



Universidad
Católica del
Uruguay **30**
años



WORLD FORUM

Leadership and Innovation for a Sustainable World

July 19th - 22nd | Montevideo, Uruguay
Universidad Católica del Uruguay

21st IAJBS ANNUAL WORLD FORUM

18th CJBE ANNUAL CONFERENCE

FORUM AGENDA

Organizers



Colleagues in Jesuit
Business Education



Coorganizers





Leadership and Innovation for a Sustainable World

19 - 22 de Julio 2015

Universidad Católica del Uruguay, Montevideo



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MENSAJE DE BIENVENIDA / WELCOME MESSAGE

Bienvenidos todos a esta nueva instancia de la IAJBS/CJBE que se realiza por primera vez en Uruguay, para compartir nuestras buenas prácticas de docencia, investigación y servicio y reflexionar como ellas pueden potenciar en nuestros estudiantes el liderazgo y la innovación, contribuyendo a la construcción de sociedades más justas y sostenibles.

A los colegas extranjeros que aportan a este Foro sus conocimientos y su experiencia con generosidad les doy la bienvenida a nuestro país agradeciendo su presencia entre nosotros. El **Foro Mundial 2015** es una oportunidad para crear y fortalecer proyectos colaborativos que mejoren nuestro conocimiento sobre el rol de las escuelas de negocio jesuitas en el contexto de la economía global actual.

A mis compatriotas que participan como expositores o concurrentes gracias por el esfuerzo y apoyo.

Las **cinco universidades coorganizadoras** del Foro estamos deseosas de aportar a todos la perspectiva de la educación ignaciana desde nuestra región.

Además, es una excelente ocasión para visitar algunas de las muchas atracciones de América del Sur, especialmente conocer la Ruta de los Jesuitas y su impacto en nuestra zona.

¡Les deseamos a todos una feliz estadía!



Dr. John Miles

Decano

Facultad de Ciencias Empresariales

Universidad Católica del Uruguay



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AUTORIDADES / AUTHORITIES

IAJBS – President – Rodolfo Ang - Filipinas

CJBE – President – Tina Facca-Miess - USA

IAJBS/CJBE WORLD FÓRUM 2015 – President - John Miles - Uruguay

COMITÉ ORGANIZADOR / ORGANIZATION COMMITTEE

John Miles – UCU - Uruguay

Aquilino López Díez – USAL - Argentina

Gonzalo García Espeche – ICDA/ UCC - Argentina

Yeda de Souza – UNISINOS - Brasil

Eduardo Abarzúa – U. ALBERTO HURTADO - Chile

Roberto Horta – UCU – Uruguay

Micaela Camacho – UCU – Uruguay

Mario Díaz – UCU – Uruguay

Catherine Krauss – UCU – Uruguay

Teresa Russi – UCU – Uruguay

Danaeh Barboza – UCU – Uruguay

Karina Yegonitz – UCU - Uruguay

Amilcar Peláez - UCU - Uruguay

COMITÉ ACADÉMICO / ACADEMIC COMMITTEE

Roberto Horta – UCU - Uruguay

Norberto Hoppen – UNISINOS - Brasil

Ana Carolina Díaz – ICDA/UCC - Argentina

Rodolfo Bongiovanni – ICDA/UCC - Argentina

Goretti Cabaleiro – UAH - Chile

Marcela Mandiola – UAH - Chile

Alberto González – UCU - Uruguay

Micaela Camacho – UCU - Uruguay

Luis Silveira – UCU - Uruguay

José Prato – UCU - Uruguay



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LISTA DE UNIVERSIDADES / UNIVERSITIES LIST

University	Country
Assumption University	Thailand
Ateneo de Manila University	Philippines
Boston College	USA
Catholic University Eichstätt-ingolstadt	Germany
ESADE Business School	Spain
Fairfield University	USA
Fordham University	USA
Fu Jen Catholic University	Taiwan
Georgetown University	USA
John Carrol University	USA
Le Moyne College	USA
Loyola Marymount University	USA
Loyola University Chicago	USA
Markkula Center for Applied Ethics	USA
Marquette University	USA
National College of Ireland	Ireland
Pontificia Universidad Católica del Ecuador	Ecuador
Pontificia Universidad Javeriana	Colombia
Rockhurst University	USA
Saint Pete's University	USA
Santa Clara University	USA
Seattle University	USA
Sogang Business School	South Korea



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University	Country
Universidad Alberto Hurtado	Chile
Universidad Autónoma de Madrid	Spain
Universidad CAECE	Argentina
Universidad Católica Andres Bello	Venezuela
Universidad Católica de Córdoba	Argentina
Universidad Católica del Uruguay	Uruguay
Universidad Centroamericana	Nicaragua
Universidad de Deusto	Spain
Universidad de San Francisco	USA
Universidad del Pacífico	Perú
Universidad del Salvador	Argentina
Universidad Iberoamericana Puebla	México
Universidad Loyola Andalucía	Spain
Universidad Pontificia Comillas - ICADE	Spain
Universidad Ramón Llull - IQS	Spain
Universidade do Vale do Rio dos Sinos - UNISINOS	Brazil
Université Saint Joseph	Lebanon
University of Antwerp	Belgium
University of Detroit Mercy	USA
University of Namur	Belgium
University of San Francisco	USA
University of Scranton	USA
Warwick Business School	United Kingdom
Xavier Institute of Social Service	India
Xavier University	USA
XLRI - Xavier School of Management	India

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PROGRAMA ACADÉMICO / ACADEMIC PROGRAM

Hora	Domingo 19	Lugar
9:00 - 18:00	Apertura de Secretaría (9:00 a 18:00 hs.)	
9:30 - 12:30	PASEO POR LA CIUDAD (opcional)	
10:00 - 13:30	REUNIÓN DEL CONSEJO Y COMITÉ IAJBS – CJBE	Salón de Reuniones
14:30 - 15:30	TALLER: EXPERIENCIAS DE ACREDITACIÓN CON AACSB DE UNIVERSIDADES LATINOAMERICANAS <i>Expositoras: María Baltar y Elsa Del Castillo</i>	Sala Francisco Bauzá
15:30 - 16:00	Presentación de WOBI	Sala Francisco Bauzá
14:00 - 16:00	REUNIÓN DE LA COMISIÓN DIRECTIVA DE LA "GLOBAL JESUIT CASE SERIES"	Salón de Reuniones
16:00 - 16:30	Café	Terraza
16:30 - 17:30	MISA	Tierra Santa
18:00 - 18:30	Acto de Apertura	Aula Magna
18:30 - 20:00	CONFERENCIA INAUGURAL: VOCACIÓN DEL LÍDER EMPRESARIAL Michael J. Naughton	Aula Magna
20:00 - 21:30	CÓCTEL Organizado por los ALUMNI del MBA. Palabras de bienvenida a cargo de Alain Deneef, Presidente de la Unión Mundial de Antiguos Alumnos de la Compañía de Jesús y Javier Mendiando, Presidente de Alumni del MBA de la Universidad Católica del Uruguay	Terraza

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Hora	Lunes 20	Lugar
8:00 - 9:00	Café (8:00 - 9:00)	Terraza
8:20 - 8:50	MISA (8:20 - 8:50)	Capilla Mater Admirabilis
9:00 - 10:30	<p>CONFERENCIA: LA EDUCACIÓN EN NEGOCIOS COMO UN CAMPO DE REFLEXIÓN Y ACCIÓN. DEBATES DESDE LA TEORÍA Y LA PRÁCTICA</p> <p>Expositor: Stephen Fox Panelistas: Rudy Ang y Joe Phillips Modera: Pablo Piñera (Universidad Alberto Hurtado de Chile)</p>	Aula Magna
10:30 - 14:00	<p>Visita a ZONAMERICA:</p> <p>CONFERENCIA: "UNA EMPRESA DE SERVICIOS GLOBALES SOSTENIBLES" Expositor: Orlando Dovat Almuerzo</p>	Zonamerica Traslado: Entrada Principal UCU
14:30 - 16:30	NETWORKING Y ESPACIO DE COOPERACIÓN	Salas de Networking
14:30 - 16:30	PRESENTACIÓN DE TRABAJOS	Salas de Papers
16:30 - 17:00	Coffee break and Networking	Terraza
17:00 - 18:00	PRESENTACIÓN DE TRABAJOS	Salas de Papers
18:15 - 20:15	<p>CONFERENCIA: OCÉANOS PELIGROSOS, ZAPATOS SUCIOS Y CASAS QUE DURAN TANTO COMO EL MUNDO RESISTA: LECCIONES DE LIDERAZGO PARA LAS ESCUELAS DE NEGOCIOS JESUITAS</p> <p>Expositor: Chris Lowney</p> <p>CONFERENCIA: EL TRIUNFO DEL ESPÍRITU HUMANO Expositor: Roberto Canessa Modera: Roberto Horta (Universidad Católica del Uruguay)</p>	Aula Magna
19:30 - 20:00	NETWORKING Y ESPACIO DE CAMARADERIA	

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Hora	Martes 21	Lugar
8:00 - 9:00	Café (8:00 - 9:00)	Terraza
8:20 - 8:50	MISA (8:20 - 8:50)	Capilla Mater Admirabilis
9:00 - 10:30	PANEL: ESPÍRITU EMPRENDEDOR E INNOVACIÓN A TRAVÉS DE UNA RELACIÓN INTERNACIONAL INTERSECTORIAL: EL CASO DE LA CONEXIÓN SINOS VALLEY Y COREA. <i>Expositores: Marcelo Fernandes de Aquino SJ, Rosana Casais, Cristiano Richter, Chris Ryu. Modera: Yeda de Souza (UNISINOS, Brasil)</i>	Aula Magna
10:30 - 11:00	Coffee break and Networking	Terraza
11:00 - 12:10	PANEL: BIG PICTURE THINKING: MACROMARKETING, SHAREHOLDER ADVOCACY AND JESUIT NETWORKING AND METHODS AS TOOLS FOR DIFFERENTIATING JESUIT BUSINESS EDUCATION. <i>Expositores: Cliff J. Shultz II (Loyola Univesity, Chicago, USA), Nicholas J.C. Santos, SJ (Marquette Univesity, Milwaukee, U.S.A.), Tina M. Facca-Miess (John Carroll University, Cleveland, U.S.A.).</i>	Sala Francisco Bauzá
	PANEL: EXPERIENCIAS DE ORGANIZACIONES SOSTENIBLES <i>Modera: Gonzalo García Espeche (ICDA, Univ. Católica de Córdoba, Arg.)</i> CONFERENCIA: LIDERAZGO SOCIAL PARA UN CONTINENTE SUSTENTABLE. LA EXPERIENCIA DE TECHO Expositor: P. Juan Cristobal Beytía SJ (Capellán de TECHO Chile) CONFERENCIA: POR INCREÍBLE QUE PAREZCA - GENEXUS Expositor: Nicolás Jodal	Aula Magna
12:15 - 12:30	PRESENTACIÓN: CONGRESO MUNDIAL DE WUJA CLEVELAND 2017 Y ESCUELA DE NEGOCIOS EN BURUNDI	Aula Magna
12:30 - 13:30	Almuerzo	
13:30 - 15:00	ALUMNI NETWORKING.	Salas de Networking
	NETWORKING Y ESPACIO DE COOPERACIÓN.	
	PRESENTACIÓN DE TRABAJOS	Salas de Papers
15:15 - 16:00	PANEL: EXPERIENCIA Y COLABORACIÓN DE LA UNIVERSIDAD LOYOLA DE ANDALUCÍA Y ABENGOA. <i>Expositores: Francisco Pérez Fresquet y Álvaro Polo. Modera: Aquilino López Diez (Universidad del Salvador, Argentina).</i>	Aula Magna
16:00 - 17:00	ASAMBLEA IAJBS - Entrega de Premio Tom Bausch.	Aula Magna
16:00 - 17:30	Coffee break and Networking	Terraza
17:30 - 19:00	PANEL: ¿QUÉ LE PIDE EL MUNDO A LAS ESCUELAS DE NEGOCIOS JESUITAS? <i>Expositores: P. Alfonso Gómez SJ, Enrique Iglesias, Rolando Medeiros. Modera: John Miles (Universidad Católica del Uruguay).</i>	Aula Magna
19:00	ACTO DE CLAUSURA	Aula Magna
20:30	CENA DE CLAUSURA	Milongón



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Hora

Miércoles 22

8:00 -
23:00

ACTIVIDAD POST-FORO (opcional)

- 1) Actividad Buenos Aires.
- 2) Ruta Jesuita en Uruguay



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SPEAKERS

María Baltar

*Estados Unidos - Director Accreditation Services at AACSB
International.*

Senior Accreditation Manager en AACSB International.

University of Tampa MBA, 2003.

University of South Florida Bachelor of Science, Finance.



Juan Cristobal Beytía SJ

*Chile - CEO at TECHO Latin America and the Caribbean
Province delegate at “Oficina de Planificación y Seguimiento
Apostólico (OPSA)”, Chilean province. Advisory board
member at CLAPES –UC.*

Board president at “Fundación Infocap” and at “Fundación
Un Techo para Chile” (TECHO).

Roberto Canessa

Uruguay

He is currently working as a Pediatric Cardiologist in
Uruguay, and has been recipient of the National Medical
Excellence Award three times. He is also a member of the
Heart Transplant Team and a Researcher of Fetal
Cardiology at the “Hospital Italiano”.

He is also a Fellow of the American Society of
Echocardiography (FASE).

Roberto Canessa was a survivor in the airplane crash
which took place in 1972 in the
Chilean Andes.



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Rosana Casais

Brasil – UNISINOS

Graduated in Electrical Engineering from PUC-RS. Master in Computer Science and an MBA in Management of Technology Based Companies UNISINOS.

Chief of Institutional Relations at HT MICRON.

Elsa Del Castillo

Perú

PhD in Economics and Business Management, University of Deusto and M.B.A. from Instituto de Empresa, Spain. Degree in Business Administration from Universidad del Pacífico, Peru. President of the Universidad del Pacífico and President of CLADEA (Consejo Latinoamericano de Escuelas de Administración).

Consultant and author of several publications about strategic management of organizations, corporate social responsibility and inclusive businesses.



Orlando Dovat

Uruguay

Certified Public Accountant graduated from The School of Economic Sciences of the University of the Republic, Uruguay.

Founded the first Free Trade Zone in Uruguay, Zonamerica, of which he is President since 1990 as well as being its main shareholder.

Founding partner of Estudio Dovat, Carriquiry & Asociados (a member of HLB International).

President of the Chamber of Free Trade Zones of Uruguay. He forms part of the Private Sector Advisory Group of the (IADB).

Director of the Uruguayan- American Chamber of Commerce.

Member of the Executive Committee of Endeavor Uruguay.



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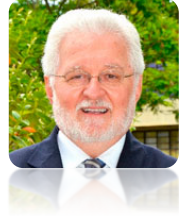
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Marcelo Fernandes de Aquino SJ

Brasil - UNISINOS

Prof. Dr. Father Marcelo Fernandes de Aquino, SJ, has been the President of UNISINOS University since 2006 and professor at the Graduate Program in Philosophy. Father Marcelo is President of the Deliberative Council at the Catholic Education National Association of Brazil.

He concluded his Master Degree and Doctorate in Philosophy at Pontifícia Universidade Gregoriana, where he also obtained his Master Degree in Theology. He was a pos-doctorate student at the Boston College (US).



Stephen Fox

Inglaterra - Queen Mary University of London.

Stephen Fox is a professor of Organisational Learning and Leadership.

He researches what managers, and others, learn and how they learn it in their everyday organizational lives as well as in formal Management Education and Development and Leadership Development programmes and events.

Alfonso Gomez SJ

Argentina - Rector Universidad Católica de Córdoba

Professor of Theology III (Social Doctrine of the Church) at Facultad de Arquitectura, Catholic University of Córdoba, Argentina. Province Jesuit, Society of Jesus, Uruguayan-Argentinian province.





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Enrique V. Iglesias

Uruguay

Iglesias was born in Asturias, Spain and is a Uruguayan citizen. He graduated in Economy and Management from the University of the Republic of Uruguay in 1953 and completed post graduate studies in U.S.A. and France. Minister of Foreign Affairs of Uruguay (1985-1988); Executive Secretary of United Nations Economic Commission for Latin America and the Caribbean - CEPAL (1972-1985).

Former President of the Interamerican Development Bank. Enrique Iglesias wrote numerous papers and essays on Latin American development. He has received numerous honors and awards, and also has several Honoris Causa degrees.

Nicolás Jodal

Uruguay - Genexus CEO

Systems Engineer profesional.

He has studied at Facultad de Ingeniería - Universidad de la República (Uruguay).

Professor at Universidad Católica del Uruguay.

His research fields: Data Bases, Artificial Intelligence and Automatic Development Methods for applications that have interaction between IT and company.



Chris Lowney

Estados Unidos

Formerly a Jesuit, was appointed Managing Director of J.P. Morgan & Co. while still in his thirties and held senior positions in New York, Tokyo, Singapore and London until leaving the firm in 2001.

His first book, Heroic Leadership: Best Practices from a 450-Year-Old Company that Changed the World was the #1 ranked bestseller of the CBPA.



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Rolando Medeiros

Chile - Vicepresident UNIAPAC Latinoamérica

Former president of USEC (Unión Social de Cristianos de
Negocios de Chile).

CEO of ELECMETAL S.A.

Member of Fundación Arturo López Pérez, dedicated to
cancer prevention, diagnose and treatment.



Michael J. Naughton

Estados Unidos

Interim Director, Center for Catholic Studies Director, John
A. Ryan Institute for Catholic Social Thought Professor,
Catholic Studies and Ethics and Business Law.

Author and editor of nine books and over 40 articles. He
helped coordinate and write the *Vocation of the Business
Leader* issued by the Pontifical Council for Justice and Peace
(2012), which is translated into 15 languages.

He currently serves as board chair for Reell Precision
Manufacturing (for profit) and board member for Seeing
Things Whole (non-profit).



Francisco Pérez Fresquet

España - Assistant Rector, LOYOLA University, Andalucía

Degree in Economics and Business Sciences at ETEA
(University of the Company of Jesus), Pérez has several
master's Degrees in Marketing, corporate Communications
and Theology.

He is a member of the Advisory Council of the Post-
Graduate Training Center at University of the Pacific, Peru
and a member of the Economic and Social Committee of
Andalucia.

He has extensive experience in developing advisory
projects in marketing and human resources.





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Álvaro Polo Guerrero

España - Human Resources Managing Director at Abengoa
Lawyer with a Law degree from University of Seville.

He is President of the Consulting Committee of the Masters Degree in Human Resources at University of Seville (School of Labor Sciences).

Vice-President of the Ibero-American Forum of Human Resources.

Cristiano Richter

Brasil - UNISINOS

Director of the Business and International Affairs office and Assistant Professor at UNISINOS University. He is also a current PhD Candidate, at UFRGS, in the Research Program of Industrial Engineering (PPGEP) focused on the interplay between local cluster development and global networks. In his executive carrier, it is highlighted his leadership in the development of the industrial plant of clean room facilities to house the mass production activities of HT Micron at UNISINOS' Tech Park (technology transfer from South Korea).



Chris Ryu

South Korea - Chief Technology Office at HT Micron

Graduated in Materials Engineering from the University Han Yang in Seoul in South Korea, has over 21 years of experience in the semiconductor area.

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PAPER SESSIONS

Sesión 1

Moderador José Prato (Universidad Católica del Uruguay)

Lunes 20 14:30 a 15:30 hs,	Sesión 1 Salón 210 2º Nivel	El liderazgo heroico, efectivo y sostenible. ¿cómo lograr que personas comunes logren en las organizaciones resultados sostenibles y de impacto en el desarrollo humano de la sociedad?	Ricardo Chiesa
		Liderazgo en un horizonte de justicia y sustentabilidad	Eloy Mealla
		El líder como referente digno - Comenzando por el Especialista en Recursos Humanos	Miriam Viviana Rojas
		El liderazgo desde la confianza y el aporte del estilo Jesuita.	Juan José Bauducco

Sesión 2

Moderador Silvia Franco (Universidad Católica del Uruguay)

Lunes 20 14:30 a 15:30 hs.	Sesión 2 Salón 212 2º Nivel	Sustainability Initiatives and Corporate Communication: Are Companies "Walking the Talk"?	Anne Reilly
		Ignatian pedagogy for social entrepreneurship: twelve years helping 300 social and environmental entrepreneurs validates the GSBI methodology	Keith Warner
		Jesuit Principles for Sustainability in Higher Education and Responsible Management Education: A systemic and value alignment strategy for implementing sustainability and social responsibility in Jesuit Management Education	Marcos Tavanti
		Leadership within the Jesuits	Jose Bento da Silva

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Sesión 3

Moderador Marcela Mandiola (Universidad Alberto Hurtado)

Lunes 20 14:30 a 15:30 hs.	Sesión 3 Salón 214 2º Nivel	Practicas de transformação para a sustentabilidade no ensino iniversitário: um estudo de caso do curso de administração de uma universidade jesuíta.	Claudia Stadtlober
		Herramientas pedagógicas para la sostenibilidad: Mirando el aula desde las enseñanzas de Ignacio de Loyola	Ana Carolina Díaz
		Exploración de la relación entre el proceso de disonancia cognitiva y el sistema de valores, como factores clave para la enseñanza/aprendizaje de negocios sostenibles	María Soledad Parra Miranda
		Innovación en la enseñanza de los negocios; el Aula Extendida	Carlos Jesús Renzo Franco

Sesión 4

Moderador Gorette Cabaleiro (Universidad Alberto Hurtado)

Lunes 20 14:30 a 15:30 hs.	Sesión 4 Salón 216 2º Nivel	An Ignatian Pedagogy Approach to Evaluating an IT-Based Project Management Course Using Service-Learning	Ruben A. Mendoza
		Speed D-bating Ignatian Pedagogy Meets Speed Dating	Joan Lee
		Collaborative Online International Learning Experience in Practice? Opportunities and Challenges	Marilu Marcillo-Gomez
		Innovation in Teaching Business at Xavier Institute of Social Service: An Experience from Jesuit Business School in Rural Management	Alexius Ekka

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Sesión 5

Moderador José Prato (Universidad Católica del Uruguay)

Lunes 20 15:30 a 16:30 hs.	Sesión 5 Salón 210 2º Nivel	Convergencia del liderazgo al estilo jesuita en la profesión contable	Paola Chantal Montiel Boido
		Liderazgo en la práctica. La evaluación de desempeño como herramienta del liderazgo estratégico.	Miriam Viviana Rojas
		Aportes Jesuitas a la Gestión de empresas	Leonardo Gargiulo
		¿La mentalidad global como característica del estilo de liderazgo jesuita y su importancia en la actualidad?	Juan Manuel Patiño Viera

Sesión 6

Moderador Silvia Franco (Universidad Católica del Uruguay)

Lunes 20 15:30 a 16:30hs.	Sesión 6 Salón 212 2º Nivel	Insights for a foundation on corporate social responsibility from a civil economy perspective	Oscar Licandro
		Standardized Matching: Collaborators and Commonalities for Global CSR	Marinilka Kimbro
		Modelo de gestión de RSE para empresas	Margarita Ramírez Mariño

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Sesión 7

Moderador Rodolfo Bongiovanni (Universidad Católica de Córdoba)

Lunes 20 15:30 a 16:30hs.	Sesión 7 Salón 214 2º Nivel	¿Cuáles son los principales rasgos del perfil de los egresados de las escuelas de negocios de los jesuitas según sus directivos?	Enrique López, Ricard Santoma
		¿CÓMO FORMAR A LOS MEJORES PARA EL MUNDO EN LAS ESCUELAS DE NEGOCIOS?: El modelo conceptual que sustenta la propuesta formativa de la Universidad del Pacífico.	Paulo César Pérez Paredes
		Competencias para el Fomento y Desarrollo del Espíritu Emprendedor, análisis comparativo de dos experiencias latinoamericanas ? la Universidad de Valparaíso, CHILE y la Universidad Católica del Uruguay, URUGUAY	Catherine Krauss
		Emprendedorismo e inclusao social: o projeto mundo + limpo sob a óptica da pesquisa ação participante.	Alexandre Pereira

Sesión 8

Moderador Marcela Mandiola (Universidad Alberto Hurtado)

Lunes 20 15:30 a 16:30 hs.	Sesión 8 Salón 216 2º Nivel	Sustainable Finance: Paradigm for a Better World	Ali Fatemi
		Teaching Accounting Ethics: Opportunities and Challenges	Kristine Brands
		Beyond words: means and a model for global jesuit business education	Dennis O'Connor
		What Jesuit Business Programs Can Learn From Chinese MBA Programs	Mary Ann McGrath

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Sesión 9

Moderador Ignacio Bartesaghi (Universidad Católica del Uruguay)

Lunes 20 17:00 a 18:00 hs.	Sesión 9 Salón 210 2º Nivel	La vinculación Universidad-Empresa y su influencia sobre los resultados de innovación: el caso de la industria manufacturera uruguaya.	Luis Silveira
		Los procesos de integración en América Latina y la cohesión regional	María Eugenia Pereira Martínez
		Transformative reaserch institutes organisational and leadership challanges	Mari José Aranguren / Roberto Horta
		Inversión reciente en la industria uruguaya: ¿hacia un desarrollo sostenible?	Andrés Jung

Sesión 10

Moderador Micaela Camacho (Universidad Católica del Uruguay)

Lunes 20 17:00 a 18:00 hs.	Sesión 10 Salón 212 2º Nivel	What matters to students: The influences on image of a university transitioning to sustainability	Anna Mendiola
		The Reinstatement of Artie T. Demoulas, CEO of Market Basket: A Love Story	Sarah Cabral
		Community-based mentoring on sustainable art: Lessons for the academe.	Santiago J. Sedfrey

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Sesión 11

Moderador Rodolfo Bongiovanni (Universidad Católica de Córdoba)

Lunes 20 17:00 a 18:00 hs.	Sesión 11 Salón 214 2º Nivel	Validación de un método de intervención en la mejora de la competencia de Trabajo en Equipo para estudiantes de grado de Ciencias Empresariales	Marcos Sarasola
		¿Innovaciones? en la pedagogía de la enseñanza de negocios: la voz de los estudiantes	Marcela Mandiola
		El Encuentro del paradigma Ledesma Kolvenbach con los Estudiantes: Código de Ética Estudiantil para la Facultad de Ciencias Empresariales (UCUDAL)	Alexis Nicolás Sandes Guichón
		¿Es compatible la educación a distancia con la pedagogía ignaciana?	Mario Ernesto Díaz Durán

Sesión 12

Moderador Goretti Cabaleiro (Universidad Alberto Hurtado)

Lunes 20 17:00 a 18:00 hs.	Sesión 12 Salón 216 2º Nivel	Teaching ¿Social Innovation and Entrepreneurship? as a Travel/Online Hybrid Course	Abhijit Roy
		Innovations in Teaching Business Management at XISS, Ranchi	Satya Narayan Singh
		Educating Future Business Leaders in the Jesuit Tradition: Using Chris Lowney's Four Core Pillars to Inform How We Teach a Business Strategy Course	Catherine Giapponi
		Education for Sustainable Human Development through Jesuit Commons: Higher Education at the Margins.	Vivian Faustino-Pulliam

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Sesión 13

Moderador Luis Silveira (Universidad Católica del Uruguay)

Martes 21 13:30 a 15:00 hs.	Sesión 13 Salón 210 2º Nivel	Diseño de una herramienta de gestión, basada en el Balance Social Cooperativo, para vincular el trabajo de la Universidad con las Empresas Sociales.	Nicolás Meyer
		Consultoría Social Empresarial: una propuesta inclusiva.	Paola Rapetti
		Relaciones entre el magis ignaciano y el Kaizén empresarial.	Mario Ramiro Alarcón
		Economía social + innovación tecnológica: experiencias de éxito en entornos de precariedad.	Elia María Irigoyen García
		Programa de Modernización de las Relaciones Laborales. Una experiencia de la Universidad Católica del Uruguay con participación de empresarios y sindicalistas.	Juan Manuel Rodríguez
		Liderazgo: El desarrollo de la persona como eje del desarrollo social	Jorge Cámpora



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Sesión 14

Moderador Andrés Jung (Universidad Católica del Uruguay)

Martes 21 13:30 a 15:00 hs.	Sesión 14 Salón 212 2º Nivel	The Role of the Jesuit University in the Emerging ?Innovation Triangle? of Government, Business, and Academia	Robert Brancatelli
		Building Bridges in the Urban Local Economy: A Jesuit University--Nonprofit Partnership Model	Mary Kate Naatus
		Jesuit business education in search of a new role for the firm based on sustainability and dignity from theory towards an empirical model.	Ricardo Aguado
		Entrepreneurial Education: An Inspiration from Jesuit Educational Institutes	Mahua Banerjee
		Rethinking Sustainable Development in Universities. Theoretical framework and an academic experience on teaching this important topic	Nicolas Domingo Albertoni Gomez

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Sesión 15

Moderador Oscar Licandro (Universidad Católica del Uruguay)

Martes 21 13:30 a 15:00 hs.	Sesión 15 Salón 214 2º Nivel	La gestión del conocimiento en servicios públicos del Uruguay.	Fernando Zeballos
		La educación para el emprendimiento y la innovación en las escuelas de negocios de inspiración Jesuita de Latinoamérica, hacia un modelo de generación de valor.	Javier Ismodes Talavera
		Del materialismo al bienestar subjetivo en la búsqueda de la felicidad en el mundo: Caso del Perú	Gina Pipoli
		Sustentabilidad empresarial y organizaciones migrantes	Alberto González Ramagli
		El Marketing centrado en la Virtud: la visión Católica como aporte necesario a la relación cliente - empresa	Pablo Antonio Torres Irurtia
		Turismo Sustentable. Nuevas formas de practicar turismo, ¿Nuevas formas de alcanzar objetivos sustentables?	Lucas Ramírez
		Productividad y gestión participativa: un desafío para las relaciones laborales.	María Eloísa González

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Sesión 16

Moderador Micaela Camacho (Universidad Católica del Uruguay)

Martes 21 13:30 a 15:00 hs.	Sesión 16 Salón 216 2º Nivel	Sustaining Accounting Practices of Micro, Small, and Medium Enterprises (MSMEs) in Metro Manila	Venus Ibarra
		Addressing Sustainable Challenges in the Arctic through Strategies and Partnerships Reflecting Jesuit Values	Martha Grabowski
		Unpacking "Give Back Box": A Social Enterprise at the Intersection of Leadership, Innovation, and Sustainability	Anne Reilly
		Using Sustainability Reporting as a Strategic Management System for the Sustainability Thrusts of the Ateneo de Manila University	Marion Lara Tan
		Contribution of Indian Industries to Sustainable Development: Case of Tata Steel	Mary S. Bodra
		A review on the roles of universities in regional initiatives of sustainability institutionalisation	Claudia Viegas

Sesión 17

Moderador Ignacio Bartesaghi (Universidad Católica del Uruguay)

Martes 21 13:30 a 15:00 hs.	Sesión 17 Salón 213 2º Nivel	Transforming Finance and Business Education - I: Part of the Problem	James A. F. Stoner y Frank M. Werner
		Developing as "Changemaker Campus": Leadership and inspiration for Social Innovation at Fordham University and Beyond	Cary Weiss
		Jesuit Business Schools' Leadership in Transforming Finance Teaching to Contribute to a More Sustainable World	Frank M. Werner



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INFORMATION ABOUT PAPERS

Sesión 1: Lunes 20 de Julio – 14:30 a 15:30 hs.
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Título: El liderazgo heroico, efectivo y sostenible. ¿cómo lograr que personas comunes logren en las organizaciones resultados sostenibles y de impacto en el desarrollo humano de la sociedad?

Autores: Ricardo Chiesa

CV: Psychologist, MBA at the UCU, Doctor of Administration candidate at the UCA. Professor of Business Science Faculty and Humanities Science Faculty at the UCU. He is an organizational consultant in public, private and social economy enterprises.

Abstract: The required "Competencies" to develop a heroic and transformational leadership. People acting as leaders of themselves and interacting effectively with others, are able to create more sustainable organizations that contribute to a fairer and humane society. It is proposed a strategic- operational method of gestion based on the assumptions of heroic leadership. Furthermore, it is proposed the application of skills management for development the heroic leadership and a research method to enrich the proposed method.

Título: Liderazgo en un horizonte de justicia y sustentabilidad

Autores: Eloy Patricio Mealla

CV: Bachelor of Philosophy (University of Salvador - Buenos Aires). Postgraduate in Cooperation and Development (University of Barcelona). Professor at the University of Salvador. Professor at the Universidad Nacional de Moreno, Morón and FLACSO. He is a consultant on various social organizations and training programs and social development.

Abstract: The notion of leadership is not an absolutely independent concept, your complete understanding and practice includes an ethical dimension, also in the field of economics and business. Ethics and economics are not alternatives with respect to one another, nor can one be subordinated, but are integrated with each other. Proposed move from a "transactional" leadership one "transformer" in the Ignatian perspective, and Jesuit universities, prioritizes the promotion of justice and care of creation.



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Título: El líder como referente digno. Comenzando por el Especialista en Recursos Humanos

Autores: Miriam Viviana Rojas

CV: Miriam Viviana Rojas, Doctor of Economic Sciences - Universidad Nacional de Córdoba, Argentina. Director of the graduate program Specialization in Strategic Management of Human Resources - ICDA Business School, Universidad Católica de Córdoba, Argentina.

Author of the recent book "Performance evaluation" and other articles and papers. Human Resources Specialist, consultant and invited lecturer.

Abstract: The objective is to analyze the importance of personal leadership in order to achieve organizational leadership, from the HR specialist's perspective.

Methodology: Analysis of the necessary core competencies of the HR specialist to achieve its own talent management and to drive the organization's development.

Conclusions: It is possible to identify distinctive features that must be developed to achieve leadership in the organizations. A complete profile of the HR specialist is introduced, based on the values and competencies necessary to humanize organizations and, at the same time, to promote competitive development.

Título: El liderazgo desde la confianza y el aporte del estilo Jesuita.

Autores: Juan José Bauducco.

CV: Juan José Bauducco, Master in Business Administration (Catholic University of Córdoba) and B.A. in Accounting, CPA (National University of Córdoba).

Professor (since 2006) at the Catholic University of Córdoba.

Current position: Project Manager at Tarjeta Naranja SA (credit cards sector)

Born in 1967, married, three children and currently lives in Villa Allende, Córdoba.

Abstract: Any entrepreneurial approach which prioritizes sustainable practices over time shows parallelisms and may take learnings which suit the Jesuit's style. We introduce a management model based on trust, in which it is required to set and manage parameters of expectations, behaviors and institutions. The Jesuit's style, through its values, contents and means provides its own way to do so. We show how Jesuit values of self-awareness, love, innovation and heroism are articulated by spiritual exercises and the constitutions of the Society of Jesus; all this being supported by the value of people at the service of confidence.



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Sesión 2: Lunes 20 de Julio - 14:30 a 15:30 hs.

Título: Sustainability Initiatives and Corporate Communication: Are Companies "Walking the Talk"?

Autores: Anne H. Reilly, Naznin Larya

CV:

Anne H. Reilly (Presenter)

Professor of Management, holds a Ph.D. in organizational behavior (Northwestern University), an M.B.A. in finance (University of Iowa), and a B.A. in economics, summa cum laude (Knox College), and she has served as Quinlan's Associate Dean and Loyola's Assistant Provost. Her research interests include organizational change, sustainability, and gender & careers.

Naznin Larya

A recent graduate of Loyola's Quinlan School of Business in both the Interdisciplinary Honors and Business Honors programs, majored in Information Systems. She served as a Quinlan Ambassador, President of the ISOM club, Dr. Reilly's research assistant, and a volunteer at Chicago Cares. Naznin has accepted a technology consultant position with Teradata.

Abstract: This exploratory empirical research compares communication about corporate social responsibility and sustainability initiatives for eleven global companies in the consumer apparel industry. Newsweek's Greenest Companies 2014 rankings are used to develop two subsamples (High and Low Ranked companies) compared for content, engagement, and focus on sustainability. By examining formal (CSR reports) and informal (Twitter activity) communication, we assess if these companies are 'walking the sustainability talk.' Firms walking the talk (ranked highly by Newsweek) are found to communicate more often about CSR initiatives and display higher levels of engagement in CSR reporting, compared to firms ranked lower on sustainability performance.



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Título: Ignatian pedagogy for social entrepreneurship: twelve years helping 300 social and environmental entrepreneurs validates the GSBI methodology

Autores: Keith Douglass Warner OFM, Andrew Lieberman, and Pamela Roussos.

CV: Keith Douglass Warner OFM is the Director of Education and Action Research at the Miller Center for Social Entrepreneurship at Santa Clara University. He directs the Global Social Benefit Fellowship, providing action research opportunities with GSBI social enterprises. He is a Franciscan Friar with a PhD in environmental studies.

Abstract: Social entrepreneurship is a pro-poor economic development. Many social entrepreneurs describe their work with terms like “calling” or “vocation,” harkening the election of the Ignatian spiritual exercises. Launched in 2003, the Global Social Benefit Institute (GSBI®) is pioneer in the field of social enterprise capacity development. It has worked with 365 enterprises in 60 countries. GSBI’s philosophy is shaped by Jesuit values. It recruits and selects social entrepreneurs who serve the poor, and places them in stage-appropriate programs to help them serve more people. This pedagogy of accompaniment supports social entrepreneurs as they progress toward their divinely gifted potential.

Título: Jesuit Principles for Sustainability in Higher Education and Responsible Management Education: A systemic and value alignment strategy for implementing sustainability and social responsibility in Jesuit Management Education.

Autores: Marco Tavanti

CV: Marco Tavanti is Professor at University of San Francisco’s School of Management and Director of the Nonprofit Administration Program. He is a United Nations international expert on sustainable development and indigenous rights. He is co-founder and President Sustainable Capacity Institute (SCII) and the World Engagement Institute (WEI).

Abstract: This paper reviews the sustainability and social responsibility paradigm shifts which occurred globally and across sectors during the past few decades. The paper strategic values of including the Principles of Responsible Management Education (PRME), and Sustainability Tracking, Assessment & Rating System (STARS) with the Jesuit mission and values in business and management programs. Through a review of global trends in the Global Reporting Initiative (GRI) and the multi-stakeholder principles model of the United Nations Global Compact (UNGC), the paper makes a case for adopting these processes for curricula embedded social innovation initiatives.

Título: Leadership within the Jesuits



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Autores: Jose Bento da Silva

CV: Jose Bento da Silva is an Assistant Professor at Warwick Business School (UK). Jose holds a PhD from Warwick Business School, and degrees on Electronics and Telecommunications Engineering, and Philosophy. Jose's main research interests fall within organisation theory.

Abstract: This paper is about leading the Jesuits, the processes that constitute the exercise of leadership and how these have been replicated over time, since 1540, and transposed into different geographical settings. The use of the word 'leading' points, by itself, towards a processual view of leadership in which emphasis will be put on the activities surrounding the exercise of leadership rather than on the prototyping of the leader. The paper argues that within the Jesuits a model of leadership was developed in which mainstream approaches to leadership, as the relationship between a leader and a follower, can be contested.



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Sesión 3: Lunes 20 de Julio - 14:30 a 15:30 hs.

Título: Práticas de transformação para a sustentabilidade no ensino universitário: um estudo de caso do curso de administração de uma universidade jesuíta.

Autores: Cláudia de Salles Stadtlober, Cátia Terezinha Ligocki Venturella, Cleonice Silveira, Jonas Cardona Venturini, Lucas Henrique da Luz, Margareth Schreiner, Silvia de Oliveira Polgati

CV: Cláudia de Salles Stadtlober – Graduated in business administration from Universidade do Vale do Rio dos Sinos (UNISINOS) and master's social sciences. PhD in Education at PUC-RS (2010). He is currently full Professor of Unisinos, where it acts as coordinator of administration and professor of the course. Federal councillor of the CFA-2015 to 2018.

Cátia Terezinha Ligocki Venturella - Graduated Psychologist. Master in education (UNISINOS). Services administration specialist (UNISINOS). Trained in group dynamics (SBDG). Coordinator of MBA in Organizational Behavior management in UNISINOS. Professor at the undergraduate, graduate and extension of UNISINOS.

Cleonice Silveira - Graduated in Social Service from University of Vale do Rio dos Sinos (Unisinos) and Master's degree in Production Engineering with emphasis in Ergonomics from Federal University of Rio Grande do Sul (UFRGS). PhD student at Unisinos' Educational Program. Currently is te Coordinator of Specialization in Social Management and Assistant Professor at University of Vale do Rio dos Sinos.

Jonas Cardona Venturini – Graduated in business administration from UFSM. Master in business administration from UFSM (2008). Doctor in business administration at Universidade Federal do Rio Grande do Sul (UFRGS). He is currently an Adjunct Professor at the University of Vale dos Sinos (UNISINOS). Has experience in the area of administration and Accounting, working mainly on the following subjects: business strategy, entrepreneurship, innovation, Strategic Costs and Inter-organizational Relationships.

Lucas Henrique da Luz - University Professor. Member of Humanitas Institute Unisinos - IHU (ihu.unisinos.br). Administrator and Master in Social Sciences. Coordinator of administration and professor of the course and in Technological Degree in human resource management. Has experience in the area of administration, with an emphasis in human resource management.

Margareth Schreiner – Graduated in business administration from Universidade do Vale do Rio dos Sinos (UNISINOS) with specialization in hospital administration;



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specialization in management in health and communication and health, and masters in public health from the University of UNISINOS. He is currently Coordinator of technology in Hospital Management at the University of Vale do Rio dos Sinos.

Silvia de Oliveira Polgati - Graduated Business Administration, Master Applied Social Sciences - Universidade do Vale do Rio dos Sinos – UNISINOS. Professor and Manager Administration Course – UNISINOS. Experience in the Human Resources area, acting on the following topics: inclusion, social responsibility, personnel management, labor market and volunteer work.

Abstract: The overall objective was to analyze the development of the academic activities of social responsibility and sustainability in the course of administration of UNISINOS. The specific objectives are: to assess the perceptions of academics about the subjects and the change generated from it in relation to sustainability; check the number of academics who carried out the activity; submit the changes perceived by professors on behavior of academics in relation to sustainability. The methodology was a qualitative, descriptive research, case study only, with use of participant observation, document analysis and questionnaires.

Título: Herramientas pedagógicas para la sostenibilidad: Mirando el aula desde las enseñanzas de Ignacio de Loyola

Autores: Eduardo Jorge Arnoletto y Ana Carolina Díaz.

CV: Ana Carolina Díaz - Argentinian

Degree in Political Science. Master in political management with specialty in design and management of public policies (by Catholic University of Córdoba and certificate by Georgetown University).

Teacher at Universities of Argentina, Germany and Venezuela (visiting professor).

Research Activities and Publications in congresses, magazines with arbitration, academical papers and books.

Abstract: The aim of this presentation is to revalue the cotributions made by the founder of the jesuists: Ignacio de Loyola, towards a successful management by using sustainable teaching tools into our classrooms and comprehensive training experiences to turn the decision process into an intelligent and sustainable management.

Título: Exploración de la relación entre el proceso de disonancia cognitiva y el sistema de valores, como factores clave para la enseñanza/aprendizaje de negocios sostenibles



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Autores: Soledad Parra, Oswaldo Baque, Elías Hurtado, Carlos Rostión

CV: Soledad Parra Professor specialized in teaching and research of organizations and entrepreneurship, in higher education, the last 12 years in Chile, Bolivia and Spain. Previously, work experience included 13 years in various positions and industries. Got PhD in 2013 and focused research on education for sustainable entrepreneur, sustainable entrepreneurship and social business.

Oswaldo Baque, Académico del Departamento de Ingeniería Industrial, Facultad de Ingeniería, Universidad de Santiago de Chile; y de la Facultad de Ingeniería Industrial, Universidad de Guayaquil, Ecuador.

Elías Hurtado, Ayudante de Investigación, Diplomado Economía Social y Comercio Justo, Universidad Alberto Hurtado, Santiago de Chile.

Carlos Rostión, Ayudante de Investigación, Diplomado Economía Social y Comercio Justo, Universidad Alberto Hurtado, Santiago de Chile.

Abstract: The objective of this article is exploring and understanding how the induction and resolution process of cognitive dissonance, through recognition of the personnel, organizational and contextual values systems, in students of a business school, allows taking awareness of the social and environmental harm, that current businesses carry out on the planet and humanity, and become a key factor for a paradigm shift in teaching and learning, for letting us move towards the development of sustainable businesses. This experience of applying this methodology was in five subjects (2013 to 2014), in the Faculty of Economics and Business at Universidad Alberto Hurtado.



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Título: Innovación en la enseñanza de los negocios; el Aula Extendida

Autores: Carlos Jesús Renzo Franco.

CV: CARLOS RENZO FRANCO, MBA,

Professional with experience in the management of engineering and business. Responsible for the design, development and implementation of educational products based on TIC. With experience in Educational Innovation, which enable the engineering students to develop and implement their practical knowledge about business.

Abstract: The use that university students make of information technology and communications, presents new opportunities for teaching - learning strategies that enable them to develop and achieve the expected competencies in business and enterprise technologies. The Extended Classroom is a teaching strategy that applies in the University of the Pacific; and from this, students can access to different simulated digital companies by enabling them to learn from their operations. The student develops an asset learning to be the protagonist of its teaching. It is the class that extends to the company.



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Sesión 4: Lunes 20 de Julio - 14:30 a 15:30 hs.

Título: An Ignatian Pedagogy Approach to Evaluating an IT-Based Project Management Course Using Service-Learning

Autores: Rubén A. Mendoza

CV: **Rubén A. Mendoza** is an Assistant Professor in the Decision & System Sciences Department, Haub School of Business, Saint Joseph's University (Philadelphia, PA). He holds a Ph.D. in Management Information Systems from Rensselaer Polytechnic Institute (RPI, Troy, NY). His professional experience was with The Procter & Gamble Company, Cincinnati, OH.

Abstract: This paper describes the planning, development activities, delivery of materials, and learnings in a project management course using the elements of Ignatian pedagogy as an evaluative framework. The Ignatian pedagogical paradigm consists of context, experience, reflection, action, and evaluation elements to help instructors guide student learning. Implications of the use of service-learning for the teaching environment and on student learning outcomes, as well as the impact of student service on community partners are discussed based on three offerings of this course.

Título: Speed D-bating Ignatian Pedagogy Meets Speed Dating

Autores: Joan L. Lee

CV: Dr. Joan L. Lee (formerly Van Hise), CPA, is Professor of Accounting at the Dolan School of Business at Fairfield University. Her research focuses on Ignatian Pedagogy, accounting education and accounting ethics. She is past President of CJBE, Editor of Journal of Jesuit Business Education, and recipient in 2014 of the Robert J. Spitzer, S.J. Award.

Abstract: Active learning techniques are particularly effective for today's students. In-class debates are often billed as a way to actively engage students (Kennedy, 2007), but many debate approaches are only active learning exercises for the students actually participating in the debate. Still, debates can be structured in a way to actively engage all students. "Speed D-bating," a marriage of debating and key elements of "speed dating", does this by including elements of Ignatian pedagogy. Background on Ignatian Pedagogy, and information about the use of "Speed D bating" in a Business Ethics class are discussed to allow others to replicate the approach.



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Título: Collaborative Online International Learning Experience in Practice? Opportunities and Challenges

Autores: Marilu Marcillo-Gomez, Bendreff Desilus

CV: Bendreff Desilus is an Assistant professor of the Facultad de Negocios at La Universidad La Salle Mexico. He has been teaching various topics in economics and finance for nearly ten years in bachelor and master level. Dr. Marilu Marcillo-Gomez is an Assistant Professor of the School of Business Administration at Saint Peter's University joining the faculty in fall of 2014. In her role as Assistant Professor, Dr. Marcillo-Gomez will work with students studying all areas of Business Management, Marketing and Sustainability.

Abstract: Academic institutions of higher education, and especially Jesuit institutions, face the challenge of educating students who often face unique financial challenges. These challenges can have an impact on access to quality education and experience. Given our globalized environment, among these challenges is the opportunity for students to participate in a study-abroad experience while at the university. Today, through the use of technology it is possible for institutions of higher education to offer these collaborative learning experiences to those students who may not be able to travel. This paper will detail a pedagogical approach which emphasizes using collaborative online international engagement.

Título: Innovation in Teaching Business at Xavier Institute of Social Service: An Experience from Jesuit Business School in Rural Management

Autores: Alexius Ekka

CV: Fr. Alexius Ekka, is the Director of Xavier Institute of Social Service, Ranchi, in India. He did his M.Phil from Tata Institute of Social Sciences, Mumbai and Doctorate from Jawaharlal University, New Delhi. His teaching and research interests are Human Rights and Sustainable Development.

Abstract: Management studies for rural development in India need a field oriented and experience based learning approach. The Rural Management Education at Xavier Institute of Social Service has a unique blend of urban and rural field exposure along with class room learning. Dr. Ekka's paper also emphasises the core Jesuit values of God experience and personal transformation leading to social change. That is how the vision of the Institute "leaven in the Dough" is actualized by its mission "Putting the Last, First". The students of Rural Management thus become Professionals with a Difference.



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Sesión 5: Lunes 20 de Julio – 15:30 a 16:30 hs.

Título: Convergencia del liderazgo al estilo jesuita en la profesión contable

Autores: Paola Chantal Montiel Boido

CV: Paola Chantal Montiel Boid

Specialization in Tax (in progress); Isede – Catholic University of Uruguay;
Accountant Catholic University of Uruguay (November 2012) Accounting analyst
Catholic University of Uruguay (July 2008).

PROFESSIONAL DEVELOPMENT

Catholic University of Uruguay – Researcher
Accounting teacher
Freelancer

Abstract: This article aims connect the Jesuit leadership style with the Accountant in Uruguay.

Day by day, the Accountant has a constantly challenge of updated in relation to legislation, in addition being informed about new application tools. The professionals must apply a process of self development of specific issues of the profession, expose in this article.

Since the twentieth century in Uruguay have established a number of changes concerning the appropriate accounting rules, that influence at the preparation of the financial statements of the entities.

Somewhat the professional Accountant adopts the Jesuit leadership style to meet the challenges appear every day.

Título: Liderazgo en la práctica. La evaluación de desempeño como herramienta del liderazgo estratégico.

Autores: Miriam Viviana Rojas

CV: Miriam Viviana Rojas, Doctor of Economic Sciences - Universidad Nacional de Córdoba, Argentina. Director of the graduate program Specialization in Strategic Management of Human Resources - ICDA Business School, Universidad Católica de Córdoba, Argentina. Author of the recent book "Performance evaluation" and other articles and papers. Human Resources Specialist, consultant and invited lecturer.



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Abstract: The aim is to determine the contribution of performance evaluation to transformational leadership, under the strategic control system chosen by the organization.

Therefore, it was necessary to analyze the differences between addressing performance from a traditional perspective and from an strategic management point of view and to evaluate its impact on leadership.

Conclusions

Performance evaluation has advantages for the global strategic management, beyond its implications for the HR management.

Performance evaluation is a tool for diagnosis, monitoring, communication, learning and for personal and team development, essential to enhance strategic leadership.

Título: Aportes Jesuitas a la gestión de empresas

Autores: Leonardo Gargiulo

CV: Leonardo Gargiulo has a PhD. in Business Administration (ESEADE University). He is a certified Public Accountant (Belgrano University) and has a Master's Degree in Administration and Economy (ESEADE University).

Currently, he is Vice Rector of Studies at CAESE University. Previously he was the MBA director and Secretary of University Expansion and Promotion at ESEADE University.

Abstract: The aim of this paper is to determine and understand; through the study of Ignacio de Loyola's life's work and the Society of Jesus; standards, methods, practices, guidelines and conducts in which they grounded. And to establish at the same time if they could be connected and/or applied to business management. These are the aspects that were gathered during the analysis of Ignacio de Loyola as a leader and the Society of Jesus as an organization: Mission and Organizational Culture; His vocation and attitude; The Business plan; Management; Structure; Human resources management; Strategy.

Título: La mentalidad global como característica del estilo de liderazgo jesuita y su importancia en la actualidad

Autores: Juan Manuel Patiño Viera

CV: 4th year in Business Administration, Catholic University of Uruguay

Abstract: This article is part of the thematic area called "The Jesuit style of leadership as a contribution to sustainable development". Its aim is to highlight the importance of



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one of the characteristics of the Jesuits' leadership style in the world today which I named "Global Mindset".

This is to say that the knowledge of the Jesuits and their history may be useful to fulfill the aims which business schools have. This is, mainly to train professionals for nowadays world through the student's development of their "global mindset" in order to become true "global leaders".



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Sesión 6: Lunes 20 de Julio – 15:30 a 16:30 hs.

Título: Insights for a foundation on corporate social responsibility from a civil economy perspective.

Autores: Oscar Licandro

CV: Oscar Licandro, Sociologist (UDELAR), Master of International Management (University of Saint Thomas), PhD candidate (Universidad Católica Argentina). Professor of CSR and Marketing. Coordinator of the Research Program on CSR in the Universidad Católica del Uruguay. Editor of journal Cuadernos de RSO. He was a consultant for CEPAL, UNESCO, IDB, UNDP and Endeavor.

Abstract: This paper presents an analysis of the contributions of Civil Economy to the theoretical argumentation of Corporate Social Responsibility (CSR). The lack of foundation of economic theory, supported on different suppositions from those of the economic Neoclassic school, is one of the main difficulties for the supporters of the CSR in refuting the principal arguments in opposition to this business philosophy. The paper describes some principal concepts of Civil Economy and shows that these concepts legitimate CSR.

Título: Standardized Matching: Collaborators and Commonalities for Global CSR

Autores: Victoria Jones, Marinilka Barros Kimbro

CV: Victoria Jones, PhD

V Jones received her PhD in Communication from Cornell University in 2001. She currently serves Assistant Vice-Chancellor for Global Engagement at the University of California, Irvine. Her current research interests are related to international marketing, emerging markets, sustainability and managerial decision making.

Marinilka Barros Kimbro, PhD (presenter at IAJBS Global Forum2015)

MB Kimbro received her PhD in Accounting from The University of Maryland in 1999. She is currently an Assistant Professor at the Albers School of Business, Seattle University, Washington. Her current research interests include fair value and idiosyncratic risk, CSR, corporate governance, board diversity, shareholder activism and executive compensation.

Abstract: This paper proposes a conceptual framework – standardized matching (SM) – that achieves a scalable Global Corporate Social Responsibility (GCSR) strategy for multinational enterprises' (MNE). SM links and leverages firms' resources with



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complementary non-business organizations capabilities in order efficiently deliver a powerful GCSR message. Additionally, by focusing on market commonalities, SM strategies can be scalable; allowing for efficiencies that leverage MNE global capabilities while being responsive to local market needs. This framework is unique in that it extends SM - developed for marketing partnerships - to GCSR. Most importantly, this framework empowers MNEs to be market drivers in GCSR initiatives that are measurable and effective.

Título: Modelo de gestión de RSE para empresas.

Autores: Margarita Ramírez Mariño.

CV: MARGARITA RAMIREZ MARIÑO

Economist. St. Thomas University, Master of Business Administration "MBA" - "Universidad Externado de Colombia" University, Aspiring Diploma in Management of Corporate S.R.S., Diploma in Teaching College-University Pontificia Bolivariana. Diploma Fund Raising Management- Indiana University Center on Philanthropy and the Fund Raising School.

Diploma Senior Management-University of Santo Tomas

Abstract: The Methodological Guide CSR Management Model for companies, was created in Colombia to facilitate practices in Corporate Social Responsibility and is the result of a long research process that has been implemented in more than 280 companies in the country. This guide, based on Agenda of university-business approach called First Steps in CSR is an instrument that allows the user to address CSR management from a comprehensive, objective and effective perspective. Initially easier to determine the current status of the organization against CSR and the perception of its stakeholders ; can propose improvement actions against major international requirements aligned to the strategic platform of the organization, and proposes mechanisms for implementing new actions, evaluating the effectiveness of the same.



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Sesión 7: Lunes 20 de Julio - 15:30 a 16:30 hs.

Título: ¿Cuáles son los principales rasgos del perfil de los egresados de las escuelas de negocios de los jesuitas según sus directivos?

Autores: Enrique López Viguria, Ricard Santomà

CV: Enrique López Viguria Bachelor's Degree in Philosophy and Education Sciences from the University of Navarre. MBA from ESADE. Advanced Studies Diploma from Ramon Llull University. Secretary General of ESADE. Academic Director of Leadership, Strategy and Business Management Programmes. Board member of UNIJES (Spanish federation of Jesuit universities) and trustee of various foundations.

Ricard Santomà Ph.D. in Business Administration from Universitat Ramon Llull, Bachelor's Degree in Business Administration Universitat Barcelona. Advanced Management Program Degree ESADE. Dean, General Director and an associate professor areas Business Management and Quality Management School of Tourism and Hospitality Management Sant Ignasi ESADE - Universitat Ramon Llull

Abstract: The aim of this article is to identify the characteristics that graduates of Spanish Jesuit business schools should possess, in the opinion of the authorities of those schools.

Using the concept mapping methodology, we obtained four clusters of characteristics: professional competencies, intrapersonal competencies, interpersonal competencies, and social responsibility and sense of transcendence.

The results and methodology of this study constitute a novel contribution to research on an essential aspect for Jesuit business schools (mission-driven institutions).

Título: Competencias para el Fomento y Desarrollo del Espíritu Emprendedor, análisis comparativo de dos experiencias latinoamericanas: la Universidad de Valparaíso, CHILE y la Universidad Católica del Uruguay, URUGUAY

Autores: Catherine Krauss, Adriana Bonomo, Leslie Bridshaw, Martin Arroyo

CV:

Catherine Krauss is Director of the Center for Entrepreneurial Development at the Catholic University of Uruguay (NEXO). She holds a PhD in Economics and Business Management of University de Deusto in Spain. Formed at Babson College, Massachusetts (USA) as a Professor of Entrepreneurship. Professor of Entrepreneurship and Innovation-FCE/UCU.



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Adriana Bonomo is researcher of the Center Center for Entrepreneurial Development at the Catholic University of Uruguay (NEXO). She is Doctor (Candidate) in Business Management of Catholic University of Argentine. Full Time Professor of Entrepreneurship - Innovation and Marketing FCE/ UCU.

Leslie Bridshaw is Academic coordinator of the School of Business Administration at the University of Valparaiso. She is magister and Professor of Entrepreneurship and Management

Martin Arroyo in junior researcher of the of the Center Center for Entrepreneurial Development at the Catholic University of Uruguay (NEXO). He studies Business Administration and Management - FCE/ UCU.

Abstract: This paper explains the experience of the University of Valparaiso - Chile and the Catholic University of Uruguay, in strengthening the self-perception of entrepreneurial skills and civic engagement of their students. The goal is to make a comparison of the teaching of entrepreneurship based on competence between these institutions in terms of measuring the impact of training and development of entrepreneurial skills of students with Competency based Economies through the Formation of Entrepreneurs. After the experience, it was found that in both institutions and for all defined profiles, on average, the perception of entrepreneurial skills of pupils had increased.

Título: Empreendedorismo e inclusao social: o projeto mundo + limpo sob a óptica da pesquisa ação participante.

Autores: Alexandre Pereira, Cláudia de Salles Stadtlober, Lucas Henrique da Luz, Gustavo Costa, Aurelia Melo

CV: Alexandre Pereira – Graduated in business administration from Universidade do Vale do Rio dos Sinos (UNISINOS) and master's Administration. He is currently full Professor of Unisinos, where it acts as coordinator of international business and professor of the course. Has experience in the area of administration, with an emphasis in innovation and entrepreneurship.

Cláudia de Salles Stadtlober – Graduated in business administration from Universidade do Vale do Rio dos Sinos (UNISINOS) and master's social sciences. PhD in Education at PUC-RS (2010). He is currently full Professor of Unisinos, where it acts as coordinator of administration and professor of the course. Federal councillor of the CFA-2015 to 2018.

Lucas Henrique da Luz - University Professor. Member of Humanitas Institute Unisinos - IHU (ihu.unisinos.br). Administrator and Master in Social Sciences.



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Coordinator of administration and professor of the course and in Technological Degree in human resource management. Has experience in the area of administration, with an emphasis in human resource management.

Gustavo Costa - University Professor. Administrator and Master in business administration. Professor of the course. Has experience in the area of administration and entrepreneurship.

Aurelia Melo - University Professor. Graduated in Engineering and Master in business administration. Professor of the course. Has experience in the area of innovation and entrepreneurship.

Abstract (100): Social entrepreneurship can be understood as a proposal for a new thinking and acting that do not separate as antagonistic the economic and social. Justifies the need to promote it. This was the purpose of the Mundo + Limpo Project, initiative which students and teachers, a women's association in state of social vulnerability and a German multinational technology sector. This article has aimed to describe and analyze this initiative in the light of social entrepreneurship. The methodology is used Participatory Action Research, technique applied to specific situations where the level of involvement of stakeholders demand ethical, existential and social commitment.



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Sesión 8: Lunes 20 de Julio – 15:30 a 16:30 hs.

Título: Sustainable Finance: Paradigm for a Better World

Autores: Ali Fatemi

CV: ALI FATEMI CHAIRMAN EMERITUS AND PROFESSOR, DEPARTMENT OF FINANCE, DEPAUL UNIVERSITY

He joined DePaul in 1998. Previously he was at Kansas State University, and has been a Visiting Scholar at UCLA and at University of Maastricht. He also has taught in Europe, Asia and the Middle East. He is a graduate of Oklahoma State University, where he received his Ph.D. (1979) and his MBA (1975).

He has published in leading academic journals including: Journal of Finance & Journal of Banking and Finance. A past President of Midwest Finance Association, he has served as the editor of Journal of Applied Finance.

Abstract: This paper argues that the global economy has entered a period of increasing incidences of unethical and self-serving corporate behavior. The ensuing erosion of public trust in businesses, the growing voice of other stakeholders in support of their interests, and the fragility of the global environment call for a new paradigm for value creation. Therefore, the traditional model of shareholder wealth maximization should be abandoned in favor of a sustainable value creation model. As such, shareholder value is to be maximized subject to the constraint that other stakeholders not become worse off. Therefore, environmental, social and governance factors play key roles in the process of value creation.

Título: Teaching Accounting Ethics: Opportunities and Challenges

Autores: Kristine M. Brands, Linda S. Lange

CV: Dr. Kristine Brands is an Associate Professor of Accounting at Regis University and is chair of the Master's of Science of Accounting program. Her research interest areas are sustainability and CSR, appreciative inquiry, and XBRL (eXtensible Business Reporting Language) and interactive data. She holds a Doctorate in Management from Colorado Technical University.

Abstract: All universities, especially Jesuit Universities, have an obligation to develop their students' moral and ethical conscience. Regis University is guided by its Jesuit heritage and responsibility to help its students develop an ethical compass, pursue a continual search for truth, values, and a just existence, and answer the question "How



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ought we to live?" A foundation in accounting ethics supports this mission. Since 2010, the School of Management (SOM) has included ethical content in several accounting courses and added a standalone accounting ethics course in 2015. This exploratory case study showing how Regis University's School of Management (SOM) integrated accounting ethics into its curriculum.

Título: Beyond words: means and a model for global jesuit business education.

Autores: Dennis O'Connor, Daniel Orne, David McCallum

CV: Dr. Dennis O'Connor is Chair of the Management, Leadership, & Information Systems department in the Madden School of Business at Le Moyne College. Dennis has been a frequent contributor to the Journal of Management Education. His research interests are life planning & personal growth, appreciative inquiry, and spirituality and emotional intelligence.

Dr. Daniel Orne teaches Strategy & Leadership in the Madden School of Business at Le Moyne College. He is the founder of the Global Jesuit Case Series (GJCS) and currently is acting as Chair of both the GJCS Advisory Board and the GJCS Editorial Board.

David McCallum, S.J., Ed.D serves as the Special Assistant to the President for Mission Integration and Development at Le Moyne College. He teaches Leadership and has held a variety of leadership roles including interim VP of Institutional Advancement and interim Dean of the Madden School of Business. His research interests include adult learning & development, leadership, action research, and mission integration.

Abstract: This paper will describe a Global Jesuit Case Series that draws upon our living tradition of timeless principles and methods to deepen and extend ethical discussion. Cases are unique pedagogical tools. They tend to focus more on systemic understandings, complexity, and discernment. We believe business cases, when rooted in a values framework, can educate towards productivity and profits, but must also be an opportunity to consider intentions and multiple impacts, stakeholders and mutuality, and processes of discernment in the face of ambiguity and complexity. We must "go in their door and bring them out of ours" -- St. Ignatius of Loyola.



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Título: What Jesuit Business Programs Can Learn From Chinese MBA Programs

Autores: Mary Ann McGrath

CV: Mary Ann McGrath is a Professor of Marketing in the Quinlan School of Business at Loyola University Chicago and has taught at the China Europe International Business School (CEIBS) in Shanghai. Her area of academic research is consumer culture theory research, specifically related consumer and international issues. She received both her Ph.D. and M.B.A. degrees in Marketing from Northwestern University.

Abstract: North American Schools of Business have been “going global” by transplanting pedagogy and content to Asia and Africa for several centuries. From a teaching perspective, our western schools look to these regions as contexts to provide richness to our students’ educational experience, to prepare Americans for dealings in the global business marketplace, and often to increase our own enrollments and revenues. To date we have served as “exporters” of our own sometimes xenophobic brand of MBA education.

Using an ethnographic approach of participant observation gained through two years of teaching and living in China supplemented with interviews with Chinese students studying in the U.S., I suggest an alternative view. China in particular and Asia in general present a very different viewpoint of leadership, motivation, team-work and MBA education in general. The purpose of the session is to contrast the East Asian and Western educational systems and suggest alternative viewpoints, concepts and ideas that can be “imported” into western business education from the Middle Kingdom.



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Sesión 9: Lunes 20 de Julio - 17:00 a 18:00 hs.

Título: La vinculación Universidad-Empresa y su influencia sobre los resultados de innovación: el caso de la industria manufacturera uruguaya.

Autores: Luis Silveira, Agustin Garcia y Paula Gonzalez

CV: **Luis Silveira:** Doctor en Competitividad Empresarial y Desarrollo Económico (Universidad de Deusto, España). Master en Economía y Regulación de los Servicios Públicos (Universitat de Barcelona, España). Master en Gerencia de Empresas de Telecomunicaciones (Universidad ORT, Uruguay). Economista (Universidad de la República, Uruguay).

Abstract: Today's in the global economy, innovation is seen as a key element in the competitiveness of firms. The economic literature has shown that productivity is strongly influenced by the capacity of innovation for companies and organizations in a region or nation. But innovation is unpredictable both in terms of processes and outcomes which makes it very difficult to define and select active incentive policies. In this paper we study the relationships establish with the different agents of the National Innovation System (NIS) by companies and how they affect innovation activities. The rationale behind this approach is based on the idea that innovation is an open and interactive process and seems to be limited to certain situations.

Título: Los procesos de integración en América Latina y la cohesión regional

Autores: Dr. Ignacio Bartesaghi, Lic. María Eugenia Pereira.

CV: Dr. Ignacio Bartesaghi

Director of the Department of International Business and Integration of Business School of the Catholic University of Uruguay. He is a PhD in International Relations, has a Master's Degree in Integration and International Trade and a Bachelor's Degree in International Relations. Teacher at the Catholic University.

He has published a number of articles and books in his areas of expertise.

Lic. Maria Eugenia Pereira

Research Assistant in the Department of International Business and Integration of Business School of the Catholic University of Uruguay. Teacher at the Business School of the Catholic University of Uruguay. She has a degree in International Business and Integration and she is studying a Postgraduate Degree in International Studies.



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Abstract: The number of integration initiatives in Latin America has increase in recent years, some with economic profiles, other social or even political profiles. Through a qualitative survey of the current status of all the integration processes in the region, will be carried out a comparative study of the founding objectives and achievements finally achieved by them. The article focuses on leadership and innovation for a sustainable world, because all relations between the Members States of the different integration processes analyzed, will need a strong leadership and innovation to face successfully the important future challenges posed by the new international environment to achieve a sustainable world.

Título: Transformative Research Institutes' Challenges and Learnings

Autores: Mari Jose Aranguren, Susana Franco, Roberto Horta, Luis Silveira

CV: Mari Jose Aranguren: PhD in Economics and Business Administration, University of Deusto. General Director of Orkestra Basque Institute of Competitiveness - Deusto Foundation. Researcher with numerous books and articles in national and international journals.

Susana Franco: PhD in Economics, University of Nottingham. Researcher at Orkestra Basque Institute of Competitiveness with several studies in regional competitiveness. Specialist Mathematical Economics at the University of the Basque Country, with studies in England in the field of quantitative economic development.

Roberto Horta: Director of the Institute of Competitiveness at the Catholic University of Uruguay. PhD in Economics and Business Administration, University of Deusto, Spain. Researcher on competitiveness, cluster, innovation and internationalization.

Luis Silveira: Researcher at the Institute of Competitiveness at the Catholic University of Uruguay. PhD on Competitiveness and Economic Development, University of Deusto. Specialist in innovation and competitiveness.

Abstract: Universities engage on territorial development, actively participating, generating knowledge and innovation networks and linking their strategies to the territorial needs. The aim of this paper is to reflect on the role our academic institutions play as agents of change in our territories. Transformative research institutes aim to generate new knowledge different from traditional research centres because the objective is helping the development of their territories. The paper analyse two case studies based on the experience of the four co-authors, who actively orient their research towards transformative actions, in two jesuit universities, one in the Basque Country, Spain, and the other in Uruguay, South America.



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Sesión 10: Lunes 20 de Julio - 17:00 a 18:00 hs.

Título: What matters to students: The influences on image of a university transitioning to sustainability.

Autores: Anna Mendiola

CV: **Anna A. Mendiola.** Assistant Professor. Ateneo de Manila University With B.S. Business Administration and Masters in Business Administration degrees from the University of the Philippines, and 15 years marketing experience from Kimberly-Clark Philippines. Currently Acting Dean of the John Gokongwei School of Management and Chair of the Marketing and Law Department. Also taking graduate studies towards a PhD major in Social-Organizational Psychology at the Ateneo de Manila University.

Abstract: The support of students for a university's sustainability efforts is critical for more efficient implementation of sustainability initiatives. A survey using structural equation modeling (SEM) was used to examine the links between student sustainability values, perceptions of impact of school initiatives, and school image. Results indicate that the school's image as contributing to sustainability is influenced by students' perception of long-term impact of school initiatives and the importance students place on environmental management. Results highlight the need to create awareness and encourage student involvement with sustainability initiatives. A positive image would help provide focus and efficiencies for the university's sustainability efforts.

Título: The Reinstatement of Artie T. Demoulas, CEO of Market Basket: A Love Story

Autores: Sarah Cabral

CV: Sarah Pike Cabral is a Senior Lecturer in the Carroll School of Management at Boston College. Sarah has been teaching full-time in the Portico program, the Business Ethics program, since its inception. Education: M.A., Humanities, University of Chicago; Ph.D., Philosophy, Loyola University of Chicago; M.B.A., Boston College.

Abstract: The events that occurred last summer at Market Basket, a \$4 billion grocery store chain, prove that love can play a critical role in for-profit corporations, a claim made by Chris Lowney in his work *Heroic Leadership*. Indeed, the reinstatement of ousted CEO Artie T. Demoulas was a result of the loving culture of Market Basket. Employees, who are referred to as "associates" within Market Basket, went weeks without pay, not because they wanted higher wages or better benefits, but rather



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because of their loyalty to Demoulas. The Market Basket story offers lessons to other CEOs eager to create loving environments that are both effective and profitable.

Título: Community-based mentoring on sustainable art: Lessons for the academe.

Autores: J. Sedfrey S. Santiago

CV: J. Sedfrey S. Santiago is associate professor in the John Gokongwei School of Management, Ateneo de Manila University. He teaches mainly business law, obligations and contracts, and art law. His research interests include cultural entrepreneurship, family business, migrants' rights and interests, and disaster response management.

Abstract: This paper discusses three models by which community-based mentoring on arts and culture take place in the Philippines. These three models are determined mainly by the initiators of the mentoring activities; i.e., government, private persons, and a combination of government and private persons, whether natural or juridical. The paper focuses mainly on private person-initiated mentoring activities in communities. Based on present issues facing the three models, this paper proposes specific measures that may contribute to the sustainability of the efforts undertaken within each model.



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Sesión 11: Lunes 20 de Julio - 17:00 a 18:00 hs.

Título: Validación de un método de intervención en la mejora de la competencia de Trabajo en Equipo para estudiantes de grado de Ciencias Empresariales

Autores: Silvia Franco, Alberto González Ramagli, Marcos Sarasola

CV: Silvia Franco. PhD (c) in Economics and Business Administration. Psychologist. It is academic responsible for Human Resources. Professor and Researcher at the Catholic University and the University of the Republic of Uruguay.

Alberto González Ramagli. Candidate Doctor in Business Administration, Catholic University of Argentina. Economist, University of Paris I. Director of the Department of Administrative Sciences, professor and researcher at the School of Business and Economics, Catholic University of Uruguay.

Marcos Sarasola. PhD in Education. Physics teacher. He directs the Universidad Católica del Uruguay Master of Education. Professor and researcher at the Universidad de Deusto and the Universidad Católica del Uruguay.

Abstract: The present study carried out with 119 first year business school students, suggests that there is a positive evolution in the self-perception of teamwork competence development in students throughout the year. According to this research, a greater external interaction through training workshops and peer evaluation, results in a greater development of teamwork competence. Moreover, solving teamwork problems in class and being conscious about what is going on through training workshops has improved group dynamics understanding. Besides, the three measures made over a year using the CCSAC questionnaire, showed up time intervention relevance.

Título: ¿Innovaciones? en la pedagogía de la enseñanza de negocios: la voz de los estudiantes

Autores: Marcela Mandiola, Gabriel González, Cristobal Montero, Nicolás Morales, Raphael Vergara

CV: Marcela Mandiola, her academic work is related to Organizational Theory, Management Education and Gender in Organizations. Her concerns address management education, its possibilities for critical agendas attending Latin American radical thinking; as well as gender performativity within academic organizations.



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Abstract: Management Education is in general portrayed as the satisfaction of a demand which emerges from the naturalized managerial discourse. In Chile, it is materialized through the importation and assimilation of foreign models, which have shaped our pedagogical programmes. As a consequence, Management Education has been constructing a stable system of subjectivities, objects and meanings that appear as obvious, sustained in the assumption that a business school 'is', is common sense or taken for granted. In this process student's voices have been scarcely considered. Our work attempts to explore current business undergraduate students' critical reflections about their education. This work is not an approach about students, differently its aspiration is to give voice to them.

Título: El Encuentro del paradigma Ledesma Kolvenbach con los Estudiantes: Código de Ética Estudiantil para la Facultad de Ciencias Empresariales (UCUDAL)

Autores: Micaela Leis, Alexis Sandes

CV: Full Name: Alexis Nicolás Sandes Guichón

Education: Accounting Analyst - UCUDAL - 2012; **Professional Development** PriceWaterhouseCoopers - Assurance Assistant - (11/2011 - 03/2012), Catholic University of Uruguay - Researcher Jr. - (09/2013 - Actual)

Abstract: In a world where the search for a quick result involves a huge pressure in our lives, we found in the Jesuit ethics a path to define whether it is correct or not to take a decision. An Ethics Code is indispensable for overall education and, in particular, for Jesuits educational institutions. Embedded in the Ledesma Kolvenbach paradigm and following the instructions disseminated by the European Higher Education Area, our project tries to work as a nexus between the Jesuits philosophies and the students, toward an easy way to understand language based on experiences that we live in our University.

Título: ¿Es compatible la educación a distancia con la pedagogía ignaciana?

Autores: Mario E. Díaz Duran

CV: MARIO E. DIAZ DURAN, Public Accountant, Director of Public Accountant of the Catholic University of Uruguay, Teaching full time, Consultant IFRS IDB, Secretary of the Technical Commission on Education of the IAA, Courses at University Teaching and Information, Technology and Communications in Education among others.

Abstract: In recent years, provision supported by the ICT in education has grown. But it does not have a clear and defined way to operate distance education model. Moreover,



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education has been a constant concern of the Society of Jesus from the "Ratio Studiorum" from the late sixteenth century, maintaining its three pillars: the insistence on the care and individual concern for every person, the great importance to the activity of the student and encouraging openness to growth throughout a lifetime. VLEs is to analyze the perspective of the principles of Ignatian pedagogy, establishing convergence between them.



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Sesión 12: Lunes 20 de Julio - 17:00 a 18:00 hs.

Título: Teaching Social Innovation and Entrepreneurship? as a Travel/Online Hybrid Course

Autores: Abhijit Roy

CV: Abhijit Roy is Professor of Marketing and William and Elizabeth Burkavage Fellow in Business Ethics and Social Responsibility at the Kania School of Management, University of Scranton, Pennsylvania, USA. He has coauthored a book, *Taking Sides: Controversial Issues in Marketing* and published several articles in referred journals.

Abstract: I illustrate how a course was created to demonstrate the humanitarian side of businesses by looking at how firms (both large and small) as well as non-governmental sectors (NGOs) create value in underserved yet growing markets and communities around the world. This fits very well with the Jesuit values and philosophy. Increasingly, major corporations are implementing new business strategies by partnering with public sector and civil society organizations that are creating for both business and society. I also discuss the role of cross-sector collaborations in implementing these approaches successfully. The course challenged students to think critically about creating innovative responses to critical social needs (e.g., poverty, urban education, sustainability, etc.) through both experiential as well as online discussions.

Título: Innovations in Teaching Business Management at XISS, Ranchi

Autores: Satya Narayan Singh

CV: Dr. **Satya Narayan Singh** (Head of IT Department XISS) B.Sc. (H), M.Sc. (Math) from Ranchi University, PGDCA from IIBM, Patna and MCA from B.I.T. Mesra was awarded with Ph.D. degree by Ranchi University. He has more than 10 research articles published at various National and International Conferences and in peer-reviewed journals.

Abstract: The management institutions have been criticized for inadequate bridging of gaps between theory and practice. The Jesuit business schools have been steadily involved in creating human resource to stimulate business faith that does the business justice. This paper intends to identify four different vicinities to facilitate novel initiatives for effective Jesuit Business education. The first one discusses organizational learning contracts (OLC), the second area of concern emphasizes upon nurturing the creative capabilities among students, the third considers the use of



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mobile technology by connecting numerous budding scholars and the fourth has explored the contribution of spirituality in management education.

Título: Educating Future Business Leaders in the Jesuit Tradition: Using Chris Lowney's Four Core Pillars to Inform How We Teach a Business Strategy Course.

Autores: Catherine Giapponi

CV: Catherine Giapponi is Associate Professor of Management at Fairfield University. Her primary teaching responsibilities include business strategy and nonprofit management. She has published in several journals including, Organization Management Journal, Case Research Journal, Journal of Business Ethics, International Journal of Educational Management, and International Journal of Risk Assessment and Management.

Abstract: Faculty at Jesuit institutions may understand the fundamental drivers of a Jesuit education. But what is not as obvious is how to infuse Jesuit principles and values into daily classroom discussions of business theory and the application of theory to real world business decisions. This paper presents an approach to teaching a business strategy topic, specifically organizational downsizing, using a framework based on Christopher Lowney's (2003) four core leadership pillars: self-awareness, ingenuity, love, and heroism. Difficult strategic decisions not only test leadership, but potentially develop leadership capacity. The Jesuit business school classroom offers rich opportunities to foster such development.

Título: Education for Sustainable Human Development through Jesuit Commons: Higher Education at the Margins.

Autores: Vivian Faustino-Pulliam, Carlos Ballesteros

CV: Vivian Faustino-Pulliam was a former banker and served in senior management positions in various financial firms in Asia. She was Vice President for Wealth Management of Standard Chartered Bank and an adjunct faculty at Ateneo de Manila University (a Jesuit University in Manila, Philippines)- MBA program until she immigrated to the United States in 2008. Since then, she has been teaching International Economics at University of San Francisco and developed an immersion course for Arrupe Social Justice program.

Vivian graduated summa cum laude (MBA) from Ateneo De Manila University and received her BS Economics degree from The Pontifical University of Santo Tomas.



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She has been an active volunteer for JC:HEM since 2011; started as a teaching faculty; developed the Global Markets course; lead instructor for GM; and oversees the development and delivery of Family Economics course for its Community Service-Learning Track.

Abstract: This paper is inspired by the actual experience of two educators from the U.S. and Spain as volunteers for Jesuit Commons: Higher Education at the Margins. The paper focuses on the role of higher education among refugees in Kenya, Malawi, and Jordan; online curriculum design; technological framework and remarkable insights on new ways to measure learning outcomes that significantly contribute to human development.

The authors challenge the conventional framing about social responsibility and took it into a much broader scope- it is not enough to simply educate; it must be transformational and sustainable beyond a simple act of altruism.



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Sesión 13: Martes 21 de Julio – 13:30 a 15:00 hs.

Título: Diseño de una herramienta de gestión, basada en el Balance Social Cooperativo, para vincular el trabajo de la Universidad con las Empresas Sociales.

Autores: Nicolás Meyer, Ramiro Bernal Cuevas

CV: Ramiro Bernal is academic at Universidad Iberoamericana-Puebla since 27 years ago; his BSc and MSc are in chemical engineering. Nowadays is a social economy PhD student at Mondragon University. He has experience in industry and government. At present is Library director and teacher in the master in Direction of social economy enterprise. He was president of IAJBS in 2000

Abstract: This article shows the results of the learning experience of undergraduates students of the Universidad Iberoamericana Puebla during the years 2014 and 2015 from a curricular subject linked to an institutional research project. This project is national in scope and aims to build a self-management certification model of social balance for Mexican cooperatives and social economy enterprises, model that considers the values and cooperative principles in daily management. Students, who participated in the educational experience, appropriated the social economy business model concept, developed skills for teamwork and made suggestions for improvements in the cooperative enterprises where they participated.

Título: Consultoría Social Empresarial: una propuesta inclusiva.

Autores: Paola Rapetti Rivas, Sergio Delgado Coto

CV: Paola Rapetti. Bachelor in Business Administration (UCU). Specialization in NGOs Management (Columbia University) and Social Innovation Development (IDB Program). Executive Director in Sinergia Incubator. Columnist in Océano FM Radio. Professor and Researcher at Business School and Psychology Department (Universidad Católica del Uruguay)

Sergio Delgado Coto. Internet Society Global Member. Bachelor in Human Resources and advanced student in Psychology. MBA student. coFounder and Managing Director of da Vinci Foundation. Director of da Vinci labs Incubator. Professor and Researcher at Humanistic Formation Department (Universidad Católica del Uruguay).

Abstract: In Latin America and the Caribbean, micro, small and medium enterprises account for a dynamic sector -with great potential and growing importance in the



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region's gross domestic product- which has been traditional unattended by the academia.

To a great extent, the proposals addressed to university students in the field of business have been inspired by bibliography and case studies related to ecosystems with realities which are distant from the Latin American reality.

Since 2010, Universidad Católica del Uruguay has been developing an innovative space within its business school. Inspired by Maria Nieves Tapia's learning-service theory and by methodological background of other schools, we designed a subject called Social Business Consultancy (CSE in Spanish) addressed to students who are taking the last courses of their degree studies.

Título: Relaciones entre el magis ignaciano y el Kaizén empresarial.

Autores: Mario Ramiro Alarcón Flor

CV: Ramiro Alarcon Flor, Ecuadorian. Doctorate in leadership, Master degree in teaching and religious culture. Main teacher at the Pontifical Catholic University of Ecuador. Foundation director "The Carpenter is Alive". Author of a dozen books on leadership, motivation and Evangelization. Researcher.

Abstract: This article aims to study and analyze the relationships and differences between two effective systems for continuous improvement of organizations: the "magis" ("more" in Latin) of The Society of Jesus, a Catholic Christian organization of more than 500 years old, and kaizen (continuous improvement towards total quality), whose implementation it has gone global; to purpose of generating, in turn, developments in business organizations. However, it also wants try that The Society of Jesus and the Catholic Church in general, are illuminated with the abundant wealth that to level administrative management, offer Kaizen philosophy.

Título: Economía social + innovación tecnológica: experiencias de éxito en entornos de precariedad.

Autores: Elia María Irigoyen García.

CV: ELIA IRIGOYEN GARCIA

Mexican, with a degree in Business Administration and a master's degree in Environmental and Territorial Studies. Currently completing her doctorate in Social Economy. University Professor for 19 years. Currently, coordinates the incubator for technology-based firms and design of the IDIT and the Idit Ibero Social Economy



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Project. Specialty Areas: ecological economics, sustainability, entrepreneurship, social economy

Abstract: Associative models based on principles of social economy, have shown that they promote fair distribution of income, besides self-management, democracy, solidarity and local development. The Project Social Economy Idit Ibero aims to incubate, promote, or strengthen social enterprises, mainly located in poor or vulnerable areas, incorporating a "significant component" of technological development and innovation. The social, business and technological innovation aligned to the principles of the social economy, promote the formation and survival of companies and groups that solve their individual and groupal needs.

Título: Programa de Modernización de las Relaciones Laborales. Una experiencia de la Universidad Católica del Uruguay con participación de empresarios y sindicalistas.

Autores: Juan Manuel Rodríguez

CV: Juan Manuel Rodríguez:

Economist, graduated from the University of the Republic, specialized in labour relations at PREALC - International Labour Organization; Consultant of the IDB and ECLAC and ILO; Director of the Labour Relations Institute at Catholic University of Uruguay; Director of Economic Policy in the Ministry of Industry; Director of the Planning and Budget Office; General Director of INEFOP.

Abstract: The aim of this paper is to show an innovative project that started twenty years ago in which the Catholic University of Uruguay has played an important role. The project began with a financial support from the Inter-American Development Bank but then was assumed by the University. Nowadays, the Labour Relations Institute has become a benchmark in the field of labour relations. It developed both a research area (which drew up a conflict index, the only one in the country) and a diffusion one as well as creating a field of reflection with the participation of employers and workers.

It is an example that shows how the University can generate new knowledge and make it available to the society.



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Título: Liderazgo: El desarrollo de la persona como eje del desarrollo social

Autores: Jorge Cámpora

CV: Jorge Cámpora

Doctor in Higher Education from Palermo University. Cathedra UNESCO.

Director of Master's Degree in Coaching and Organizational Change from Universidad del Salvador, Buenos Aires, Argentina.

Researcher of Universidad del Salvador.

Senior Professor in the Cathedra of Leadership and Organizational Coaching, in the Master's Degree of Organizational Change and Coaching.

Abstract: The world, organizations and social context are wrapped in a rapid process of change. So, it's necessary new ways of interaction, because the search of person and society development, demand in our days, a creative and effective capacity of the entire social framework.

Consequently it is necessary to have skills in leadership and management that provide quite instant answers, ensuring from these, adaptability in advance to the context change, assuring the redefinition of the human being transcendence, in the social framework, reaching in this way, new models of development to achieve the strengthening of human potential.



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Sesión 14: Martes 21 de Julio – 13:30 a 15:00 hs.

Título: The Role of the Jesuit University in the Evolving “Innovation Triangle” of Business, Government, and Academia

Autores: Robert Brancatelli, Yeda Swirski Souza

CV: Robert Brancatelli, Ph.D. is founder of Fordham Road Collaborative (FRC) and adjunct professor of business ethics at Fordham University in New York City. He is the author of numerous articles and several books, including, most recently, “Integrating Virtue in the Jesuit Business School Curriculum,” *Journal of Jesuit Business Education* (July 2014) and “The Evangelist and the Venture Capitalist: A Parable for the 21st Century,” in *God and Popular Culture: A Behind-the-Scenes Look at the Entertainment Industry’s Most Influential Figure* (Praeger, summer 2015).

Abstract: In knowledge-based societies, the role of universities has changed dramatically. Universities are now full partners with business and government in creating innovation. Using the metaphor of an “innovation triangle,” this paper will suggest a role for Jesuit universities to play in this partnership. In the first section, we explore the concept and practices of entrepreneurial universities. In the second section, we present the prophetic role of Jesuit universities in the innovation triangle. In the third, we offer our conference, “Doing Brazil in Brazil,” as a working model for the three partners. Finally, we consider opportunities and constraints with this new role.

Título: Building Bridges in the Urban Local Economy: A Jesuit University--Nonprofit Partnership Model

Autores: Mary Kate Naatus, Michael Caslin, Alfa Demmellash, Aleksandra Lacka

CV: Mary Kate Naatus is a professor of Business at Saint Peter's University. Work experience includes Peace Corps El Salvador, Best Foods International (Unilever), La Casa de Don Pedro, and HR Plus. She received her Ph.D. from Rutgers and MBA from NJIT. Research interests include urban entrepreneurship, migration and mobile marketing.

Abstract: This article proposes recommendations for building a strong local economy driven by university and nonprofit partnerships. The paper will provide evidence from a unique partnership in Jersey City, New Jersey between the Ignite Institute at Saint Peter's University and the non-profit organization Rising Tide Capital, which can serve as a model for other cities. The partnership seeks to build the capacity of micro-



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entrepreneurs by providing research recommendations and technical training, facilitating partnerships with student teams, faculty experts and other resource-providers, and ultimately developing a more sustainable business ecosystem.

Título: Jesuit business education in search of a new role for the firm based on sustainability and dignity from theory towards an empirical model.

Autores: Ricardo Aguado*, Leire Alcañiz, José Luis Retolaza, Laura Albareda

CV: Dr. Ricardo Aguado : Assistant Professor and chair of the Economics Department at the University of Deusto-Deusto Business School (Bilbao campus). His research is focused on sustainable competitiveness, humanistic management and the linkages between economics and Catholic Social Thought. He participates in the PhD, graduate (MBAs) and undergraduate programs.

Abstract: The **objective** of the paper is to propose a method able to measure the economic and social value generated by a firm which is managed accordingly to the four dimensions of the Ledesma-Kolvenbach model. The **main result** of the paper is to present a methodology to measure the social value (this includes environmental sustainability and the promotion of social wellbeing and human dignity) and the economic value generated by firms, so that society, managers and public administrations may have an operative tool in order to present and evaluate the economic and social performance of firms.

Título: Entrepreneurial Education: An Inspiration from Jesuit Educational Institutes

Autores: Mahua Banerjee

CV: Mahua Banerjee, Physics Honours (Calcutta University), PGDCA (XIIS), MCA and Ph.D. in Computer Science (ISM IIT), is teaching PG students in different topics of Computer Science since 1990. She has around 11 National & International publications in journals and proceedings. She has reviewed books in Computer Science of TMH Publication.

Abstract: The role of universities has become very challenging in professional education. Universities need to be more engaged to develop business skills through entrepreneurship. This requires analyzing the existing entrepreneurial activities in the academic institutes. The Jesuit Society has played a significant role in imparting education over centuries. Hence it is required to analyze the entrepreneurial activities followed by the Jesuit B Schools. This paper discusses on the present role played by the Jesuit Institutes in entrepreneurship and the role institutes need to play in the



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process of technology entrepreneurship to find some innovative relationship between educational and business organizations.

Título: Rethinking Sustainable Development in Universities. Theoretical framework and an academic experience on teaching this important topic

Autores: Nicolás Albertoni

CV: Nicolás Albertoni, es Investigador Asociado de la Escuela de Política Exterior de Georgetown University, donde actualmente realiza su maestría en Política Exterior con concentración en Economía y Política Comercial. Es un Fulbright-Laspau Scholar y Fellow del Institute for the Study of Diplomacy de Georgetown University. Autor de dos libros sobre inserción comercial y desarrollo de Uruguay.

Abstract: This article studies three dimensions of sustainable development. First, it studies the opinion and ideas of different authors, clarifying the concept and showing the importance of working this topic in public policy as well as in education. Second, this piece reflects on how Latin America is working with sustainable development policies. Finally, based on the two aforementioned points, it explores an experience on teaching sustainable development. For this purpose, the case of Georgetown University and its Sustainability program is studied/examined. The program consists of courses on the topic but it also includes a number of extracurricular activities, departments and scholars that focus on this subject.



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Sesión 15: Martes 21 de Julio – 13:30 a 15:00 hs.

Título: La gestion del conocimiento en servicios publicos del Uruguay.

Autores: Fernando Zeballos

CV: Fernando Zeballos

Doctor in Economics [PhD - Deusto University - Basque Country – Spain] and Psychologist [Catholic University of Uruguay]. He is researcher in "Knowledge Management" subjects. He held the position of HR manager, consultant and advisor, in public and private sectors of Uruguay and International Agencies. His actual investigation interest is: Tacit Knowledge [human resources focus].

Abstract: This paper discusses the relationship between knowledge management and change management.

Two main conclusions emerge from the study: the existence of a complex interplay between the organizational change process and the tacit knowledge management, and a correspondence between the degree to which the former can be concluded and the consideration that management of tacit knowledge has received.

It concludes with the need to pay attention, by the Business Schools, at how organizations are managing what they think they know, especially the things that they don't know that they know.

Título: La educación para el emprendimiento y la innovación en las escuelas de negocios de inspiración Jesuita de Latinoamérica, hacia un modelo de generación de valor.

Autores: Javier Ismodes

CV:

JAVIER ISMODES: Javier Ismodes, is a lawyer of Saint Agustin University in Peru, he obtained the master degree in Business in Law (LLM) in Lima University. Is a attorney in Business and entrepreneur. He is share holder and member of board of San Francisco Xavier Business School in Peru. Javier is speaker and writer in issues like corporate law, family business, entrepreneurship and innovation.

Abstract: Latin America has usually been in crisis, political and economic; militarism in the sixties and seventies, eighties hyperinflation, the economic opening of the 90s coupled with the instability of subversive movements in countries such as Peru and Colombia. After that the growth is coming to the continent allowing Europe and the United States to see Latin America as a potential market; activities such as mining in



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Chile, Peru, Dominican Republic, or gas to Brazil, Argentina and Bolivia; are promising scenarios that allow a steady growth in the continent and that the figures both GDP per capita, income per capita, exports, etc. improve considerably. Private investment has come to Latin America as a flood and it has certainly enabled significant levels of growth and investment, but the inequality gap is accentuated by the dependence on one or two productive activities.

Título: Sustentabilidad empresarial y organizaciones migrantes

Autores: Alberto González, Natalia Mandirola, John Miles

CV: Alberto González Ramagli. Candidate Doctor in Business Administration, Catholic University of Argentina. Economist, University of Paris I. Director of the Department of Administrative Sciences, professor and researcher at the School of Business and Economics, Catholic University of Uruguay.

Abstract: This study explores high performance business management factors after interviewing 55 CEOs from long-term high performance organizations in Uruguay. They have overcome radical crisis and changes while maintaining frontline positions in their areas of action, focusing on their stakeholders' satisfaction.

The findings analyzed from a dynamic capabilities perspective, can be understood as the main management characteristics that explain their long-term organizational sustainability.

The concept of migrant organizations is suggested for academic discussion, referring to the ability of an organization to survive through a typology of four sustainability strategies: management system improvement, business model improvement, business diversification, and business replacement.

Título: El Marketing centrado en la Virtud: la visión Católica como aporte necesario a la relación cliente - empresa

Autores: Pablo Torres y Laura Alvarez Goyoga

CV: Master in International Business (MIB) - Pompeu Fabra University - Spain
Postgraduate Specialization in Marketing -University of the Oriental Republic of Uruguay

UCUDAL Professor of Marketing, Sales Management and Multinational Strategies in the following degrees: Bachelor in International Business and Integration, Bachelor in Business Management and Public Accountant.



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Abstract: The recognition of Value as a central element for Marketing, is relatively recent. Value, as a concept, depends on different world views, despite of the efforts of companies and universities to frame it in a vision able to respond to the demands of a changing, globalized world. Virtue opens a field of knowledge capable of integrating the definition of Value in marketing, the vision on the subject of well-known authors and major socially responsible approaches, in the light of the Apostolic Exhortation Evangelii Gaudium and the encyclical Caritas in Veritate.

Título: Turismo Sustentable. Nuevas formas de practicar turismo, ¿Nuevas formas de alcanzar objetivos sustentables?

Autores: Lucas Ramírez

CV: Geographer (graduate of the University of Buenos Aires)
Master of Tourism (graduated from the National University of Mar del Plata)
Current doctoral student in geography (University of Buenos Aires)
Professor at the Universidad del Salvador, Universidad Nacional de Entre Ríos y Universidad Nacional del Centro de la Provincia de Buenos Aires.

Abstract: The objective of this work is to identify and analyze two functions acquired "sustainable tourism" in the current context: on one hand, its construction and purposeful political discourse -as a tool to achieve sustainable development- and, on the other hand, as a new and specific form of tourism. In this way, this paper analyzes how sustainable forms of tourism -which in many cases, to be selective in terms of access and participation and to set up new forms of social distinction and cultural differentiation- possible (or not) achieve the objectives of sustainable development, particularly those related to social inclusion and equity.

Título: Productividad y gestión participativa: un desafío para las relaciones laborales.

Autores: Eloísa González

CV: Maria Eloísa González Damián

Phd student at the Catholic University of Argentina (2011 - 2015); Researcher and Professor at Labour Relations Institute, Catholic University of Uruguay; Awarded with two scholarships: Santander Bank (Barcelona, 2012) and Indian Technical and Economic Cooperation (Nueva Delhi, 2015); Human Resources and Labour Relations graduate, Catholic University of Uruguay (2008).



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Abstract: The aim of this paper is to highlight the importance of productivity and its relation with wage policies. As an example we will take Uruguay due to its innovative experience in collective bargaining including productivity indicators. We will share the results of this experience and conclude with some recommendations for the countries which are interested in implementing these practices in order to improve the employment, sustainability and productivity of their organizations.



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Sesión 16: Martes 21 de Julio – 13:30 a 15:00 hs.

Título: Sustaining Accounting Practices of Micro, Small, and Medium Enterprises (MSMEs) in Metro Manila

Autores: Venus C. Ibarra

CV: **Dr. Venus C. Ibarra** is a Certified Public Accountant and a faculty of Ateneo de Manila University, JG SOM and Graduate School of Business. She published several articles in international journals: Integrated Business and Economics Research , Journal of International Business Research , Journal of Modern Accounting and Auditing , International Journal of Management and Marketing Research .

Abstract: This study determines if MSMEs' current accounting practices and controls are within the accounting principles and concept. Results show that majority of the MSMEs accounting practices and controls are within the generally accepted accounting principles except for the following areas: use of cash accounting method on their day-to-day operations, not estimating bad debts and not computing depreciations. Current knowledge, practices and controls will enable them to comply with the requirements of the local government and can sustain simple operations.

Título: Addressing Sustainable Challenges in the Arctic through Strategies and Partnerships Reflecting Jesuit Values

Autores: Martha Grabowski, Magdoleen Ierlan

CV: **Martha Grabowski** is the Distinguished McDevitt Chair in Information Systems, and Professor and Director of the Information Systems program at Le Moyne College in Syracuse, New York. Dr. Grabowski recently chaired the U.S. National Academy of Sciences' policy study assessing the capability of the U.S. to respond to a catastrophic Arctic oil spill.

Magdoleen Ierlan is Assistant Professor and Program Director of Marketing at Le Moyne College in Syracuse, NY. She earned her Ph.D. in Marketing from Binghamton University. Her research interests sustainable marketing, consumer behavior and social comparisons. She has been published in the European Journal of Marketing.

Abstract: Sustainability requires acting in accordance with Ignatian principles, considering consequences of all actions so that decisions result in an economic, social and environmental balance that promotes the needs and growth of all people (Nicolas, 2011). Sustainability initiatives and partnerships in the Arctic are particularly salient.



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For the past several years, students and researchers at Le Moyne College have explored a number of sustainability challenges and Arctic issues. This paper presents an overview of those activities at Le Moyne and in the Arctic, and considers a model linking Jesuit values and sustainability initiatives in complex organizations and large-scale systems.

Título: Unpacking? Give Back Box?: A Social Enterprise at the Intersection of Leadership, Innovation, and Sustainability

Autores: Eduardo Barrientos, Anne H. Reilly

CV: Eduardo Barrientos (Presenter)

Mr. Barrientos was born and educated in Colombia, earning a B.S. in industrial engineering from Pontificia Universidad Javeriana. He moved to the U.S. to work in management consulting for several global organizations, earning his MBA from Loyola University Chicago. Meeting Ms. Wiela motivated him to reflect on his career path, culminating in his commitment to Give Back Box.

Anne H. Reilly

Dr. Anne Reilly, Professor of Management, holds a Ph.D. in organizational behavior (Northwestern University), an M.B.A. in finance (University of Iowa), and a B.A. in economics, summa cum laude (Knox College), and she has served as Quinlan's Associate Dean and Loyola's Assistant Provost. Her research interests include organizational change, sustainability, and gender & careers.

Abstract: This case study describes the start-up of Give Back Box (GBB), a Chicago-based social enterprise that supports recycling and repurposing. Founded in 2012 by two entrepreneurs with expertise in global business, GBB provides a convenient method to follow up an online retail purchase by forwarding unneeded items to charity. GBB has grown steadily, receiving media coverage including articles in Forbes, Fast Company, and a feature on NBC's 'Today' show. In this presentation, the third GBB partner--a Colombian engineer with a Jesuit university MBA--describes the start-up's inception, explains its business plan, and offers recommendations for social enterprise start-ups.

Título: Using Sustainability Reporting as a Strategic Management System for the Sustainability Thrusts of the Ateneo de Manila University

Autores: Maria Assunta C. Cuyegkeng, Abigail Marie T. Favis, Marion Lara T. Tan



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CV: Marion Lara Tan, Graduated MSc in Programme and Project Management from University of Warwick. Currently the director for the BS Management program of Ateneo de Manila University. Her research involves working with various disciplines within the University. Ongoing research includes disaster recovery for resettlement communities, vulnerability assessment and supply chains, and sustainability in HEIs.

Abstract: Universities have a role in changing mindsets toward sustainable development, through education, research, and extension work. However, despite the ongoing trend toward sustainability initiatives, universities themselves struggle in their own contexts to use their frameworks and models to transform university practices. The case study on Ateneo de Manila University highlights a good practice: the process of sustainability reporting may be used as a strategic management tool towards a sustainable development agenda. The case study showcases how sustainability reporting, echoing strategic management concepts, has the capability to align a broad and diverse organization like a university towards sustainable development.

Título: Contribution of Indian Industries to Sustainable Development: Case of Tata Steel

Autores: Mary Bodra

CV: Mary Sheila Bodra, Graduated in Humanities from St. Xavier's College, Ranchi. She completed Management studies with specialization in Personnel Management and Industrial Relations from XLRI Jamshedpur. Has twenty years of corporate experience. Joined Xavier Institute of Social Service, Ranchi, as a faculty of HR in the department of HRM.

Abstract: The challenge of business leaders is to run their enterprises in ways that uphold the four pillars of sustainable development: environmental, social justice, spiritual well-being-as love, compassion, forgiveness, dignity and economic well-being of all.

Tata Steel has chosen to leverage excellence in - governance, products & services, operations, people and in sharing the fruits of this excellence with society, to drive sustainability. Present study is based on cases of sustainable measures drawn from Tata Steel's operational area. Current paper analyses the strategic interventions, process of implementation and intended and unintended results of interventions of Tata Steel in promoting sustainable development.

Título: A bibliographic review on the roles of universities in regional initiatives of sustainability institutionalization.



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Autores: Cláudia V. Viegas, Catia Fröhlich, Lenon Pinheiro da Silva

CV: **Cláudia Viviane Viegas** is assistant professor at Production Engineering and Systems Graduate Programat in UNISINOS University, São Leopoldo, Brazil. She has Doctorate degree in Engineering and Knowledge Management, and researches mainly on Sustainability Assessment.

Catia Fröhlich and **Lenon Pinheiro** are Master students at Production Engineering and Systems Graduate Programat in UNISINOS University, São Leopoldo, Brazil.

Abstract: The present research is a literature review on initiatives of universities around the world for institutionalise environmental management programs, and the roles of such institutions in regional sustainable development. Searches from 2000 to 2014 resulted in 19 articles that allow to understand the main incentives, constraints, models and outcomes for/from environmental management implementation in universities. It was possible to conclude that they are both formal and informal settled, progressively developed; primary aimed at reduce environmental impacts in campi and at improving academic research; require leadership. Universities lack financial resources and specialised professionals to properly adopt environmental management systems.



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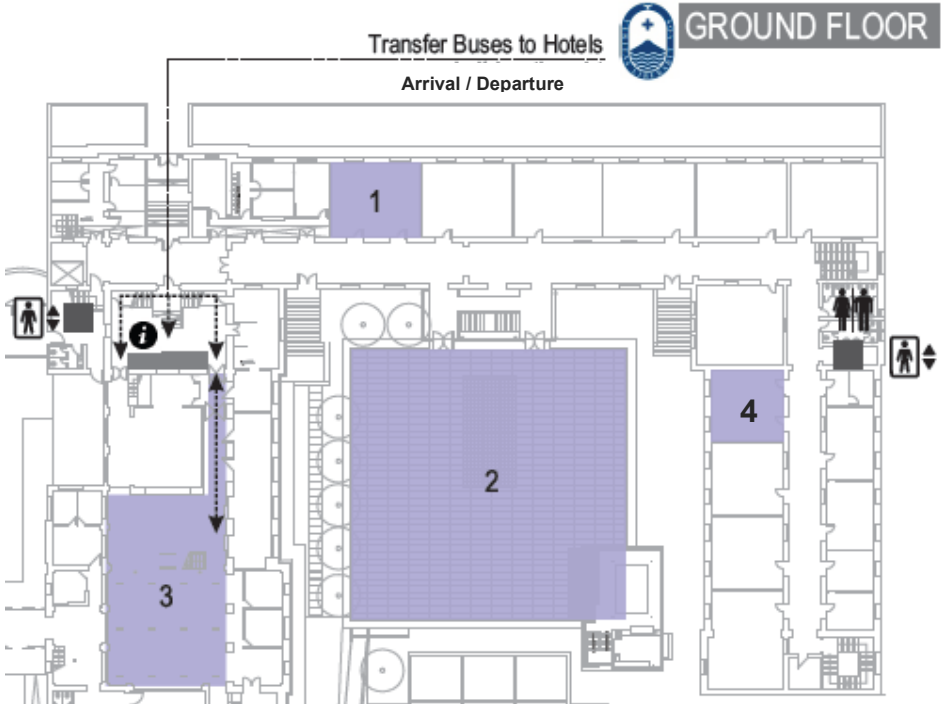
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INSTALACIONES / FACILITIES



Forum Secretariat

- Accreditations.
- Payments.
- Reimbursements.
- Help Desk.
- Lost N´ Found.
- Requests for taxis.
- Etc.



Wireless internet Access in all the premises of the forum.

High speed wired internet access available at the Ciber Center (Open All Day).

1 – Exhibition and selling of Uruguayan handcrafts, wines, cheese, olive oil and more.

2 – Central Tent (Lunches and Coffee Breaks) - Meeting Point - Coffee available all day.

3 – University Library (open to be visited on 20 and 21 July 2015).

4 – Ciber Center (PC room with high speed wired internet access) - Open All Day.

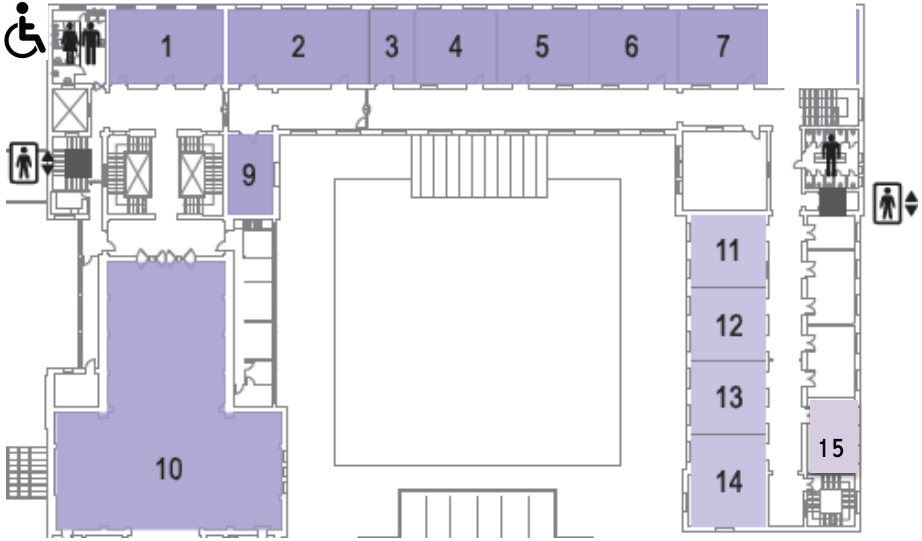
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FIRST FLOOR



- 1 - Chapel (Daily Morning Prayer).
- 2 - Conference Room B (Sala Bauzá).
- 3 - Meeting Room 1 (Salón 202).
- 4 - Meeting Room 2 (Salón 203).
- 5 - Networking Area 1 (Salón 204).
- 6 - Networking Area 2 (Salón 205).
- 7 - Networking Area 3 (Salón 206).
- 9 - Cloakroom / wardrobe (Salón 201).
- 10 - Main Conference Room (Aula Magna).
- 11 - Paper Exhibition Room 1 (Salón 210).
- 12 - Paper Exhibition Room 2 (Salón 212).
- 13 - Paper Exhibition Room 3 (Salón 214).
- 14 - Paper Exhibition Room 4 (Salón 216).
- 15 - Paper Exhibition Room 5 (Salón 215).



Elevators




Handicap
Toilet



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NOTAS / NOTES



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19 - 22 de Julio 2015

Universidad Católica del Uruguay, Montevideo

NÚMEROS IMPORTANTES / IMPORTANT NUMBERS

Catholic University of Uruguay

Address

Av. 8 de Octubre 2738

CP 11600 Montevideo, Uruguay

Telephone number : 098.983.838

IAJBS - CJBE
World Forum
Uruguay 2015



Universidad
Católica del
Uruguay

How to get Wi-Fi access to internet

Wi-Fi Net: IAJBS2015

Password: montevideo2015

Type of Security: WPA2/PSK

Users of Androir equipment. Scanning this QR code is possible to get automatic access to the Wi-Fi Net. For this you must have installed an application to read QR codes.

Users of Apple equipment. Scanning this QR code is possible to get the information needed to access the Wi-Fi Net but it will not connect the equipment directly to the net. For this you must have installed an application to read QR codes.





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Congresos & Reuniones



Address: Alzaibar 1305 office 102, CP 11000 Montevideo Uruguay

Telephone number: (+598 2) 916 0900 / **Fax:** (598 2) 916 8902

Cel.: (598) 99 693 234

E-mail: grohr@congresos-rohr.com

OTHER TELEPHONE NUMBERS:

TAXIS

Radio Taxi Patronal – Tel.: 141

Celeritas – Tel.: 1919

Se pueden tomar taxis en la calle y lo que marca el metro se coteja con la planilla que le muestran (diurna y nocturna) Se recomienda solicitar taxi en la Secretaría o en la recepción del Hotel

You can hail a cab in the street or upon request at Hotel Front Desk.

REMISES

Remises Carrasco – cel. 099636293 - carrascoremises@adinet.com.uy

POLICE NUMBER 911

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