

INVITED KEY NOTE SPEAKERS INCLUDE

Alexei Mordashev – Chairman and CEO, Severstal

Gerard Mestrallet – CEO, GDF Suez

Muhammad Yunus – Nobel Laureate

Gill Marcus – Governor, South African Reserve Bank

Ying Chen – Director, Beijing Rong Zhi Institute of Corporate Social Responsibility

Jean-Pierre Lehmann – Professor of Political Economy, IMD

Kirill Korniliev – GM East Europe & Asia, IBM

Andrew Kakabadse – Vice Dean, Cranfield School of Management

CONTACTS

St. Petersburg State University GSOM

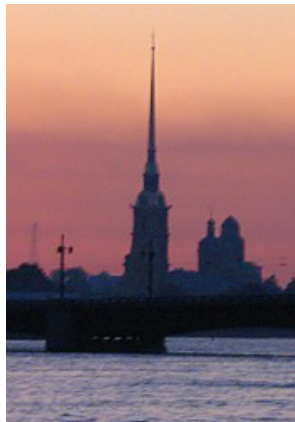
Anastasia Savchenko
eabis2010@gsom.pu.ru

EABIS

Claudia Kipka
claudia.kipka@eabis.org

CONFERENCE WEBSITE

www.gsom.pu.ru/en/eabis2010



The 8th EABIS PhD Conference will take place on 22 September, hosted by St. Petersburg State University GSOM.



9TH ANNUAL COLLOQUIUM OF THE EUROPEAN ACADEMY OF BUSINESS IN SOCIETY

“CORPORATE RESPONSIBILITY AND EMERGING MARKETS”



EABIS

European Academy
of Business in Society



**Graduate
School of Management**

St. Petersburg State University

20 & 21 SEPTEMBER 2010

ST. PETERSBURG STATE UNIVERSITY
GRADUATE SCHOOL OF MANAGEMENT,
ST. PETERSBURG, RUSSIA

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THE ANNUAL COLLOQUIUM

A past participant in the EABIS Colloquium has described it as the best, most thought provoking conference on business in society issues in the calendar. Certainly, the unique mix of senior business practitioners, academic thought leaders, policy makers and opinion formers who lead and provoke debate is also reflected in the 300+ participants who engage and respond. And this year, the Colloquium takes place in St Petersburg, Russia – a natural choice for our theme, Corporate Responsibility and Emerging Markets.

Over two days, engage with:

- top speakers from the worlds of international business and education leadership;
- practical experience in confronting the challenges and seizing the opportunities in emerging markets;
- new, innovative case studies of business best practice and learning;
- the latest and emergent research;
- ideas and creative solutions in a variety of formal and less formal settings.



WHY CORPORATE RESPONSIBILITY AND EMERGING MARKETS?

The current crisis has **undermined confidence in the Western-dominated paradigm** of economic governance. This has created a vacuum of authority within which Emerging Markets have claimed a greater say in defining global economic governance

Even before the crisis, the **combined effects of economic and social globalization** were altering the balance of power between “developed” and “emerging” nations. Access to capital, knowledge and talent have **levelled the global playing fields** on which firms – old and new – compete.

Yet the **increased economic and geopolitical weight** of emerging markets and their leading firms has a price: a **greater responsibility** to address social, environmental and governance issues to ensure the long-term sustainability and stability of the global market system.

The 2010 Colloquium will debate critical issues for the changing role of business across four main dimensions:

- Emerging markets and global governance
- Global trends, futures and the implications for enterprise strategy
- Multinationals as change agents in a post-crisis world
- Strategy, governance and executive development in & for emerging markets