

Program

16.00 Welcome, Dr. Edmond Israel, Chairman Board of Regents, Sacred Heart University, Luxembourg

Who makes the difference?

Keynotes

- » Anthony J. Cernera, Ph.D., President Sacred Heart University, Fairfield, CT, US and Luxembourg.
"Institutional excellence through personal ethical attention: a perspective rooted in the catholic intellectual tradition."
- » Prof. DDr. Rolf Tarrach, Rector, University of Luxembourg.
"Educating responsible people: science, ethics and society."

Followed by a discussion, moderated by Adjunct Professor DDr. Jean Ehret, Research Fellow, Sacred Heart University

18.00 Break

Empowering people to make a difference in management

Keynotes

- » Stephen Brown, Ed.D., Professor, John F. Welch College of Business, Sacred Heart University.
"Enlightened leadership: business's road back to social responsibility."
- » Neil Bearden, Ph.D. Professor of Decision Sciences, INSEAD, Asia Campus, Singapore.
"Empowering people to make decisions based on ethical standards."

Followed by a panel discussion with:

- » H. E. Jacques Santer, Honorary Prime Minister, Luxembourg.
- » H. E. Ambassador Cynthia Stroum, Ambassador of the United States of America to Luxembourg.
- » Marc Hoffmann, Managing Director and CEO, Compagnie de Banque Privée.
- » Pierre Gramegna, Director General, Luxembourg Chamber of Commerce.
- » Moderator: DDr. Jean Ehret.

20.00 Cocktail reception

CAN INDIVIDUALS STILL MAKE A DIFFERENCE?

Ethics, Leadership and Management

REGISTER NOW ! Can individuals still make a difference ? FAX +352 22 76 23 arech@shu.lu

I would like to attend the Forum "Can Individuals still make a difference?" on 30 June 2010

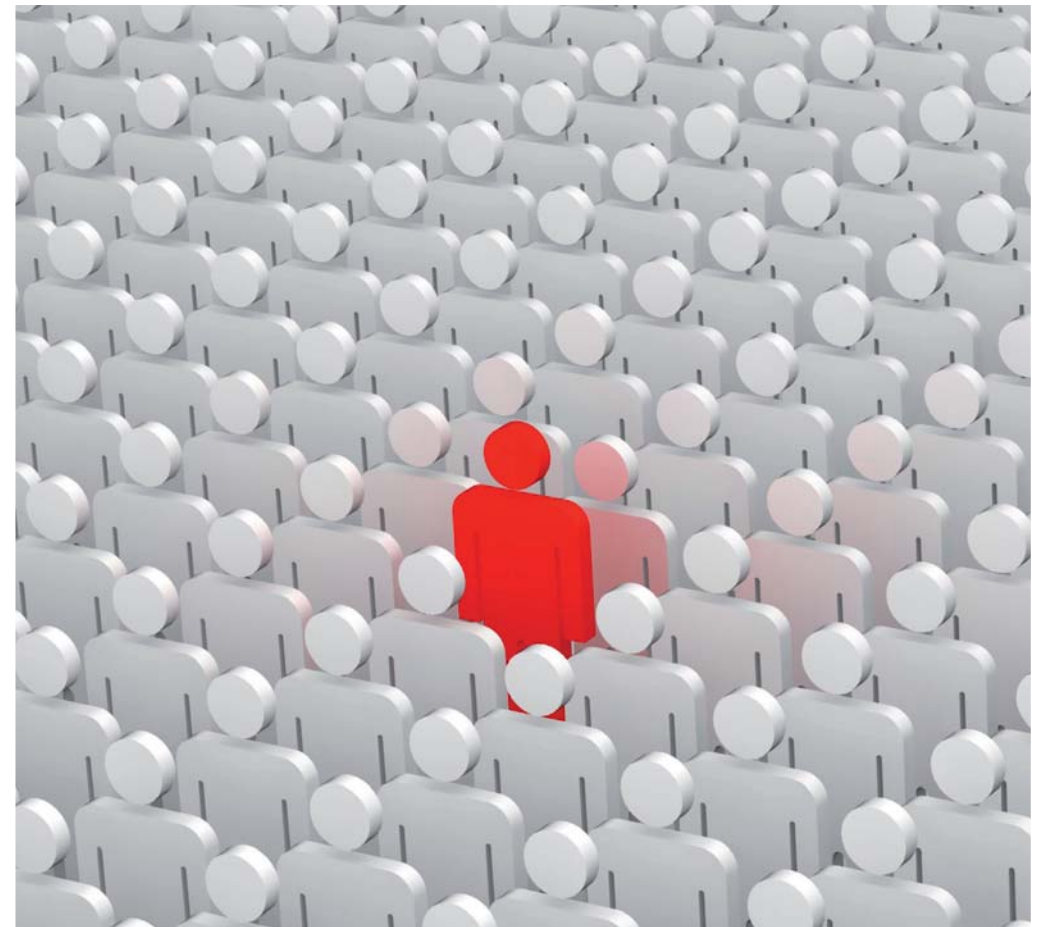
in the premises of SACRED HEART UNIVERSITY

Name

E-Mail

Employer

Signature



Forum - 30 June 2010

CAN INDIVIDUALS STILL MAKE A DIFFERENCE?

Ethics, Leadership and Management





What we have experienced in the past two years calls for a new, future-oriented thinking based on strong ethical standards. Education plays a major role in encouraging the next generation of business leaders to develop their ethical standards and to empower the individuals. With this Forum, Sacred Heart University provides the platform for exchanging ideas and enriching the discussion in Luxembourg's business community.

Dr. Edmond Israel, Chairman Board of Regents, Sacred Heart University.

Who makes the difference?

The first part of the forum approaches the topic from a philosophical point of view, reflecting on the concept of the individual, the relationship between the individual and the community, and the individual's ethical responsibility in postmodern societies. The audience is invited to participate in the discussion following the keynotes.



Keynote

Institutional excellence through personal ethical attention: a perspective rooted in the catholic intellectual tradition.

A Christian Institution of higher learning, views its work as education of the imagination, individually and corporately, allowing the best in human and gospel values to shape a vision of human living and the world that is its context.

Anthony J. Cernera, Ph.D., President, Sacred Heart University.

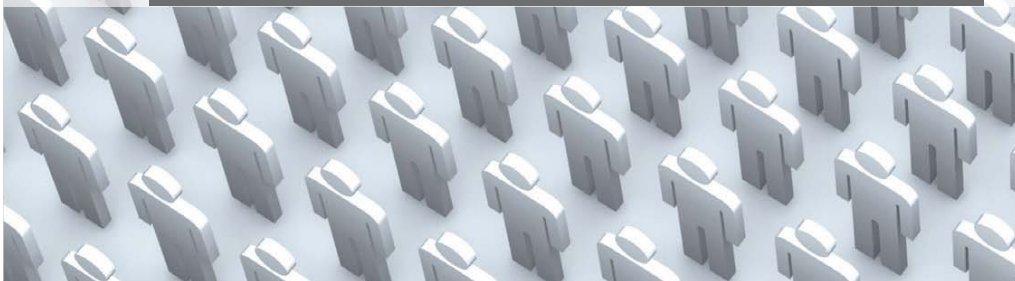


Keynote

Educating responsible people: science, ethics and society.

In an increasingly complex and rapidly changing world institutions and companies more than ever need an ethical frame, based on respect of humankind - rather than belief or ideology - to guide its decisions.

Prof. Dr. Rolf Tarrach, Rector, University of Luxembourg.



Keynote speaker



Keynote

Are 'ethical failures' really ethical failures? Or might they be (just) psychological biases?

Many so-called ethical failures can be reduced to simple failures of judgment, if viewed the right way. And people are much more receptive to the possibility that they've fallen into a 'decision trap' than they are to hearing that they're 'unethical'. Hence, one way to encourage ethical acts is to teach people to avoid some basic, predictable psychological biases.

Neil Bearden, Ph.D. Professor of Decision Sciences, INSEAD, Asia Campus, Singapore.



Keynote

Enlightened leadership: business's road back to social responsibility.

Business has lost its social context, and needs to reevaluate its role as social institution. For the past two or three decades business has been allowed to act like an end in itself. Business has set its only goal to make wealth for its share holders which excuses itself from many other social obligations, and sets the stage for conflict between the common good and what is good for business.

Stephen Brown, Ed.D., Professor, John F. Welch College of Business, Sacred Heart University, Fairfield.

Empowering people to make a difference in management

How can an institution empower and encourage individuals to come up with decisions based on ethical standards? A panel with outstanding personalities from the business community and the political world will discuss a series of conflict situations to address these questions. The audience will be invited to participate in the discussion.

Panelists



The present global crisis is building awareness among leaders that business is no longer 'as usual'. The trust and confidence of investors, governments, and the public at large have been lost and need to be restored. Recent initiatives to promote social and responsible investment fall within the pursuit of ethics and integrity. Civil society and business come together in a common effort that can and must benefit both developed and emerging countries.

Jacques Santer, Honorary Prime Minister Luxembourg.



Diplomacy is the art of reaching across cultures to build bridges of mutual understanding and foster common interests. While at the Embassy we work each day at the official government level, I sincerely believe that good old fashioned people-to-people connections can make the difference.

Cynthia Stroum, Ambassador of the United States of America, Luxembourg.



My favorite statement about education is best summarized by Benjamin Disraeli: 'The greatest good you can do for another is not just to share your riches but to reveal to him his own'.

Pierre Gramagna, Director General, Luxembourg Chamber of Commerce.



Business ethics must be driven by the individual, and are best promoted by positive requirements rather than just by rules or limitations. I see them as indissociable from an enterprise culture.

Marc Hoffmann, Managing Director and CEO, Compagnie de Banque Privée.