

Registration

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The Europäische Akademie GmbH is able to provide financial support for students in a very limited range. These grants will cover travel expenses and accommodation. If you are interested, please send a letter of motivation with a short CV and a list of publications to the above address.

Conference Venue

Schloss Engers
Alte Schlossstraße 2
D-56566 Neuwied-Engers
Phone +49 (0) 26 22 - 9 26 41 17
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Accommodation

Please book your room directly at Schloss Engers.
Phone +49 (0) 26 22 - 9 26 41 17
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Europäische Akademie

zur Erforschung von Folgen wissenschaftlich-technischer Entwicklungen
Bad Neuenahr-Ahrweiler GmbH

Direktor:
Professor Dr. Dr. h.c. Carl Friedrich Gethmann

How to find Schloss Engers:



By car:

Take the Motorway 61 up to the Motorway intersection Koblenz, exit Motorway 48 to head for Frankfurt-Koblenz, exit (immediately after the Rhine-bridge) Interstate Road B42 to head for Bendorf-Neuwied, exit Neuwied-Engers, then straight ahead under the railway line up to the traffic lights, with view to the castle turn left into Bendorfer Straße, then turn right into Jakobstraße (2nd street), parking facilities are at the Martin's Church. From there walk through Martinkirchenstraße to Schloss Engers.

By train:

Take the IC/EC or Regional-Express to Koblenz and change for the train to Engers. From Engers station go left to head for the crossing, at the crossing turn left again through the subway, then go straight ahead. Schloss Engers is within 10 minutes walking distance.

By plane:

There is a train connection (hourly) from Frankfurt/Main Airport to Engers via Koblenz (change the train in Koblenz). From Engers station please follow the above description.



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Autumn Conference 2005

Business Ethics of Innovation

11–13 September 2005

Schloss Engers – Engers, Koblenz

This conference is supported by:





Business Ethics of Innovation

Firms that operate in a market economy often depend upon innovations in order to achieve competitive advantages that sustainably secure their survival. Business ethics is thus largely concerned with questions about the decisional freedoms involved in innovation processes.

Innovations oftentimes raise novel questions about the role of the state or the structure of society. Business ethics needs to provide a framework for balancing the different perspectives, values, and interests at stake. This balance must be achieved at the level of the firm in order to facilitate adequate long term decisions, but it should also be sought at higher, including regulatory, levels. Achieving this balance will require an ethical framework for entrepreneurial action.

The particular disciplines engaged in generating innovations as well as all relevant fields of applied ethics should be involved in the balancing process. Business Ethics of Innovation is thus necessarily an interdisciplinary endeavour.

This conference will assess general questions of how business ethics can help to structure innovations and specifically discuss pharmaceutical innovations as well as innovations in the IT sector.

Programme

Sunday 11 September 2005

- 17.00–19.00 **Registration**
- 19.00–20.30 **Opening Lecture**
Horst Steinmann
University of Erlangen-Nürnberg
Corporate Ethics and Globalization. Global Rules and Private Actors
- 20.30 **Reception**

Monday 12 September 2005

- 9.00–9.30 **Welcome and Introduction**
Carl Friedrich Gethmann
Europäische Akademie GmbH
Gerd Hanekamp
Europäische Akademie GmbH

Session 1: Business Ethics and Innovation

Chair: Gerd Hanekamp, Europäische Akademie GmbH

- 9.30–10.45 Dirk Matten, University of London
Corporate Responsibility for Innovation – A Citizenship Framework
- 10.45–11.15 *Break*
- 11.15–12.30 Margaret Eaton, Stanford University
Business Ethics and the Commercialization of Pharmaceutical and Biotechnology Innovations
- 12.30–15.00 *Lunch*

Programme

Session 2: Business Ethics of Pharmaceutical Innovations

Chair: Thorsten Galert, Europäische Akademie GmbH

- 15.00–16.15 Michael Selgelid, University of Sydney
Research Priorities, Profits, and Public Goods: The Case of Drug Resistance Disease
- 16.15–16.45 *Break*
- 16.45–18.00 Andreas Seiter, World Bank
Access to Medicines and the Innovation Dilemma – Can Pharmaceutical Multinationals be Good Corporate Citizens?
- 19.00 *Evening Event including Conference Dinner*

Tuesday 13 September 2005

Session 3: Business Ethics of IT Innovations

Chair: Wolfgang Rathgeber, Europäische Akademie GmbH

- 9.00–10.15 Rainer Kuhlen, University of Konstanz
Strong Copyright in the Interest of Innovation?
- 10.15–10.45 *Break*
- 10.45–12.00 Markus Nuettgens, University of Hamburg
IT Innovations & Open Source: A Question of Business Ethics or Business Model?
- 12.00 *Lunch*

End of Conference