



ACADEMY OF  
Management



**Sponsor: ONE**

*Program Session: 592*

*Submission: 12272*

# 77<sup>th</sup> Annual Meeting Academy of Management

## ALL ACADEMY THEME

### Panel Symposium

# INTERRELATIONSHIP OF BUSINESS AND PUBLIC GOODS

**Hilton Regency, Greenbriar Room**

**August 6, 2017; 10:30-Noon**

### Chair/Organizer

**Raymond Saner, Chair**

**Roland Bardy, Organizer**

**Arthur Rubens, Organizer**

*Sciences Po, Paris & Diplomacy Dialogue, Geneva,  
Florida Gulf Coast University, Fort Myers, FL  
Florida Gulf Coast University, Fort Myers, FL*

### Panelists

**Lichia Yiu**

**Jim Arrowsmith**

**Stuart Carr**

**Oguz N. Bahırođlu**

*Centre for Socio-Economic Development, Geneva  
Massey University, New Zealand  
Massey University, New Zealand  
Sabanci University, Istanbul*



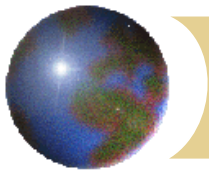
# Purpose & Approach



**Purpose:** To present a business-oriented approach and perspective to new ideas on managing the interface between business and public goods and how a better articulation of this interface can benefit business and the public at large. The focus will be on the interrelation between market economies, social responsibility, and business ethics.

## APPROACH

- ✦ Discuss the **appropriation of "externalities"** by business which are paid for by society. ("if you got a business, you did not build it")
- ✦ Question the **consequences of current accounting practices** where companies are giving a wrong representation of their performance/value creation if their use of public goods is not included in the cost of producing goods and services.
- ✦ Elaborate on the **broader definition of capital in corporate reporting** (need to include non-traditional forms of capitals, e.g. natural capital and social capital).
- ✦ Discuss the **benefit to companies and their return on capital** by investing in public goods.



# AGENDA



- ✦ Introduction Panelists and Agenda *(5 minutes)*
- ✦ **Topic Presentations** *(45 minutes)*

|                                |  |
|--------------------------------|--|
| Arthur Rubens                  | Caring and Sustainable Practices: How they Produce Shared Value in Organizations and for the Public Good(s)                                      |
| Roland Bardy                   | Designing a corporate performance measure that includes an "ROI" on Public Goods   |
| Oguz N. Babüroğlu              | Governance of Public or Common Good Production: Cases from Turkey  |
| Stuart Carr,<br>Jim Arrowsmith | Linking Decent Wages to Human Capabilities in Society:<br>Validating the Living Wage concept in New Zealand                                      |
| Lichia Yiu                     | Public Goods and Globalization of Higher Education: Externalities and Wall Street Valuation  |
| Raymond Saner                  | Need to think "out of the box" to create trade related climate change:<br>Creating trade rules which reduce the negative impact of externalities |

- ✦ Moderated Panel Discussion *(15-20 minutes)*
- ✦ Questions and Comments *(15-20 minutes)*
- ✦ Concluding Comments *(5 minutes)*



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## **THANK YOU!!**

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**Raymond Saner**, *Chair*

**Roland Bardy**, *Organizer*

**Arthur Rubens**, *Organizer*

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