

"INTERRELATIONSHIP OF BUSINESS AND PUBLIC GOODS"

Symposium– All Academy Theme Meeting
SUNDAY, August 06, 10:30AM - 12:00PM
Hyatt Regency Atlanta, Greenbriar Room

Scholars from different parts of the world will discuss the interface between business and public goods and how a better articulation of this interface can benefit business and the public at large. The approach of this Symposium is business-oriented as it proposes new ideas on understanding and managing the interrelation between market economies, social responsibility, and business ethics.

First, the panellists will discuss the **appropriation of "externalities"** by business (i.e., the use of public goods, e.g., natural resources, social and tangible infrastructure and institutions - laws, rules, norms), which are paid for by the society at large. Second, the panellists will question the **consequences of current accounting practices** arguing that 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. Third, the panellists will elaborate on the **broader definition of capital in corporate reporting** such as presently proposed through various international initiatives that include non-traditional forms of capitals, e.g. natural capital and social capital. Finally, the panellists will discuss the **benefit to companies and their return on capital** by investing in public goods. The solutions proposed by the speakers will be aligned with the goals of Agenda 2030 which are about maintaining and enhancing public goods. An open forum format will follow to allow for audience participation.

PARTICIPANTS

Chair: Raymond Saner; CSEND, Geneva, Switzerland

Organizer: Arthur J. Rubens; Florida Gulf Coast University

Co-Organizer: Roland Bardy; Florida Gulf Coast University

Presenter: Lichia Yiu; CSEND, Geneva, Switzerland

Presenter Jim Arrowsmith; Massey University, New Zealand

Presenter: Oguz N Baburoglu; Sabanci University, Istanbul, Turkey

Presenter: Stuart Carr; Massey University, New Zealand