

Cátedra de Ética Empresarial

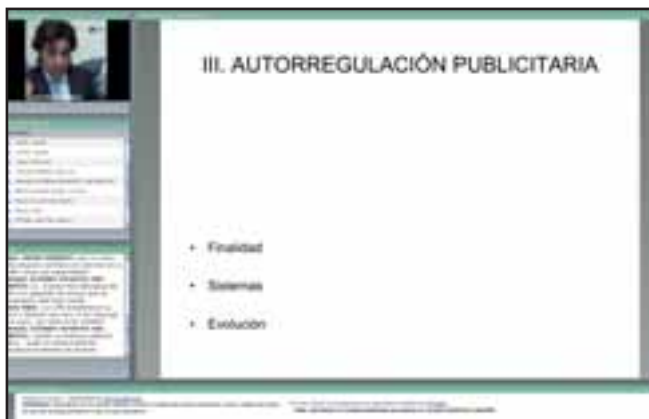
Professor **Bryan Husted** attended the annual meeting of the International Association of Business and Society, which was held in Florence, Italy. He and co-author, Ivan Montiel, presented a paper entitled, "Environmental Performance Implications of Certified Management Standards: ISO 14001 and Clean Industry." This paper examines the environmental impact of a national voluntary certification standard (Clean Industry) and compares it with the impact of an international standard (ISO 14001). It also examines the factors that lead to certification under one standard or the other. At this meeting, Professor Husted assumed the presidency of IABS. He will serve in this capacity for one year.

Professors Husted and **David Allen** were informed that their paper, "Strategic Corporate Social Responsibility and Value

Creation among Large Firms in Spain," was accepted for publication in the well-known British journal, Long Range Planning. This journal appeals to both practicing managers and academics. The paper reports further results from their survey of 111 large Spanish firms. They find that Spanish firms do create value from their social responsibility projects when those projects are highly visible to relevant stakeholders. Similar to work by **Michael Porter**, they find that government regulation can help firms create value from such projects.

In addition, Professor Husted has been busy travelling this last quarter, making presentations to faculty at Georgia Tech and York University as well as teaching a week-long ethics course at INCAE in Costa Rica.

ONLINE TRAINING Online Conferences



El 7 de mayo, la Asociación de Antiguos Alumnos y el Colegio Jurídico del IE Business School organizaron conjuntamente una nueva conferencia *online* para todos sus graduados especializados en el área jurídico-fiscal. Bajo el título *Publicidad e Internet. Panorama Jurídico de las Comunicaciones Comerciales en la Red*, fue **José Miguel Hernández-Rico**, socio director del Área de Moyano Ocho Asociados, abogado, PSPJ 2001 por el IE Business School y profesor asociado de la Universidad de Valladolid, el encargado de impartir la sesión. Durante la misma Hernández-Rico analizó el sistema normativo vigente en nuestro país en el marco de la publicidad, la promoción de ventas y el marketing a través de Internet, expuso su reciente evolución, e hizo referencia a algunos ejemplos de los estados de nuestro entorno.

Of the two conferences in English, the first offered was on 21 May from the area of Human Resources and the second 28 May from Marketing. Professor of Organisational Behaviour and Human Resources at IE **Cristina Simón** looked at *The New Talent Battle: What Companies Are Fighting For And How Professionals Can Seize The New Labour Market Opportunities*. The growing competitiveness of markets and the forces of demography are setting

off a new "battle for talent" among companies; workers should be ready to analyze the new market opportunities and select the best professional options for their careers. The purpose of this conference was to set the grounds for this new labour market and discuss its implications for workers. Also discussed were some best practices companies actually are implementing in order to attract and retain the best talent for their businesses.

Professor of Marketing at IE **Clara Agustín** examined *Managing B-To-B-To-C Relationships: Who Owns the Locus of Customer Loyalty?* Increasingly, end-customers become the key targets of both manufacturers' and resellers' marketing efforts. This situation is changing the way manufacturers-resellers-customers interact and has important implications on firm performance and customer loyalty. This session looked to identify, analyze, and discuss the importance of understanding marketing interdependencies between manufacturers' and intermediaries' relationship-building efforts. Hot topics discussed were (1) brand vs. customer management, (2) push vs. pull relational marketing strategies, (3) network vs. dyadic relationships, and (4) cooperation vs. competition in marketing channels.

