



*“Capitalism needs to evolve, and that requires different types of leaders from what we’ve had before. Not better leaders, because every period has its own challenges, but leaders who are able to cope with today’s challenges.”*

— Paul Polman, CEO, Unilever



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*“While I remain convinced that capitalism is the economic system best suited to advancing the human condition, I’m equally persuaded that it must be renewed, both to deal with the stresses and volatility ahead and to restore business’s standing as a force for good, worthy of the public’s trust.”*

— Dominic Barton, Managing Partner, McKinsey

# Aspen Institute Business Education Symposium Agenda

October 16-17, 2014 | Hosted at the Ford Foundation

**Support provided by:**



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# Meeting our Highest Aspirations for Capitalism

## Introduction

Welcome to the Aspen Institute Business Education Symposium.

The Symposium is designed to foster a deep inquiry into *how business schools can most effectively prepare students to lead companies in ways that move us closer to a vibrant economy that works for all*. We will examine this question through three specific lenses, focusing on:

1. Responsible sourcing within supply chains;
2. Exceptional employment practices, particularly for front-line workers; and
3. The roles of the public and private sectors in value creation and problem-solving.

## Objectives

Our objectives for the Symposium include:

- To create a forum for management educators to learn from one another about exceptional teaching that will prepare our next-generation leaders to act on their highest aspirations for capitalism;
- To create a dialogue between business executives and academics to give shape to future business school curriculum—i.e., in the areas of employment and sourcing, what are the key challenges facing business executives now? What skills and competencies are required to lead on these issues?; and
- To share teaching materials and curricular ideas related to our [2014 Aspen Faculty Pioneer Awards](#). This year's theme is "the intersection of the public and private sector in value creation and problem-solving."

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# Agenda

## Day 1: Thursday, October 16

11:30AM **Check-in** (*Ground floor, Main Lobby*)

12:00-12:30PM **Session 1: Welcome and Opening** (*11<sup>th</sup> floor, East River Room*)

- ❖ **David Dillon**, Chairman of the Board of Directors, The Kroger Co.
- ❖ Interviewed by: **Judith Samuelson**, Executive Director, Business & Society Program, Aspen Institute

Kroger, one of the world's largest retailers, employs more than 375,000 associates who serve customers in 2,640 supermarkets and multi-department stores in 34 states and the District of Columbia

12:30-1:30PM **Lunch: Exploring Inequality and Growth** (*11<sup>th</sup> floor, East River Room*)

- ❖ **Beth Ann Bovino**, U.S. Chief Economist, Standard & Poor's Ratings Services / McGraw Hill Financial – on S&P's recent report: "[How Increasing Inequality is Dampening US Economic Growth, and Possible Ways to Change the Tide](#)"
- ❖ **Joel Rogers**, University of Wisconsin-Madison – on "high-road" strategies, and their relationship to shared prosperity, environmental sustainability and efficient democracy

1:30-2:00PM **Session 2: Table-top Discussions** (*11<sup>th</sup> floor, East River Room*)

2:15-3:30PM **Session 3: Agenda-setting** (*B-Level, Auditorium*)

*Discussion Starters:*

- ❖ **Pankaj Ghemawat**, IESE Business School and Stern/NYU
- ❖ **Thomas Kochan**, MIT

3:30-4:00PM **Break** (*B-Level, foyer*)

4:00-5:00PM **Session 4: Case Studies: Sourcing and Employment** (*2 concurrent sessions*)

- ❖ [Coke in the Cross Hairs: Water, India and the University of Michigan](#), authored and taught by **Andrew Hoffman**, University of Michigan (*B-Level, Auditorium*)
- ❖ [Mercadona](#), (Spain's largest supermarket chain and its "good job strategy"), authored and taught by **Zeynep Ton**, MIT (*B-Level, Board Room*)

5:00-5:30PM **Break** (B-Level, foyer)

5:30-6:45PM **Session 5: Refreshing Leadership** (B-Level, Auditorium)

*Welcome:*

- ❖ **Judith Samuelson**, Executive Director, Business & Society Program, Aspen Institute
- ❖ **Xavier de Souza Briggs**, Vice President for Economic Opportunity and Assets, Ford Foundation – on the Foundation’s legacy in management education, and the connections between Ford’s investments in management education and its mission

*Panel:*

- ❖ **Kevin Delaney**, Editor-in-Chief and Co-Founder, Quartz (*moderator*)
- ❖ **Linda Oubré**, Dean, College of Business, San Francisco State University
- ❖ **Peter Tufano**, Dean, Saïd Business School, Oxford University
- ❖ **Darren Walker**, President, Ford Foundation

6:45-7:00PM **Recognition of the 2014 Aspen Faculty Pioneer Award Winners & Finalists**

(B-Level, Auditorium)

This year’s Awards focus on “the intersection of the public and private sectors in value-creation and problem-solving.”

**Winners:**

- ❖ **Ryan Cabinte**, Presidio Graduate School
- ❖ **Mary Margaret Frank**, Darden Graduate School of Business

**Finalists:**

- ❖ **Anat Admati**, Stanford Graduate School of Business
- ❖ **John Mahon**, Maine Business School
- ❖ **Barry Mitnick**, Katz Graduate School of Business

**Additional Winners and Finalists who are not able to join us at the ceremony are:** “Rising Star” **Ishtiaq Pasha Mahmood**, National University of Singapore Business School; Finalist **Tim Johnson**, Atkinson Graduate School of Management; and Finalist **Andrew King**, Tuck School of Business

*For full biographies and access to the 2014 Faculty Pioneer’s award winning syllabi, please visit our [Faculty Pioneer portal](#) on CasePlace.org.*

7:00-8:15PM **Cocktails and Conversation** (11<sup>th</sup> floor, East River Room)

## Day 2: Friday, October 17

8:00-8:30AM **Breakfast** (11<sup>th</sup> floor, East River Room)

8:30-9:15AM **Session 6: Practitioner-Academic Inquiry** (11<sup>th</sup> floor, East River Room)

*Discussion Starters:*

- ❖ **Witold (Vit) Henisz**, The Wharton School
- ❖ **Jason McBriarty**, Director, Worldwide Community Affairs, Levi Strauss & Co. and Levi Strauss Foundation
- ❖ **Joseph Whinney**, Founder and CEO, Theo Chocolate

9:30-10:45AM **Session 7: Inside & Outside the Classroom** (3 concurrent sessions)

### A. The Public/Private Relationship (11<sup>th</sup> floor, Board Room)

*Discussion Starters are 2014 Faculty Pioneer Finalists:*

- ❖ **Anat Admati**, Stanford Graduate School of Business
- ❖ **John Mahon**, Maine Business School
- ❖ **Barry Mitnick**, Katz Graduate School of Business
- ❖ **Judith Samuelson**, Executive Director, Business & Society Program, Aspen Institute (*moderator*)

### B. The Buyer/Supplier Relationship (11<sup>th</sup> floor, Training Room)

*Discussion Starters:*

- ❖ **Deishin (Dei) Lee**, Boston College
- ❖ **Mark Murphy**, Assistant Vice President, Corporate Responsibility, Cargill

### C. The Employer/Employee Relationship (B-Level, Board Room)

*Discussion Starters:*

- ❖ **Dennis Campbell**, Harvard Business School
- ❖ **Maureen Conway**, Executive Director, Economic Opportunities Program, Aspen Institute
- ❖ **David Jacobs**, Morgan State University

10:45-11:15AM **Break** (B-Level, foyer)

11:30-12:45PM **Session 8: Teaching Samples** (2 concurrent sessions)

*Presenters:*

- ❖ [Ryan Cabinte](#), Presidio Graduate School on his course, “Market Failure and the Regulatory Environment”  
(B-Level, Board Room)
- ❖ [Mary Margaret Frank](#), Darden Graduate School of Business on her courses that center on public/private interaction  
(11<sup>th</sup> floor, Board Room)

1:00-2:00PM **Lunch** (11<sup>th</sup> floor, East River Room)

- ❖ **Ken Kring**, Co-Managing Director, Global Education Practice, Korn Ferry and co-author of “[The Business School Dean Redefined: New Leadership Requirements from the Front Lines of Change in Academia](#)”

2:00-3:00PM **Session 9: Reflections** (11<sup>th</sup> floor, East River Room)

## About Us



**The Aspen Institute Business & Society Program** supports established and emerging business leaders in putting values at the heart of business. Through carefully constructed dialogues, we inspire and support collaborative action among educators, corporate intrapreneurs, and business leaders. We provide reflective space to share practices, gain courage, and acquire tools to lead change.

In so doing, we are building on 60+ years of Aspen Institute programming to foster leadership that is dedicated to aligning business activities with the long-term health of society. For more information, visit [www.aspenbsp.org](http://www.aspenbsp.org). The Aspen Institute’s Business & Society Program was established in 1998 within the Aspen Institute.

**The Aspen Institute** is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute is based in Washington, DC; Aspen, Colorado; and on the Wye River on Maryland’s Eastern Shore. It also has offices in New York City and an international network of partners. For more information, visit [www.aspeninstitute.org](http://www.aspeninstitute.org).