Panel Session

Corporate Sustainability and Business Education:
Promoting Case Studies for advancing Best Management Practices

Session E: Thursday 16.00-17.30 h, TUM Munich, MW 1801

Panelists:

- **Prof. Dr. Frank Martin Belz,** TUM Munich, Germany
- **John Buffington**, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill, USA
- **Dr. Stephen Bowden,** Department of Strategic Management and Leadership, Waikato Management School, New Zealand
- **Prof. Dr. Stefano Pogutz,** SDA Bocconi School of Management, Milan, Italy
- **Dr. Jost Hamschmidt,** oikos Foundation, Switzerland

Economic globalization, political transition and technological innovation have created dramatically new opportunities for business and society. Millions of people in many parts of the world have profited from an unprecedented economic prosperity and increased political participation. However, since the beginning of the 3rd. Millenium concerns are growing concerning increasing global inequality, environmental decline and social systems instability. A Renaissance of Corporate Sustainability as a business topic can be observed. Business leaders increasingly realize, that it is in the vital interest of companies to develop business models, which allow the simultaneous creation of Economic, Social and Natural Capital. But what does this mean for Business Education? What are best Management Practices to meet the challenge of Corporate Sustainability? In this Panel Session, we discuss concrete case

study examples for advancing best practices in Corporate Sustainability Management and present the concept and experiences with the international oikos Sustainability case writing Competition 2005.

The session will be concluded by the Prize giving Ceremony of the oikos Sustainability Case Writing Competition 2005.

The competition is a program of oikos foundation (Switzerland) for advancing the use of case studies in Sustainability management at leading business schools worldwide. The oikos Foundation for Economy and Ecology is supported by leading swiss companies and operates in close cooperation with the University of St. Gallen. The 3rd. competition will be relaunched in Summer 2005. For more information on the oikos Sustainability Case Writing Competition Program please visit
http://www.oikos-foundation.unisg.ch/homepage/case.htm. Thank you!

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