



Instituto de Estudios Superiores de Administración



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## International Videoconference – 4 May 2017

### “Global performance of organization through Social Responsibility”

*Chili, Colombie, Venezuela, Brasil, France*

<b>Partners</b>	Paris Nanterre University	France
	Catholic University in Valparaíso	Chili
	Pontificia Universidad Javeriana	Colombie
	Instituto de Estudios Superiores de Administración	Venezuela
	Universidade Federal Fluminense, Rio de Janeiro	Brazil
	University of Sao Paulo	Brazil

**Registration** : Contact Beatrice Bellini : [beatrice.bellini@u-paris10.fr](mailto:beatrice.bellini@u-paris10.fr)

**Date**: 4 of May 2017

**Local time**: Santiago de Chili: 10am / Rio de Janeiro: 10am / Caracas: 9am / Bogota: 8am / Paris: 2pm

**Public** : Professors, students, executive managers

#### Objectives

The current economic growth is generating a lot of adverse environmental and social impacts. However, some new business models exist and could offer solutions enabling well-being for all. High schools and universities around the world have a high responsibility for the dissemination of this new decision process, and this videoconference aims to achieve it.

#### Agenda (*Santiago de Chili time*)

10h00-10h15 : Local introduction of the conference

10h15-10h45 : “Public sustainability policy and Life Cycle Analysis practices”, Pia Wiche, Catholic University in Valparaíso, Chili.

10h45-11h15 : “Business models of social organizations / Public environmental policy”, Marietta Bucheli, Facultad de Estudios Ambientales y Rurales, Colombia.

11h15-11h30 : Break

11h30-12h00 : “CSR in Venezuela”, Josephina Brunicelli, Instituto de Estudios Superiores de Administración, Venezuela.

12h00-12h30 : ““Ethic as a tools for a better performance”, Ana Claudia Estrella, Universidade Federal Fluminense, Brazil.

12h30-13h00 : “Sustainability and Consumer Behavior in Brazil”, Kavita Miadaira Hamza, School of Economics, Business and Accounting-FEA, University of Sao Paulo, Brazil

13h00 : Conclusion: International platform for responsible business models, Beatrice Bellini, Paris Nanterre University, France.

**Technical aspects**: Paris Nanterre University videoconference system: BBB (BigBlueButton)

**Communication of the event**: Through each partner network and international communication through RSE&PED

**Conference Proceedings** will be registered and published through Aunege website (Virtual university in economy and management)



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## Speakers

**COLOMBIA:** *Marietta Bucheli*, Pontificia Universidad Javeriana ([mbucheli@javeriana.edu.co](mailto:mbucheli@javeriana.edu.co))

Director of Instituto de Estudios Rurales, Facultad de Estudios Ambientales y Rurales, Pontificia Universidad Javeriana. Marietta BUCHELI is professor in Pontificia Universidad Javeriana, Bogotá. She has a Master in local development of Pontificia Universidad Javeriana and a doctorate in administration of Sherbrooke University, Québec, Canada. She masters the study program about social economy. She is director of the review Cuadernos de Desarrollo Rural (ISI, SCOPUS; Scielo, Redalyc, A1 in Colombia index). Her research is about social and solidarity economy and local development.

**CHILI:** *Pia Wiche*, Catholic University in Valparaíso ([pia.wiche@gmail.com](mailto:pia.wiche@gmail.com))

Pia Wiche is a sustainability expert with over 7 years of LCA practice and international experience. She is currently a professor at the Catholic University in Valparaíso, Chile and a consultant for UNEP.

**VENEZUELA:** *Josefina Brunicelli*, Instituto de Estudios Superiores de Administración ([jbruni@iesa.edu.ve](mailto:jbruni@iesa.edu.ve))

Josefina Bruni Celli is Ph.D Public Administration, New York University (2001); MBA with concentration in Public Services and Public Enterprises, IESA (1988); B.A, Political Science Yale University (1983). As a professor in the Centre for Public Policy in Venezuela's Instituto de Estudios Superiores de Administración (IESA), Dr. Bruni Celli teaches various classes in business and public policy including *Tools for Information Analysis, Evaluation and Design of Public Policy, Enterprise State and Society, and Corporate Social Responsibility in Latin America*. Together with other professors of IESA, Dr. Bruni Celli is an active member of Social Enterprise Knowledge Network (SEKN). The majority of her research on the social responsibility of business has been published by publishers outside of Venezuela including Harvard Business School.

**BRAZIL:** *Ana Claudia Estrella*, University Federal Fluminense of Rio de Janeiro ([anacts@id.uff.br](mailto:anacts@id.uff.br))

Faculdade de Administração e Ciências Contábeis

Ana Claudia is Professor of Law and Ethics. The Ethics for a new conception of business is the main interest area of research as much as values for business models state and regulation of enterprises. She is coordinator of the Program of Business Strategies PGGN/UFF and coordinator of the center for studies in ethics and business performance NEEP/UFF

**BRAZIL:** *Dr Kavita Miadaira Hamza*, University of Sao Paulo ([kavita@usp.br](mailto:kavita@usp.br))

School of Economics, Business and Accounting-FEA/USP

Degree in Business (2002), Master Science (2005) and PhD (2009) in Business, all from Universidade de São Paulo (USP). She is an Assistant Professor in the Business Department at FEA-USP since 2013. Before, was a lecturer at Mackenzie Presbyterian University, Federal University of the State of São Paulo (UNIFESP) and Faculdades Alves Faria. Her expertise is on Marketing, with a research line on Sustainability and Ethics, focusing on Sustainable consumption, Sustainability labels and Selective waste collection. She is also responsible for the following courses at FEA USP: "Introduction to Marketing", "Consumer Behavior", and "Sustainability and Ethics in Marketing".

**FRANCE:** *Beatrice Bellini*, University Paris Nanterre ([beatrice.bellini@u-paris10.fr](mailto:beatrice.bellini@u-paris10.fr))

She is the Dean of Management sciences department and associate professor in responsible management. Her research concerns sustainable consumption and responsible business models for less environmental and social impacts with a chain value approach.

*The presentation will develop the opportunity of implementing responsible business models courses in management schools and universities. The international platform aims to enable development and help educators.*

### ***Students Support Team in Paris Nanterre University***

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