



Corporate Social Responsibility and Inclusive Business



Lima · July · 2011

17TH WORLD FORUM OF THE INTERNATIONAL ASSOCIATION OF JESUIT BUSINESS SCHOOLS

• Corporate Social Responsibility and Inclusive Business •

Universidad del Pacífico - Lima - Peru
July 17th - 20th, 2011

David Mayorga Gutiérrez- Conference Chair
(Draft June 10th)

INDEX

| | |
|----|--|
| 5 | LETTER FROM THE PROGRAM CHAIR |
| 6 | UNIVERSIDAD DEL PACIFICO AS AN EDUCATIONAL INSTITUTION |
| 7 | CONFERENCE PROGRAM |
| 17 | SOCIAL EVENTS |
| 21 | UNIVERSIDAD DEL PACÍFICO SITE MAP AND WEB INFORMATION |

FROM THE PROGRAM CHAIR

Dear colleagues,

A very warm welcome to Lima, Peru and to the 17th International Association of Jesuit Business Schools World Forum. This year Universidad del Pacífico(UP) host the IAJBS World Forum.

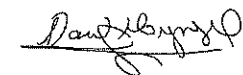
We are very excited to present to you a program about Corporate Social Responsibility and Inclusive Business. It includes panels and plenary sessions. The panels are: Corporate Social Responsibility and Sustainability, Leadership and Social Entrepreneurship, The Role of Jesuits Business Schools in Globalization of Education and Cases of Corporate Social Responsibility and Inclusive Business.

The plenary sessions are: Survey on the future of business education, with a special emphasis on sustainability education and leadership, A network for bridging Silicon Valley acumen to development needs, University Social Responsibility: the UP model, and Virtual Conference and PRME.

I would like to thank the organizations that contributed with this program as: Asociación Atocongo - Cementos Lima, and Sodexo.

We are looking forward to interesting and friendly dialogues in this world forum.

Sincerely,



David Mayorga, Ph.D.
Universidad del Pacífico, Lima, Peru
Program Chair
17th IAJBS World Forum

UNIVERSIDAD DEL PACÍFICO

Universidad del Pacífico (UP), located in Lima, Peru, is a non-profit academic institution. The university offers internationally recognized degrees and programs in economics and efficient management of companies and institutions. UP aspires to contribute to economic development and well being in an increasingly interconnected world.

Its graduates should be competitive in a globalized world and demonstrate a vocation to excellence. They must be willing to take the initiative, possess an integral vision and accept civic responsibility. The academic experience is anchored in shared experiences, continuous innovation and operating efficiency.

MISSION

Universidad del Pacífico is an institution in pursuit of excellence, specializing in those courses and programs related to economics and the administration of businesses and other institutions, both private and public.

UP seeks to contribute to the development of Peru and social welfare in a global, dynamic, complex and increasingly interconnected world.

UP must form globally competitive leaders, with entrepreneurial initiative and spirit and a holistic vision, who are socially responsible and drivers of change.

UP aspires to academic excellence from a shared vision, continuous innovation and operational efficiency.

VISION

In the year 2014, Universidad del Pacífico will be positioned as a university community that generates value, forms honest, competent and socially responsible leaders and develops and disseminates relevant knowledge for the country and the world.

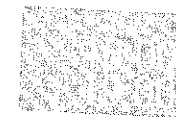
CONFERENCE PROGRAM

2011
Sunday
July 17th

13:00 FIRST GROUP ARRIVAL AND REGISTRATION
Shuttle pick-up from hotels to UP

14:00 Accreditation workshop at Maes Heller Auditorium
18:00 Co-chairs James Daley · Rockhurst University - United States of America, Karel Soudan · University of Antwerp - Belgium

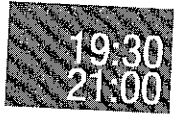
17:00 SECOND GROUP ARRIVAL AND REGISTRATION
Shuttle pick-up from hotels to UP



Mass at UP Church



19:00 Shuttle pick-up from UP to
Huaca Pucllana Restaurant



19:30
21:00 Welcome Cocktail with President and UP authorities



21:00 Shuttle pick-up from Huaca Pucllana Restaurant
to hotels

CONFERENCE
PROGRAM

2011
Monday
July 18th

08:00 Shuttle pick-up from hotels to UP

08:30

09:00 Registration

09:00

09:30 Welcoming remarks Maes Heller Auditorium

Felipe Portocarrero Suárez Universidad del Pacifico - President - Peru
Gregory Ulferts IAJBS Executive Director
Ron Anton, S.J. Secretariat of Higher Education, Society of Jesus
David Mayorga Gutierrez Universidad del Pacifico - Conference Chair - Peru

09:30

Opening Conference at Maes Heller Auditorium
10:00 **Baltazar Caravedo** · Universidad del Pacifico · PERU

10:00

10:20 Coffee break at Geis Square

10:20

PANEL: CSR AND SUSTAINABILITY I
11:40 **Maes Heller Auditorium**

Chair: Rudy Ang · Ateneo de Manila University · Philippines

CONFERENCE
PROGRAM

Nestle s Corporate Social Responsibility Programs for Filipino Coffee Farmers and the Farmers' Perception Thereof: A Preliminary Study

J. Sedfrey S. Santiago - Ateneo de Manila University - Philippines
David Edward G. Jimenez - Ateneo de Manila University - Philippines
John Carlos B. Clerigo - Ateneo de Manila University - Philippines

Making CSR Sustainable: Critical Assessment of Indian CSR Policy and Industrial Responses

Himadri Sinha - Xavier Institute of Social Service - India

Hypocrisy at the Lectern? As Jesuit business school educators, do our personal behaviors reflect a commitment to social justice and global sustainability?

William L. Wels - Seattle University - United States of America

GDP and Beyond: Towards New Measures of Sustainability Based on the Catholic Social Thought

Ricardo Aguado - Universidad de Deusto - Spain
Javier Martínez - Universidad de Deusto - Spain

10:20 PANEL: CSR AND SUSTAINABILITY II

11:40 **Fundadores Auditorium**

Chair: Estuardo Marrou · Universidad del Pacifico · PERU

Integración de la RSE a la Gestión Empresarial . Análisis de la Realidad desde sus Protagonistas

Marybel Alvarez Gatti - Universidad Católica de Córdoba - Argentina
Nicolás Liarte Vejrup - Universidad Católica de Córdoba - Argentina

Análisis de Contenido y el Proceso Comunicativo Empresarial Relacionado con la Responsabilidad Social Corporativa

Stella Maldonado García - Pontificia Universidad Javeriana - Colombia
Nagore Aranguren Gómez - Universidad de Deusto - Spain
Juan Vianey Gómez Jiménez - Pontificia Universidad Javeriana - Colombia

Análisis Empírico de la Divulgación de Información Social en Chile

María del Pilar Marín Gaviria - Pontificia Universidad Javeriana - Colombia
Stella Maldonado García - Pontificia Universidad Javeriana - Colombia
Laura San Miguel Rodríguez - Pontificia Universidad Javeriana - Colombia

CONFERENCE PROGRAM

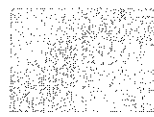
CSR Decision Making in the Big Peruvian Companies. The influence of the organizational and the manager's profile

Elsa del Castillo - Universidad del Pacifico - Peru

Amaia Arizkuren-Eleta - Universidad de Deusto - Spain

 PLENARY: AFRICAN INITIATIVE - CSR IN PRACTICE BY IAJBS

 PLENARY: CSR AND SUSTAINABILITY: SODEXO
Warren Jaferian · Global Education Market Sodexo - VP

 Photo session at Geis Square

 12:30
14:00 Lunch at Dining Hall

 PANEL: LEADERSHIP AND SOCIAL ENTREPRENEURSHIP I
Fundadores Auditorium

Chair: Michael T.S. Lee · Fu-Jen Catholic University · TAIWAN

Influence of CRM Statements related to Corporate Social Responsibility (CSR) initiatives towards brand/cause advertising in consumer's purchase intention

Gina Pipoli de Azambuja - Universidad del Pacifico - Peru

Consultoría Social Empresarial: experiencia de aprendizaje y servicio en la Universidad Católica del Uruguay

Fernando Castellanos - Universidad Católica del Uruguay - Uruguay

Social Entrepreneurship in Subsistence Marketplaces: A Strategic Alliance Framework

Dawn Harris - Loyola University Chicago - United States of America

Nicholas Lash - Loyola University Chicago - United States of America

Linda Tuncay Zayer - Loyola University Chicago - United States of America

Michael Welch - Loyola University Chicago - United States of America

Thomas Derdak - Global Alliance for Africa - United States of America

CONFERENCE PROGRAM

 PANEL: LEADERSHIP AND SOCIAL ENTREPRENEURSHIP II
Maes Heller Auditorium

Chair: Guillermo Runciman · Universidad del Pacifico · PERU

Is there consistency between executives' statements and the actual incorporation of socially responsible practices in their companies?

Status situation of CSR in Uruguay

Oscar Daniel Licandro - Universidad Católica del Uruguay - Uruguay

Alberio González Ramagli - Universidad Católica del Uruguay - Uruguay

Juanita Sabath - Universidad Católica del Uruguay - Uruguay

An Overview of Multi-sector Partnerships to Promote Capacity Building and Poverty Alleviation in India

Samantha Galvin, Seattle University - United States of America

Geetika Goel - Motilal Nehru National Institute of Technology - India

Meenakshi Rishi, Seattle University - United States of America

Rethinking Social Entrepreneurship: Insights from a Contextual Analysis in India

Joseph Satish V - Xavier Institute of Management - India

C. Shambu Prasad - Xavier Institute of Management - India

Entrepreneurial Marketing Influences to Sustainable Development of Small Business Enterprises

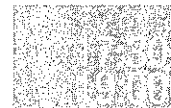
Agapito C. Rubio Jr. - Ateneo de Naga University - Philippines

 SURVEY ON THE FUTURE OF BUSINESS EDUCATION,
WITH A SPECIAL EMPHASIS ON SUSTAINABILITY
EDUCATION AND LEADERSHIP

Chair: Manuel Escudero · Universidad de Deusto · SPAIN

 17:00
17:30 Coffee Break at Geis Square

**CONFERENCE
PROGRAM**



**PANEL: THE ROLE OF JESUITS BUSINESS SCHOOLS
IN GLOBALIZATION OF EDUCATION**

Chair: Karyl Leggio · Loyola University Maryland · UNITED STATES OF AMERICA

Michael T S Lee - Fu-Jen Catholic University - Taiwan
Donna Rapaccioli - Fordham University - United States of America
Eugenia Bielo- ESADE - Spain



19:00
21:00

Jesuit alumni networking cocktail at Geis Square



21:00

Shuttle pick-up from UP to hotels

2011
Tuesday
July 19th



07:30

Shuttle pick-up from hotels to designated company



08:00

Asociación Atocongo - Cementos Lima Visit



12:30
13:30

Lunch at Dinning Hall

**CONFERENCE
PROGRAM**

**PANEL: JESUIT BUSINESS SCHOOLS AND UNIVERSITY
SOCIAL RESPONSIBILITY IN THE NEXT YEARS**
Maes Heller Auditorium

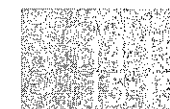
Chair: Roberto Horta · Universidad Católica de Uruguay · URUGUAY

Helping Our Students Better Understand Themselves and Serve Others

Timothy J. Kloppenborg - Xavier University - United States of America
Edward P. Hahnenberg - Xavier University - United States of America
Leslie Ann Prosak-Beres - Xavier University - United States of America

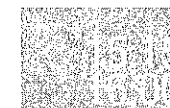
Xavier University's Journey toward Becoming a Strengths-Based Campus

Timothy J. Kloppenborg - Xavier University - United States of America
Teri Compton - Xavier University - United States of America
Angela Gray - Xavier University - United States of America
Shari Mickey-Boggs - Xavier University - United States of America
Kandi Stinson - Xavier University - United States of America



**PLENARY: A NETWORK FOR BRIDGING SILICON VALLEY
ACUMEN TO DEVELOPMENT NEEDS**

Jim Koch - Santa Clara University - United States of America
Thane Kreiner - Santa Clara University - United States of America
Rudy Ang - Ateneode Manila University - Philippines
Alfred Vernis- ESADE - Spain



PANEL: CASES OF CSR AND INCLUSIVE BUSINESS
Maes Heller Auditorium

Chair: Elsa del Castillo · Universidad del Pacifico · PERU

**CONFERENCE
PROGRAM**

**Aprendizajes y desafíos sobre la construcción de negocios inclusivos
con clasificadores de residuos. Estudio de casos en Uruguay**

Oscar Daniel Licandro - Universidad Católica del Uruguay - Uruguay
Mercedes Barreiro - Universidad Católica del Uruguay - Uruguay

Resettling the Unsettled Filipino: An Inquiry into Bayanijuan SA Southville 7

Joseph Sedfrey S. Santiago - Ateneo de Manila University - Philippines
Martin Lara L. Tan - Ateneo de Manila University - Philippines
Aldo Zelig U. Yong - Ateneo de Manila University - Philippines

**16:00
16:15**

Coffee break at Geis Square

**PLENARY: RESPONSABILIDAD SOCIAL
UNIVERSITARIA: EL MODELO DE LA UP**

Matilde Schwalb - Universidad del Pacifico - PERU

**Virtual Conference and PRME
Maes Heller Auditorium**

James Stoner - Fordham University - UNITED STATES OF AMERICA

**Conference Closure
Maes Heller Auditorium**

Eduardo Mindreau - Universidad del Pacifico - PERU
Dean of Business School

**Invitation to 18th World Forum
Jesús Tricás-IQS - SPAIN**

**CONFERENCE
PROGRAM**

**IAJBS Business Meeting
Maes Heller Auditorium**

**20:00
22:00**

Closing Dinner and Cultural Program at Larco Museum

Shuttle pick-up from Larco Museum to hotels

**CONFERENCE
PROGRAM**

Wednesday²⁰¹¹
July 20th

09:00 LIMA HISTORIC DAY TOUR
13:00 (Complimentary for all Conference Delegates)

**SOCIAL
EVENTS**

Sunday²⁰¹¹
July 17th

JEAN PIERRE MAGNET PRESENTATION

Jean Pierre Magnet is a Peruvian musician that leads LAGRAN BANDA, founded in 1997; they play music genres that evoke the forties and fifties. Jean Pierre Magnet visits various nuances of music. He has explored many possibilities with his saxophone and musical sensibility. His trademark has highlighted, from Andean music with Wayruro, ethnic music with Peru Jazz, electronic with his son Lucien who is a DJ, classical and folk music with LA GRANBANDA and Eva Ayllon.

SOCIAL EVENTS

PERUEXPRESION PRESENTATION

2011
Monday
July 18th

TOROMATA

Toromata is a music genre first developed by African slaves in the valley of Cañete that is located at the south of Lima, at Chincha in the city of Ica. One of the most famous remake of the Toromata was played by Carlos Soto De La Colina in 1973.

Toromata belongs to the "Landó" rhythm that is a typical rhythm of the Peruvian coast that belongs to the African folklore. It has a very complex rhythm played with a "Cajón" and the "Guitarra Criolla". Toromata has become a popular anthem for the Afro-Peruvian community.

MARINERA NORTEÑA

Marinera is a partner dance identified all around Peru; its exact origin is unknown. This dance was known as Zamacueca, later, Abelardo Gamarra "El Tunante" named it as Marinera in honor of the Peruvian Navy and its participation in the war with Chile.

This dance is agile, graceful, elegant, free, happy and spontaneous; it is a dance where the male counterpart and the lady must demonstrate their skill and ability.

At north, the man dances with elegant shoes while the woman, dances without shoes because they impersonate farmer life. Men dress a poncho and a straw hat with a scarf that they hold in their hands. Women, dress beautiful dresses according to the region they come from.

VALICHA

The Valicha dance is the most traditional "Huayno" and it is one of the most popular and beautiful Huaynos to dance and sing in Peru. Today it has spread as an important genre of dance and music from pre-hispanic times. It was composed in 1945 by Don Miguel Angel Delgado Hurtado (1922-1953).

It takes various forms, according to local or regional traditions. The dance implicates a vigorous and agile footwork during which the man haunts the woman face to face, touching her with his shoulders to rotate. His movements are lively and roguish.

SOCIAL EVENTS

2011
Tuesday
July 19th

PACHACAMAC PRESENTATION

Pachacamac is one of the most important andean music groups, they have developed as a working group comprised in the research, experimentation and creation of ancestral peruvian musical instruments. It is led by Hernan Leopoldo Caro who is the principal voice and plays the guitar.

Their music is inspired in the pre-hispanic history, oral tradition, myths, the Incas, the cultural heroes, the Andean world and landscapes, the sea, the Amazon jungle and the city. Their music represents the gap between peruvian ancient and modern roots.

UNIVERSIDAD DEL PACÍFICO SITE MAP

