

PUBLISH OF A BOOK PROPOSAL

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Justification

In order to keep the discussion among the members of IAJBS, I think it is necessary to have several instruments like a **book** or internet channel for discussion.

The **high quality** of the speakers and their presentations, add to the different points of view from all the continents presented in the last Forum, allow to **publish a high quality book** or memorials.

This book would be a **product from the IAJBS** that represents an add value for the members Universities as an **extra benefit**, for their faculty and students.

Proposal

Publish a book or virtual book from the last Forum material. The publication has to be finish by June 2001 for the next Forum in Detroit.

This Executive Committee has to select a leader University and a Publish Commission with the following tasks:

- Selection of the most important papers from the last Forum. For this job they have to making some selection criteria.
- Contact the speakers selected in case their papers need be modified, updated or written
- Assure all the papers has to be in both language, English and Spanish
- Print the books

Financial issues of the proposal

- The number of books per edition (English and Spanish) is **1,000**
- The estimated cost for all the production is **US\$ 12,000** including the cost of translation.
- Most of the Money should come from our member universities, as co-published. Perhaps \$6,000 form USA, \$3,000 from Europe, \$2,000 from Latinamerica and \$1,000 from Asia.
- Perhaps some other money could come from IAJBS

Recoup the investment

- The book could be sold during the meetings
- Every Co-publish University will receive a number of books according with the percent of its contribution and they can sell them.
- IAJBS will receive the rest of the books for their sell or administration.

Some **Papers** presented in Puebla that could be consider for the publication:

- **Fr. General P.H. Kolvenbach, S.J.** introduction: *"An Important Work: Preparing Men and Women for Service in the Global Economy"*
- **Fr. Luis Ugalde, S.J.** (AUSJAL president) *"A Message From the South: Serving the Poor as a Challenge to Business Educators in the Jesuit Context"*
- **Thomas A. Bausch**, *"Response From the North"*
- **Gonzalo Arroyo, S.J.**, Founder of Loyola-ILADES MBA Program, Vice President of Universidad Alberto Hurtado, Santiago, Chile *"Response From the South"*
- **Ken Goldstein**, Economist, The Conference Board, New York City, NY, USA *"The US Perspective on Today's Global Financial Picture"*
- **Dr. Carlos Urzua**, Director, Colegio de Mexico, Mexico City, Mexico *"A Justice Perspective on the Global Financial Picture"*
- **Frank Navratil**, Dean, Boler School of Business, John Carroll University, Cleveland, Ohio, USA *"The USA Perspective on Global Finance"*
- **Eliseo R. Mercado, Jr.**, OMI, President, Notre Dame University, Cotobato City, Philippines *"The Asian Perspective on Global Finance"*
- **Luis Garcia**, Dean, Facultad Ciencias Economicas y Administrativas, Universidad Javeriana, Bogota, Colombia *"The Latin American Perspective on Global Finance"*
- **John Boatright**, Professor of Business Ethics, Loyola University of Chicago *"Teaching Financial Ethics in the Global Age,"*
- **Margarita Prat**, Dean, ICADE, Madrid, Spain *"A Teaching Response - The ICADE Approach to Integrating Ethics in Finance"*
- **Jean-Loup Dherse**, Board of Trustees, Financial Observatory Project, Geneva Switzerland *"A Research Response - Financial Observatory Project: Opportunities for Cooperation With Universities"*
- **Mr. Charles Clough, Jr.**, Chairman, Boston College Board of Trustees, Chairman and Chief Executive Officer, Clough Capital Partners *"The Jesuit Business School Challenge: Preparing Moral Leaders for the Global Financial Economy of the Twenty-First Century"*
- **Xabier Gorostiaga**, S.J., Secretario Ejecutivo, AUSJAL *"A Response From Latin America"*
- **Dr. Peter John Opio**, Dean of Business, Ugandan Martyrs University Kampala, Uganda *"A Response From Africa"*
- **Prakash Sethi**, Professor of Business Ethics, Baruch College - City University of New York, New York, NY, USA *"Creating and Implementing Credible International Codes of Conduct - The Case of Mattel, Inc., Global Manufacturing Principles (GMP)"*
- **Mr. Fermin Cuza**, Senior Vice President, Mattel, Inc., *"The Role of Competitive Dynamics, Corporate Culture and Top Management"*

Orientation in Creating and Implementing International Codes of Conduct"

- **Jaime Loring**, S.J., Director of ETEA, Facultad de Ciencias Economicas y Empresariales, Universidad de Cordoba, Cordoba, Spain, "The Challenge I Hear for Business Educators"
- **Carlos Abascal**, Chief Executive Officer, Afianzadora Insurgentes Filial de USF & G, Mexico "A Challenge to Business Educators"
- **Archbishop Oscar Rodriguez**, Tegucigalpa, Honduras, Former President of the Conference of Latin American Bishops, Critical Participant in the Development of *The Church in America* issued by John Paul II after the American Synod. "The Call to Business Educators to Contribute to a Just World"
- **Gerald F. Cavanagh**, S.J., University of Detroit "The Challenge I Have Heard"
- **Gabriel Codina**, S.J., Secretary for Education, Reflection on "What I Heard In The Context of Jesuit Education"

Planning

Once this Board Committee accept this proposal and decide the leader of the project and suggest names for the Publish Commission, the Leader University has to coordinate all the work and contact the other members via E-mail.

The leader university has to keep informed about the project to this committee. All changes or unexpected issues need an approval from the Committee.

The first version of the publication has to be made by April.