



EABIS

European Academy
of Business in Society



Center for Strategic Management: Stakeholder View

is very pleased to invite
all parties interested in strategic stakeholder management
to its annual conference:

Good Practices in the Stakeholder Management of Companies



Subject:

**“Insights from intra- and inter-industry comparison in the
financial services and telecommunications industry”**

on

16th November 2005

to be held at the



University of Applied Sciences
in Business and Administration (HWZ)
Lagerstrasse 5
8021 Zurich

About the Good Practices of Stakeholder View Project

The Center for Strategic Management – “Stakeholder View” at the University of Applied Sciences in Business and Administration, Zurich, under the direction of Prof. Sachs and Prof. Rühli is actively investigating the key aspects of stakeholder management based on the comprehensive management approach called “Stakeholder View” developed by Lee Preston (University of Maryland), Jim Post (Boston University) and Sybille Sachs. The Stakeholder View stands for a comprehensive conception of wealth and wealth creation within the context of all stakeholders thereby focusing on the contribution of stakeholder relationships to corporate success. The research team is currently working on the project “Good Practices of Stakeholder View”. Using comparative case studies in the telecommunications and financial services industry, the following research goals are being pursued:

- Analysis of good examples for the application of the Stakeholder View in practice
- Development of tools and good practices to integrate a comprehensive stakeholder management into the strategy, structure, and culture of firms
- Refinement of the Stakeholder View framework

This project is partly funded by the European Academy of Business in Society (EABIS), as part of its Research, Education and Training Partnership Programme on Corporate Responsibility. This Programme has been made possible due to the financial support of EABIS’ founding corporate partners IBM, Johnson & Johnson, Microsoft, Shell and Unilever.

Meeting

With this meeting we would like to provide first insights and a deeper view and understanding of our research purpose and research methodology as well as share our knowledge, ideas and experiences with academics and corporates interested in cases and issues of strategic stakeholder management.

We will introduce you to the project and into the Stakeholder View approach. Case presentations of the financial and telecommunication industry will examine why it is critically required to cooperate with stakeholders and will show examples of best practice. This can help companies to learn from the experiences of others or they can use the insights for internal training. Interactive discussions will be encouraged to exchange ideas and experiences in strategic stakeholder management or to critically review the project outcomes.

Following the first sessions, parallel workshops will take place where participants can either work in greater depth on case development and methodology or discuss additional approaches to strategic stakeholder management. Both workshops will help to share experiences and successes as well as to identify gaps. Thus, they can lead to some initial ideas as to the future focus of the project or the individual stakeholder management engagement of the participants.

Our special guest Dr. Roger Ballmer of Zürcher Kantonalbank (ZKB) will hold the closing speech and will share his views on and experiences with the “Good Practices of Stakeholder View” project. In addition, he will also provide insights on the follow-up engagement of the ZKB in the field of strategic stakeholder management which ensued the corporation’s participation in the project.

Why attend?

- Gain insights into best practices of stakeholder management in and across different companies in the financial services and telecommunications industries.
- Discuss and deepen the insights with professionals and academics. Exchange ideas and experiences.

Who should attend?

All parties (corporate and academic) interested in cases and issues of strategic stakeholder management, especially those parties interested and/or active in financial services and/or telecommunications industries.

Schedule

Time	Topics	Speaker	Room
11.30	<i>Conference Opening, Lunch and Networking</i>		HWZ Lounge
12.30	<i>Speech: Introduction</i> “Good Practices of Stakeholder View” <ul style="list-style-type: none"> • Introduction to the project • What is the Stakeholder View? • Motivation and Outcomes 	Prof. Dr. Sybille Sachs	HWZ 402/403
13.00	<i>Speech and Discussion:</i> “First Insights into Good Practices of Stakeholder View – Financial Services Industries” <ul style="list-style-type: none"> • Research results on the existing cases 	Prof. Dr. Edwin Rühli	HWZ 402/403
13.45	<i>Speech and Discussion:</i> “First Insights into Good Practices of Stakeholder View – Telecommunication Industries” <ul style="list-style-type: none"> • Research results on the existing cases 	Prof. Dr. Sybille Sachs	HWZ 402/403
14.30	<i>Break and Refreshments</i>		HWZ Lounge
15.00	<i>Workshop 1:</i> “Methodology of the Project Good Practices of Stakeholder View” <ul style="list-style-type: none"> • Computer-aided Qualitative Data Analysis • Single Case Methodology • Methodology of Cross-Case Analysis • Development of a New Learning Framework 	Dominic Käslin Isabelle Kern Marc Maurer Veronika Mittnacht	HWZ 402
15.00	<i>Workshop 2:</i> “Transfer discussion of first outcomes – Good Practice of Stakeholder View” <ul style="list-style-type: none"> • Exchange of experiences and good practices 	Prof. Dr. Sybille Sachs Prof. Dr. Edwin Rühli	HWZ 403
17.00	<i>Break and Refreshments</i>		HWZ Lounge
17.15	<i>Conference:</i> Forum Stakeholder View , guest speaker: Dr. Roger Ballmer (ZKB)	Prof. Dr. Sybille Sachs Prof. Dr. Edwin Rühli Dr. Roger Ballmer	HWZ 402/403
18.00	Closing		HWZ Lounge

Moderators



Sybille Sachs was assistant professor for Business Administration at the University of Zurich from 1994 to 2003., Since spring 2003 she is titular professor in the field "Business and Society" at the University of Zurich and she heads the Center for Strategic Management - Stakeholder View at the University of Applied Sciences in Business and Administration, Zurich. Her research in the fields of Business Policy as well as Business and Society was supported by the SLOAN Foundation and the Swiss National Science Foundation. Practical activities: Head of the press service at the University of Zurich, member of think-tanks and consulting activities. Comprehensive publications on topics such as strategic management, evolutionary management and stakeholder management. Sybille Sachs is co-founder and board member of the Association "Forum Stakeholder View".



Edwin Rühli is Professor emeritus for Business Administration at the University of Zurich. He was the founder and from 1970-2000 the director of the Institute for Research in Business Administration. 1984-1990 vice president of the University of Zurich. In spring term 1994, guest professor at the Chazen Institute for International Management at the Columbia Business School in New York. Member of the board of directors in various Swiss firms. He is the author of a leading book on management, "General Management and Strategy I-III" (Unternehmensführung und Unternehmenspolitik I-III) which was published in several editions. Moreover, he is the author of more than 200 publications in the fields of International Management, Leadership Organization, Strategic Management and Stakeholder Management. He is president and co-founder of the Association "Forum Stakeholder View".

Location



Hochschule für Wirtschaft und Verwaltung Zürich
Lagerstrasse 5 (Sihlhof)
8021 Zürich
Phone 043 322 26 00
Fax 043 322 26 01
Internet <http://www.fhhwz.ch/shv>

How to get there

You reach the Zurich main station (Hauptbahnhof) from the airport by train (IC/S2/S16) or by taxi (approx. 30 minutes). From there it's just a two-minute walk to the HWZ building called "Sihlhof" (cf. map).



Registration Form

Annual Conference:
Good Practices
in the Stakeholder Management of Companies



“Insights from intra- and inter-industry comparison in the financial services and telecommunication industry”

Wednesday, 16th November 2005

Name: _____

Company/Institution: _____

Position: _____

Address: _____

Telephone: _____

Fax: _____

E-Mail: _____

Member of EABIS /
Forum Stakeholder View
(no conference fee)

Non member
(conference fee CHF 300 / Euro 200)

Please fax this form to +41 (0)43 322 26 01
or email to veronika.mittnacht@fhhwz.ch

Disclaimer

A minimum of 10 participants is required in order for the conference to take place. Accommodation requirements have to be organized by the participants. Lunch and refreshments will be provided at no costs. As the number of participants for this meeting is limited, please respond as soon as possible. The deadline for registration is **15th October 2005**, if you want to be assured of a place.