

8th MScom Excellence-in-Communications Lecture
Zurich, June 8, 2009, 17:30 hrs

«The Market for Virtue: The Potential and Limits of Corporate Social Responsibility»

Professor David J. Vogel

Solomon P. Lee Distinguished Professorship in Business Ethics, Haas School of Business, UC Berkeley, USA



Agenda

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- 17:30 Refreshments and networking**
- 18:00 Welcome and introduction**
Alexander Fleischer, Head of Marketing and Communications at PricewaterhouseCoopers Switzerland & President .HarbourClub.

Bertil Cottier, Dean of the Faculty of Communication Sciences, Università della Svizzera italiana, Lugano
- 18:15 Lecture: The Market for Virtue: The Potential and Limits of Corporate Social Responsibility**
David J. Vogel, Haas School of Business, UC Berkeley, USA
- 19:15 Discussion**
Thomas Scheiwiller, Partner and Global Sustainability Leader, PricewaterhouseCoopers
David J. Vogel, Haas School of Business, UC Berkeley
- 19:45 Apéro riche**

Topic

«The Market for Virtue: The Potential and Limits of Corporate Social Responsibility»

Professor David Vogel will discuss what corporate social responsibility can, cannot, and should accomplish in a modern capitalist economy. He will critically explore both the important potential of corporate social responsibility to improve a firm's reputation and financial performance, as well as the factors that limit the impact and effectiveness of a firm's corporate social responsibility strategies. Vogel argues that the market both promotes and limits CSR: the good news is that the market does not penalize more responsible firms; the bad news is that neither does it necessarily reward them. He will also discuss how companies should approach, assess and communicate their CSR initiatives.

The lecture will be followed by a panel discussion with **Thomas Scheiwiller**, Partner and Global Sustainability Leader, PricewaterhouseCoopers and Professor **David Vogel**.

MScom

MScom Excellence-in-communications Lecture Series

The MScom lecture series brings international experts to Switzerland to speak on communication topics linked to best-in-class management practices. In addition to raising awareness of communications as a core competency in today's business environment, the presentations and discussions are designed to forge closer links between academic research and corporate practice. The lecture series, which takes place twice per year and is hosted by major multinational companies in Switzerland, also offers a valuable networking opportunity for professionals.

The Executive Master of Science in Communications Management (MScom)

is a part-time, postgraduate program for experienced communications professionals. As one of the first of its kind, MScom was founded in 1999 as part of the post-graduate studies program offered at the University of Lugano, Switzerland. Courses are conducted in English over a 21-month period. An international faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its multi-national orientation. MScom cooperates with Copenhagen Business School on program content and joint sessions, including the summer session at the UCLA Anderson School of Management, Los Angeles, one of the leading business schools in the US.

The **.HarbourClub.** is a Swiss association of Chief Communications Officers. Its mission is to foster the professionalization of Corporate Communications through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.

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Speaker

David J. Vogel, Solomon P. Lee Distinguished Professor in Business Ethics, Haas School of Business, UC Berkeley, USA

David Vogel is professor at the Haas School of Business and in the Department of Political Science at the University of California, Berkeley. He received his Ph.D. from the Department of Politics at Princeton University and has taught at Berkeley since 1973. He has lectured frequently on CSR to professional and academic audiences in the United States, Europe, the Middle-East and Asia. He is also a visiting professor at INSEAD.

Vogel is the author of a dozen books and scores of articles on business-government relations and the comparative and international dimensions of environmental and consumer regulation. His recent book, *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility* (Brookings 2005), received the 2008 best book award from the Social Issues Division of the Academy of Management, and has been translated into French, Japanese and Korean. Since 1982, he has served as editor of the business journal of the Haas School of Business, California Management Review.

More about Professor David Vogel
<http://www.haas.berkeley.edu/faculty/vogel.html>

Video
<http://www.youtube.com/watch?v=zrFqj8ri6w>

Date and location

Organizational details

Date
Monday, June 8, 2009, door opening as of 17:00 hrs.
The lecture will be followed by an apéro riche

Location
PricewaterhouseCoopers
Birchstrasse 160
CH-8050 Zurich-Oerlikon

Costs
CHF 150 incl. documentation and apéro riche

Participants
The number of participants is limited to 80. Registrations are processed in order of receipt.

Registration deadline
The registration deadline is May 15, 2009. The invoice will follow in May.

A confirmation and invoice will be sent after registration. For cancellations after the registration deadline, the full amount is still due.

Inquiries
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How to get there

How to find the event location



PricewaterhouseCoopers
Birchstrasse 160
CH-8050 Zurich-Oerlikon

Monday, June 8, 2009, door opening as of 17:00 hrs.

By train
Take the train or S-Bahn to Oerlikon station. The PricewaterhouseCoopers building is within a five-minute walking distance (crossing the MFO-Park) from the railway station.

- 1 Parkhaus Jungholz
- 2 Parkhaus Center Eleven
- 3 Parkhaus Cityport
- 4 Parkhaus Octavo
- 5 Parkhaus Parkside
- 6 Parkhaus Binzmühlerstr. 180

We take responsibility.

Paper: Refutura 170 g/m²
CO₂ neutral



Registration

Registration form
To be returned by May 15, 2009

You can register for this event until **May 15, 2009** on the MScom website (www.mscom.unisi.ch), by email to mscom@unisi.ch or by sending this form by fax to +41 58 666 47 39

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MScom Alumnus/Participant .HarbourClub. Other

Last name, first name _____

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