



VIU SUMMER SCHOOL responsible capitalism

**Responsible Capitalism -
Micro and Macro-institutional conditions of transformation
June 10 - 13, 2019
Venice International University
Isola di San Servolo, Venice**

VIU Summer School

Responsible Capitalism – Micro and Macro- institutional Conditions of Transformation

Venice International
University

June 10-13, 2019

Scientific Coordinator:

Prof. Guido Palazzo,
University of Lausanne

In its fourth edition, the summer school on Responsible Capitalism is an initiative of VIU in cooperation with the two member universities Ca' Foscari University of Venice and Lausanne. It aims at the development of ideas that promote a more sustainable future by bringing together young scholars from all over the world to discuss their ideas on the future of Capitalism from the micro-level of individual decision making to the organizational and the societal level. It gives young scholars the opportunity to discuss with eminent scholars in management theory and to test their ideas and present their work. Participants will become familiar with recent research from a broad set of disciplines. They will work on their ability to engage in the transdisciplinary discourse that is required for the development of innovative answers to grand sustainability challenges.

Who is it for?

The Summer School is addressed to mainly PhD students and young post-doc scholars in management, economics and finance, political science, philosophy, psychology and sociology. Moreover, high level policy makers and high level officials in public and private institutions will be admitted if their background is adequate.

Faculty

Elisa Giuliani, Università di Pisa
Giovanni Favero, Università Ca' Foscari Venezia
Johanna Mair, Hertie School of Governance/
Stanford University
Guido Palazzo, University of Lausanne
Juliane Reinecke, King's Business School
Francesco Zirpoli, Università Ca' Foscari Venezia

Program theme

Capitalism is facing a historically unprecedented legitimacy crisis. Accumulating social and environmental side effects, disconnected financial markets, and a growing gap between the rich and the poor create grand challenges which require fundamental changes in how we produce and consume. While the importance and urgency of sustainability are rarely challenged, deep processes of transformation usually face numerous institutional and psychological barriers that have to be overcome. As Jared Diamond described in his book "Collapse", civilizations often react to a crisis of which they do not understand the causalities by reinforcing the

routines that might have created the crisis in the first place. Understanding the institutional and psychological forces that block and/or enable deep transformations is a key aspect of responsible capitalism. The VIU Summer School in 2019 will investigate those forces on the individual, organizational and societal level.

Topics

1. Contemporary capitalism: Debunking ‘the greatest good for the greatest number’ rhetoric of economic development processes (Elisa Giuliani)

This session seeks to promote radical change to theorizing and planning economic development processes. There are two important wicked problems characterizing contemporary capitalism, which, if not properly addressed, could result in social and political catastrophe. The first is related to the burgeoning evidence of business-related human rights (BHR) regressions; the second is the increase (or persistence at record levels) of within-country economic inequality in many countries worldwide, and the rise of extreme wealth. Most accounts consider them two separate problems, requiring different solutions. But what if they are connected, and their nexus is crucial to the current functioning of capitalism? How can both problems be solved without undermining economic growth and its related benefits? Addressing these questions seems timely given that it has become progressively more evident that growth alone cannot lift people out of human misery.

2. Transformative Processes in Action (Johanna Mair)

In this session we put the spotlight on organizations that adopt alternative organizational forms and therefore are often considered as the hope to ensure diversity within capitalism. In our conversation we will not rest on discussing the specific form or non-conformist actions these organizations take on but rather examine how what they do triggers transformation. At the centre of attention are mechanisms and processes that enable endogenous change. Using two readings as a starting point we revisit the potential of studying gradual processes of transformation that lead to new social orders. We discuss theoretical opportunities and implications for research designs to push forward this line of inquiry.

3. Storytelling and societal change (Guido Palazzo)

This session will discuss the impact on language, discourse and storytelling on human behaviour. How does the way we make sense of the world influence ethical and unethical decisions and how can we use the insights on the narrativity of human existence as a leverage for societal change?

4. Taming Wicked Problems? Understanding the Evolution of Transnational Governance and Social Movements Dynamics (Juliane Reinecke)

This session will critically examine the role of private power in developing transnational governance solutions to wicked problems. Wicked problems are large scale social challenges caught in causal webs of interlinking variables spanning national boundaries that complicate both their diagnosis and prognosis, such as poverty, inequality, climate change, deforestation or conflict in global supply chains. To do so, we will focus on the political dynamics of how governance initiatives emerge and evolve out of conflicts between social movement actors and corporations. How do these dynamics shape definitions of who is responsible and what is sustainable or valuable? And given the multiplicity of private regulatory regimes, does the competition of social movement-led and industry-led initiatives lead to a race to the bottom or race to the top? Finally, we will discuss the implications of these types of governance dynamics to tame wicked problems.

5. The evolution of decision-making in global companies (Francesco Zirpoli)

This session will give particular attention to the implication of the fact that decision makers are often “multiply embedded” in organizations, in places, in informal social networks, in more formal associations, and so on. Interdependent decisions and actions of multiple agents acting in a distributed environment are profoundly altering both decision making and the strategy implementation processes in ways that demand some rethinking of the governance and management conceptual toolkit. Sociological and organization theories, including theories of organizational politics, social movements, relational embedding and cognitive framing will be presented, discussed and applied to understand the conditions under which global

firms confront with environmental, social and governance decisions.

6. Itinerant workshop through Venice (Giovanni Favero)

Walking through the city, we will discuss how Venice became Venice during the 20th century. The focus will be on the macro and micro conditions of the modern transformation in the perception of the historical urban centre into “a city like no other” to be preserved as it is. The tour will start from the San Giobbe Economics campus of Ca’ Foscari University, formerly a slaughterhouse, and will end at Zattere with the view of an example of industrial architecture: the Stucky Mills. We will visit the Frari Church and the burial of Giuseppe Volpi, the founder of Porto Marghera. Together with a final glimpse to the last surviving squero building gondolas at San Trovaso, this provides a telling image of the complex relationship with tradition of modern Venice.

Methodology

During the Summer School, participants will present and discuss their own research projects in working groups to the professors and their fellow participants and will receive valuable feedbacks.

Learning Outcomes

The summer school on Responsible Capitalism aims at the development of ideas that promote a more sustainable future by bringing together young scholars from all over Europe to discuss their ideas on the future of Capitalism from the microlevel of individual decision making to the organizational and the societal level. It gives young scholars the opportunity to discuss with eminent scholars in management theory and to test their ideas and present their work. Participants will be made familiar with recent research from a broad set of disciplines. They will work on their ability to engage in the transdisciplinary discourse which is required for the development of innovative answers to grand sustainability challenges.

Credits

Number of **ECTS credits** allocated: **2**.

A Certificate of attendance will be issued at the end of the course.

Application procedure and costs

The Program will admit **15** student participants.

Fees

Students of VIU member universities: € 200 incl. VAT.

Students of other universities: € 300 incl. VAT.

The fee will cover tuition, teaching materials, lunches in the VIU cafeteria and Social events. Student participants will be responsible for covering their own travel expenses to and from Venice, local transportation and accommodation.

Accommodation costs on campus

The costs of accommodation (b&b) on campus in shared room with other participants (double or triple) is 310,00 for 5 nights. Further information will be available in the Application form.

On-line Applications

Available from **February 5 to March 12, 2019** on the VIU website.

Applicants must submit the application form, a letter of motivation – which should include a research statement (max.1500 words), a curriculum vitae and a photo.

Admitted candidates will be notified by March 15, 2019.



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