

PROGRAM

FIRST GLOBAL

DRUCKER FORUM 2009

VIENNA

DAY 1 **19. NOVEMBER** 2009

07:45 – 09:00

REGISTRATION

VESTIBULE

OPENING

MODERATOR: GERALD GROSS
News anchor, ORF (Austrian Broadcasting Corporation)

GROSSER
FESTSAAL

09:00

WELCOME BY THE HOST

DR. VEIT SORGER
President of the Federation of Austrian Industries (IV)

OPENING REMARKS

DR. RICHARD STRAUB
Founder and President of the Peter Drucker Society of Austria

PROF. ERIC CORNUEL

Director General, European Foundation for Management Development (EFMD)

ADDRESS BY THE GUEST OF HONOR

DR. DORIS DRUCKER
Peter Drucker's widow, Entrepreneur

TRIBUTE TO PETER DRUCKER

PASTOR DR. RICK WARREN
Founder of Saddleback Church
«Celebrating the Life of Peter Drucker»

10:15

COFFEE BREAK & NETWORKING

**OPENING
KEYNOTES**

PERSPECTIVES ON PETER DRUCKER

GROSSER
FESTSAAL

CHAIR: GERALD GROSS
News anchor, ORF (Austrian Broadcasting Corporation)

10:45

PROF. C.K. PRAHALAD
Distinguished Professor of Corporate Strategy,
University of Michigan Ross School of Business
«Visible but not Seen”: The Genius of Peter Drucker

PROF. FREDMUND MALIK
Chairman and Owner, Malik Management Zentrum St. Gallen
«Peter F. Drucker as a Systems Thinker and social Ecologist»

PROF. CHARLES HANDY
Social Philosopher
«What Peter Drucker taught me»

ADRIAN WOOLDRIDGE
Management Editor, The Economist
«Peter Drucker: uber-guru»

13:00

PANEL DISCUSSION AND QS & AS

BUFFET LUNCH & NETWORKING

PARALLEL SESSIONS		
SESSION 1 14:00	<p>ETHICS AND CSR IN THE LIGHT OF PETER DRUCKER CHAIR: PROF. GILBERT LENSSEN President, European Academy for Business in Society (EABIS)</p> <p>PROF. CRAIG SMITH INSEAD Chaired Professor of Ethics and Social Responsibility «Drucker on the Bounded Goodness of Corporate Social Responsibility»</p> <p>PROF. BODO SCHLEGELMILCH Professor for international Marketing and Management and Dean of WU Executive Academy «Beyond Shareholder Obligations: The Uncharted Territory of being a Responsible Company»</p> <p>DR. TIMO MEYNHARDT Managing Director, Center for Leadership and Values in Society, University of St. Gallen «The business of business is society»</p> <p>PANEL DISCUSSION AND QS & AS</p>	GROSSER FESTSAAL
SESSION 2	<p>MORE THAN A MANAGEMENT THINKER CHAIR: DR. ANNA A. TAVIS Global Head, Talent Management and OD, PineBridge Investments and Editor, Perspectives at People and Strategy Journal</p> <p>PROF. GUIDO STEIN Professor of Leadership, IESE «A Man for all Seasons»</p> <p>PROF. LINDA PELZMANN Professor of Economic Psychology, University of Klagenfurt «Animal Spirits and Mass Movements – New Dimensions of Management»</p> <p>PROF. DANICA PURG President of CEEMAN and IEDC- Bled School of Management «Peter Drucker and the Arts»</p> <p>PANEL DISCUSSION AND QS & AS</p>	KLEINER FESTSAAL
SESSION 3	<p>EMERALD CALL FOR PAPERS 2009: PRESENTATION OF REFEREED PAPERS 1 INNOVATION & ENTREPRENEURSHIP CHAIR: PROF. DAVID LAMOND Associate Dean, Professor of HRM and International Business, Nottingham Business School, Nottingham Trent University, Editor-in-Chief, Journal of Management History</p> <p>PROF. IAN CHASTON Managing Director and Research Professor at Centrum Catolica, Peru «Entrepreneurship: a recession scenario assessment of Drucker's theories»</p> <p>MONA PEARL Founder and COO, BeyondAstrategy, Inc. USA «Innovation and Entrepreneurship in a Global Economy»</p> <p>PROF. JEFFREY WALLMAN Assistant Professor, Price College of Business, University of Oklahoma, USA «Peter Drucker, Transaction Institutions and Managing the Future»</p> <p>PROF. MAGDOLNA CSATH Professor of Management and International Business, University of Budapest, Hungary «How learning and innovation can create future opportunities: an intercultural perspective»</p>	LUDWIG URBAN- SAAL
SESSION 4	<p>EMERALD CALL FOR PAPERS 2009: PRESENTATION OF REFEREED PAPERS 2 DRUCKER INSPIRED & INSPIRER CHAIR: DR. PETER STARBUCK Entrepreneur and Drucker Scholar</p> <p>SEBASTIAN ESCHENBACH Program Director, University of Applied Sciences Burgenland, Austria «From Inspired Teaching to Effective Knowledge Work and Back Again»</p>	EUROPA- SAAL

SESSION 4	<p>DR. ROLAND BARDY Executive Professor, Florida Gulf Coast University, USA</p> <p>DR. ARTHUR RUBENS Associate Professor, Lutgert College of Business, Florida Gulf Coast University, USA «Is there a Transatlantic divide? Reviewing Peter F. Drucker's thoughts on ethics and leadership of U.S. and European managers»</p> <p>ANNE BANG Chōra Consult, Copenhagen Business School, Denmark «From Industrial Capitalism to Taylorian Late Capitalism»</p>	EUROPA-SAAL
SESSION 5 15:30	<p>EMERALD CALL FOR PAPERS 2009: PRESENTATION OF REFEREED PAPERS 3 DRUCKER & CHINA CHAIR: ANNETTE NIJS Executive Director Global Initiative, China Europe International Business School</p> <p>DR. TAI SHUANGLIANG Management Science and Engineering, Harbin Institute of Technology, China «Peter Drucker's philosophy in China»</p> <p>DR. ANTON KRIZ Lecturer in Marketing, Newcastle Business School, University of Newcastle, Australia «The Challenge to Rekindle China's Innovative Spirit»</p> <p>DR. YI-CHUN HUANG Associate Professor, National Kaohsiung University of Applied Sciences, Taiwan «Intellectual Capital and Knowledge Productivity: The Taiwan Biotech Industry»</p> <p>TONY KAI PONG LEUNG PhD student in the Napier University, UK «HKSAR Government Civil Servants: a non-Drucker Organization?»</p>	ARTHUR KRUPP-SAAL
COFFEE BREAK & NETWORKING		
PLENARY PANEL 16:00	<p>PETER DRUCKER'S IMPORTANCE FOR THE 21ST CENTURY BUSINESS WORLD CHAIR: STEFAN STERN Management Writer, Financial Times</p> <p>PROF. HERMANN SIMON Founder and Chairman, Simon-Kucher & Partners «Hidden Champions of the 21st Century - Role Models of Druckerian Leadership»</p> <p>PETER PASCHEK Managing Partner, Delta Management Consultants GmbH The Amrop Hever Group «The effective consultant according to Peter Drucker»</p> <p>CRAIG B. WYNETT General Manager, Future Growth Initiatives, The Procter & Gamble Company «Assumptions Matter»</p>	GROSSER FESTSAAL
17:30	PANEL DISCUSSION AND QS & AS	
17:30 17:45	CONCLUDING REMARKS DAY 1	
19:15	COACHES PICK UP AT HOTELS	
19:30 23:00	<p>DRUCKER 100 GALA HARRIET HARTMANN COURT: WELCOME COCKTAIL HABSBURG STATE ROOMS: RECEPTION DINNER SPEECH (HALL OF THE MUSES) JACK BEATTY Senior Editor, The Atlantic Monthly «The Education of Peter Drucker»</p> <p>ALBERTINA OPENS ITS EXHIBITIONS JUST FOR YOU 21:00 – 23:00</p>	ALBERTINA MUSEUM
from 23:00 on	COACHES BACK TO HOTELS	

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DAY 2		20. NOVEMBER 2009	
PLENARY PANEL 1	MANAGEMENT AS THE DEFINING ROLE IN MODERN SOCIETY	GROSSER FESTSAAL	
09:00	<p>CHAIR: PROF. WILFRIED STADLER Honorary Professor WU, Co-Editor «Die Furche»</p> <p>PROF. JOSEPH MACIARIELLO Horton Professor of Management, The Drucker School «The next book Peter Drucker would have written: Federalism and Management as a Liberal Art»</p> <p>PROF. PETER GOMEZ Dean, Executive School of Management, Technology and Law, University of St. Gallen «Crisis as a platform for dialogue - Towards a new understanding between economy and society»</p> <p>AVIVAH WITTENBERG-COX Managing Partner of 20-First and Honorary President of the European Professional Women's Network «Are women the managers Drucker was waiting for?»</p>		
10:30	PANEL DISCUSSION AND QS & AS		
PLENARY PANEL 2	PREPARING THE GROUND FOR 21ST CENTURY MANAGEMENT EDUCATION	KLEINER FESTSAAL	
09:00	<p>CHAIR: JOHN PETERS Chief Executive, Emerald Group Publishing Limited</p> <p>DR. ELIZABETH HAAS-EDERSHEIM Strategic Consultant «Greenfielding Business Schools»</p> <p>PROF. CHRISTOPHER BONES Dean, Henley Business School, University of Reading «Management as a Practice - Implications for the future of Management Education»</p> <p>DR. BARBARA KOLM Secretary General of the Friedrich August v. Hayek Institute «Entrepreneurship Training – a 21st Century Challenge»</p>		
10:30	PANEL DISCUSSION AND QS & AS		
COFFEE BREAK & NETWORKING			
PARALLEL SESSIONS	LEARNING FROM THE NON-PROFIT WORLD?	KLEINER FESTSAAL	
SESSION 1 11:00	<p>CHAIR: PROF. LIISA VÄLINKANGAS Professor of Organization and Management, Helsinki School of Economics Founder Innovation Democracy</p> <p>RICK WARTZMAN Executive Director of the Drucker Institute and Columnist of BusinessWeek «Drucker and Nonprofits»</p> <p>STEFAN WALLNER Secretary General CARITAS Austria «Learning from the Non-profit world? Mission or money. Who makes the world go around?»</p> <p>DR. CHRISTIAN HORAK Managing Partner at Contrast Management Consulting «What can commercial enterprises learn from NPOs – from the point of view of a management consultant»</p>		
	PANEL DISCUSSION AND QS & AS		

SESSION 2
11:00

FUTURE OF KNOWLEDGE WORK

CHAIR: PROF. DANIEL WEIHS
Distinguished Professor The Louis & Lyra Chair of Sciences,
Faculty of Aerospace Engineering, Technion

PROF. STEFAN GUELDEBERG
Head of Institute for Entrepreneurship, University of Liechtenstein
«How to Lead Knowledge Workers»

TRANSMISSION FROM TOKYO:
PROF. LEIF EDVINSSON
Professor of Intellectual Capital, Lund University, Sweden, and
President The New Club of Paris e.V.
«Knowledge Navigation in an Era of growing Intangibles»

PROF. KLAUS NORTH
Professor of International Business Management,
Wiesbaden Business School
«Knowledge worker productivity – Peter Drucker revisited»

PANEL DISCUSSION AND QS & AS

GROSSER
FESTSAAL

SESSION 3

EMERALD CALL FOR PAPERS 2009: PRESENTATION OF REFEREED PAPERS 4 MANAGING COMPLEXITY

CHAIR: DR. MARTIN HAGLEITNER
Partner and Managing Director Austria,
Malik Management Zentrum St. Gallen

PROF. WINFRIED WEBER
Professor of Management and Social Sciences, Mannheim University of
Applied Sciences, Peter Drucker Society of Mannheim, Germany
«Managing in the Era of Complexity – Peter Drucker's Landmarks»

DAVID LANE
Research Director of Professional Development Foundation and the
International Centre for the Study of Coaching, Middlesex University, UK
«The Art of Managing for the Future: Leadership of Turbulence»

PROF. NEHARIKA VOHRA
Professor, Indian Institute of Management Ahmedabad, India
«An Exploration of Factors Predicting Work Alienation of Knowledge Workers»

PROF. JEFFREY SHUMAN
Professor of Management, Bentley University, Waltham, MA, USA
«Collaborative Networks Are The Organization:
An Innovation in Organization Design and Management»

LUDWIG
URBAN-
SAAL

SESSION 4

EMERALD CALL FOR PAPERS 2009: PRESENTATION OF REFEREED PAPERS 5 COMPANY DECISION-MAKING

Chair: PROF. DAVID LAMOND
Associate Dean, Professor of HRM and International Business,
Nottingham Business School, Nottingham Trent University, Editor-in-Chief,
Journal of Management History

PAT DALY
PhD Student University College Cork, Ireland
«Drucker's Theory of the Business and Organisations:
Challenging Business Assumptions»

PROF. JORGE A. VASCONCELLOS E SÁ
Jean Monnet Professor at the University of Lisbon, Portugal
«Decision making in a time of crisis: Drucker's recommendations»

PROF. JOACHIM KUHN
Professor of Management Practice for International Logistics and
Quality Management, Anglia Ruskin University, UK
«The Architecture of Managing Economical Sustainability»

ARTHUR
KRUPP-
LUDWIG

12:30

BUFFET LUNCH & NETWORKING

PLENARY PANEL	MOVING INTO A WORLD OF INCREASING COMPLEXITY, SPEED AND ENTREPRENEURIAL SPIRIT	GROSSER FESTSAAL
13:30 15:00	CHAIR: PROF. WERNER HOFFMANN Managing Director, Contrast Management-Consulting GmbH PROF. YVES DOZ INSEAD Timken Chaired Professor of Global Technology and Innovation, Professor of Strategic Management «Peter Drucker: A forerunner of Strategic Agility as a dynamic capability?» THOMAS SATTELBERGER Member of the Board, CHRO Deutsche Telekom «Appreciated in principle – Disregarded in practice: Why Peter F. Drucker is relevant today!» PROF. IRA JACKSON Dean and Professor of Management, The Drucker School, USA «Closing the responsibility gap in a complex world» PANEL DISCUSSION AND QS & AS	
CLOSING KEYNOTE	INTRODUCTION	GROSSER FESTSAAL
15:30 16:15	PROF. PETER SCHNEDLITZ Head of Institute for Retailing and Marketing, Vienna University of Economics and Business (WU) PROF. PHILIP KOTLER Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University «Peter Drucker: The Grandfather of Modern Marketing» QS & AS	
16:15 16:30	CLOSING REMARKS DR. RICHARD STRAUB Founder and President of the Drucker Society of Austria «Launching a European Movement»	