you to present a paper or case study at the Concurrent Sessions on the topics indicated above or other topics such as:

- Developing ethical corporate cultures
- Serving the poor profitably
- Corruption, bribery and gift giving
- Business and human rights
- Global competition and responsibilities of small and medium-sized companies
- Corporate social responsibilities
- Corporate environmental responsibilities
- Workplace ethics
- Moral courage and whistle-blowing
- Voluntary codes and mandatory standards

Individual presentations will be of 30 minutes or 20 minutes duration. FULL PAPER submissions (no more than 4200 words, plus a 100-150 word abstract) for a 30 minute presentation should be lodged either by January 5th 2004 (acceptance notification by March 15th), or by March 1st (acceptance notification two months after submission).

Full papers should contain no more than 4200 words (plus a 100-150 word abstract). Those who submit full papers by January 5th, 2004 will receive notification about acceptance for presentation (30 minutes) by March 15th.

Those who submit full papers between January 6th and March 1st will receive notification about acceptance two months after submission of their papers. Full papers will not be accepted after March 1st. Those who elect to submit only abstracts (250-300 words) of papers must submit these by March 1st 2004. Notification about acceptance for presentation (20 minutes) of a paper based on the submission of an abstract only will be given by March 30, 2004.

Papers and abstracts must be written in Word, Word Perfect or RTF format and should be submitted by mail or e-mail to:

ISBEE Secretariat

Mendoza College of Business 393B
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Notre Dame, IN 46556, USA
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ISBEE Newsletter

is published three times a year by the
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Visit our ISBEE website at www.isbee.org

Invite your colleagues and organizations to join ISBEE!
Application form available at www.isbee.org and at:

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