

**4TH VIENNA  
GLOBAL  
DRUCKER  
FORUM  
2012**

VENUE: "HALL OF SCIENCES" AULA DER WISSENSCHAFTEN

**Capitalism 2.0**

new horizons for managers

**15 - 16 NOV**

**Venue** Aula der Wissenschaften, Wollzeile 27a, 1010 Vienna, Austria

**Contact** [contact@druckersociety.eu](mailto:contact@druckersociety.eu)

**PROGRAM 2012**

**DAY 1 Thursday, November 15, 2012**

**Chair** **Angelica Kohlmann Küpper (DE)**  
CEO Ifitech; Chair of the Advisory Board Peter Drucker Society Europe

07:30 - 08:30	Onsite Registration
<b>OPENING</b>	<b>WELCOME AND SETTING THE STAGE</b>
08:30 - 10:30 Welcome addresses	<p><b>Richard Straub (AT)</b> President, Peter Drucker Society Europe</p> <p><b>Klaus Buchleitner (AT)</b> CEO Raiffeisenlandesbank Noe-Wien and Holding</p> <p><b>Georg Kapsch (AT)</b> President, Federation of Austrian Industries; CEO Kapsch AG</p> <p><b>Thomas Sattelberger (DE)</b> Vice-President Board of Trustees, European Foundation for Management Development (EFMD)</p> <p><b>Doris Drucker (US)</b> Board member, the Drucker Institute (video message)</p>
Opening address	<p><b>“Technological entrepreneurship – a Key to the Well-Being of the World”</b></p> <p><b>Dan Shechtman (IL)</b> Distinguished Professor Technion Israel Institute of Technology, Department of Materials Science &amp; Engineering 2011 Nobel prize laureate in Chemistry</p>
Opening Keynote	<p><b>“The Gaming of Games &amp; The Principle of Principles”</b></p> <p><b>Roger L. Martin (CA)</b> Dean, Rotman School of Management, and author</p>
Questions to be addressed	<ul style="list-style-type: none"> <li>• What went wrong with Capitalism?</li> <li>• Can Capitalism be reformed?</li> <li>• What are the main axes to pursue?</li> <li>• The role of managers in all this?</li> </ul>
10:30 - 11:00	Coffee Break

<b>PLENARY I</b>		<b>SHAREHOLDER VALUE- A THEORY THAT CHANGED THE COURSE OF HISTORY</b>
11:00 - 12:30	Chair: <b>Andrew Hill</b> (UK) Associate Editor and Management Editor, Financial Times	
Keynote	<b>“Improving share-holder capitalism”</b>	
	<b>Adrian Wooldridge</b> (UK) Management Editor and "Schumpeter" columnist for The Economist and author	
Keynote	<b>“How to Cure Our Managerial Myopia”</b>	
	<b>Rick Wartzman</b> (US) Executive Director, the Drucker Institute; Columnist at Forbes, and author	
Statements & discussion	<b>Patrick Deconinck</b> (BE) Senior Vice-President West Europe 3M	
	<b>Peter Y. Solmssen</b> (DE) Member of the Managing Board and General Counsel of Siemens AG	
Questions to be addressed	<ul style="list-style-type: none"> <li>• Why has Shareholder Value been such a successful theory?</li> <li>• Has it changed the world for the better or the worse?</li> <li>• Has it led to increasing disparities in our societies?</li> <li>• Has it helped to accelerate the development in emerging economies?</li> <li>• Which changes or adaptations are required?</li> </ul>	
12:30 - 14:00	Lunch break Book signing at MANZ booth 13:00 – 13:30	

<b>PLENARY II</b>		<b>LOOKING FOR SIGNPOSTS FOR THE FUTURE</b>
14:00 - 15:30	Chair: <b>Pierre Hessler</b> (FR) Capgemini Chairman's delegate	
Statements & discussion Q&A	<b>Patrick de Cambourg</b> (FR) Chairman. Mazars Group, “partnership model”	
	<b>Kathleen Mazzarella</b> (US) President and CEO Graybar, “fully employee owned Fortune 500 company”	
	<b>Klemens Kalverkamp</b> (DE) General Manager Grimme Landmaschinenfabrik, “hidden champion”	
	<b>Georg Kraft- Kinz</b> (AT) Deputy CEO Raiffeisen Landesbank Noe-Wien, “co-operative model”	
	<b>Alexander Triebnigg</b> (BR) President Novartis Brazil , “state capitalism”	
Questions to be addressed	<ul style="list-style-type: none"> <li>• Are alternative models more than niche solutions?</li> <li>• What learnings can be drawn from them for listed corporations?</li> <li>• Purpose and engagement in partnerships, cooperatives and employee owned corporations vs. the typical Classical corporations</li> <li>• Can the cooperative model be widely applied?</li> <li>• Should the new type of State Capitalism be considered future oriented?</li> <li>• Elements for a new model?</li> </ul>	
15:30 - 16:00	Coffee break	

<b>PLENARY III</b>		<b>MANAGEMENT 2.0 SHAPING CAPITALISM 2.0 ?</b>
16:00 - 17:30	Chair: <b>Laurent Choain</b> (FR) CHRO Mazars, Board member EFMD	
Keynote	<b>“Opportunities and Risks”</b>	
	<b>Lynda Gratton</b> (UK) Professor of Management Practice, London Business School; Founder of the Hot Spots Movement, and author	
Keynote	<b>“Marketing and social media – The example of China”</b>	
	<b>John A. Quelch</b> (CN) Distinguished Professor of International Management, Vice President and Dean, China Europe International Business School (CEIBS) and author	
Keynote	<b>“Re-Think: Ten Assumptions that Are No Longer True...But Still Shape Our Organizations Today”</b>	
	<b>Tamara J. Erickson</b> (US) CEO Tammy Erickson Associates, consultant and author	
Questions to be addressed	<ul style="list-style-type: none"> <li>• Do we need a new management model and what should it be?</li> <li>• Are Drucker’s management principles still valid?</li> <li>• What are the opportunities from social media for liberating knowledge and creativity?</li> <li>• Will organizations and work change fundamentally?</li> <li>• Can we get out of the bureaucracy and hierarchy trap?</li> <li>• On what values should Management 2.0 be based and how to instil those?</li> </ul>	
Q&A	Moderated discussion	
20:00 - 20:30	<b>COCKTAIL</b>	
Cocktail Speech	<b>Martin G. Curley</b> (IE) Director Intel Labs Europe, Vice President Intel Corporation	
20:30 - 23:30	<b>GALA DINNER</b> Peter Drucker Challenge Awards Ceremony with Lynda Gratton, Head of Jury Concert: PAPERMOON LIVE	
Venue	Palais Ferstel, Entrance Freyung 2, 1010 Vienna- Access with Gala Voucher	

## DAY 2 Friday, November 16, 2012

**Chair** **Richard Straub** (AT)  
President Peter Drucker Society Europe

08:30 - 09:00	Onsite Registration
<b>PLENARY I</b>	<b>SOCIAL ENTREPRENEURSHIP- FAD OR REALITY?</b>
09:00 - 10:30	Chair: <b>Deepa Prahalad</b> (US) CEO Anuvaa LLC and author
Keynote	<b>“The best of both worlds: a hybrid approach to social enterprise”</b>
	<b>Vicki Escarra</b> (US) CEO Opportunity International
Keynote	<b>“A new entrepreneurial leadership for the networked Society”</b>
	<b>Bernhard Katzy</b> (DE) Board Member, Social Entrepreneurship Akademie; Founder and Professor CeTIM
Discussion	<b>Johannes Weber</b> (DE) Founder and Managing Director Social Venture Fund
	<b>Bill Liao</b> (DE) XING co-Founder, Partner of SOS Ventures, Founder of WeForest
Questions to be addressed	<ul style="list-style-type: none"> <li>• Is social business and social entrepreneurship the latest fad? Can it live up to its promise of value and purpose?</li> <li>• What is the difference to CSR?</li> <li>• Are there natural “sweet spots” for social business?</li> <li>• Is social business the end of “old style” non-profits?</li> </ul>

<b>PLENARY II</b>	<b>The CEO Interview: BUSINESS AS A FORCE FOR GOOD</b>
10:30 - 11:00	<b>Paul Polman</b> (UK) CEO Unilever interviewed by <b>Adrian Wooldridge</b> (UK) Management Editor The Economist
Questions to be addressed	<ul style="list-style-type: none"> <li>• Are corporations becoming “social businesses”?</li> <li>• Is old style CSR dead?</li> <li>• Beyond shareholder value: Is “Shared Value” the answer?</li> <li>• Is the focus on “social” reducing profitability?</li> <li>• Examples for social issues addressed by Unilever.</li> <li>• How to generalize a new model to make it as powerful as shareholder value?</li> </ul>
11:00 - 11:30	Coffee break

## PARALLEL DISCUSSION SESSIONS

<p>11:30 - 12:45</p> <p>with authors of selected papers</p>	<p><b>Track A: MANAGEMENT IMPLICATIONS FOR CAPITALISM 2.0</b>  Moderator: <b>Page West</b> (US) Professor, Strategy &amp; Entrepreneurship, BB&amp;T Fellow in Capitalism and Free Enterprise Schools of Business, Wake Forest University, Program Director Call for papers</p> <p><b>Hayo Siemsen</b> (DE)  Ernst Mach Institut für Erkenntnistheorie</p> <p><b>Nicholas A. Fusso</b> (US)  Peter F. Drucker &amp; Masatoshi Ito Graduate School of Management</p> <p><b>Hossam Zeitoun</b> (CH)  Department of Business Administration, University of Zurich</p>
<p>11:30 - 12:45</p>	<p><b>Track B: SOCIAL ENTREPRENEURSHIP &amp; SOCIAL VENTURING: Case Studies</b>  Moderator: <b>Dominik Domnik</b> (DE) Social Entrepreneurship Akademie Muenchen</p> <p><b>Bernhard Katzy</b> (DE)  Board Member Social Entrepreneurship Akademie; Founder and Professor CeTIM</p> <p><b>Marie Ringler</b> (AT)  Country Director Austria &amp; CEE, Ashoka</p> <p><b>Johannes Weber</b> (DE)  Founder and Managing Director Social Venture Fund</p> <p><b>Bill Liao</b> (DE)  XING co-Founder, Partner of SOS Ventures, Founder of WeForest</p>
<p>11:30 - 12:45</p> <p>with authors of winning essays</p>	<p><b>Track C: BORDERLESS, MOBILE, AND SAVVY: Fresh Voices from the Drucker Challenge</b>  Moderator: <b>Julia Kirby</b> (US) Harvard Business Review editor-at-large and author</p> <p><b>Karen Mok</b> (US)  Washington University in St. Louis</p> <p><b>Hongjun Wang</b> (SG)  Nanyang Business School</p> <p><b>Temitayo Olofinlua</b> (NG)  Freelance writer</p> <p><b>John Alexander Quintero Valderrama</b> (JP)  Waseda University</p>

<h3>PLENARY III VISION TALKS</h3>	
<p>13:00 - 14:00</p> <p>TED style speeches</p>	<p><b>Roger Martin</b> (CA)  Dean, Rotman School of Management, and author  “Why the Longing for Meaning will Save Capitalism”</p> <p><b>Umair Haque</b> (UK) per video  Director, Havas Media Labs and author  “Reimagining capitalism”</p> <p><b>Tamara J. Erickson</b> (US)  CEO Tammy Erickson Associates, consultant and author  “Re-Thinking Capitalism for the Intelligent Economy”</p> <p><b>Deepa Prahalad</b> (US)  CEO Anuvaa LLC and author  “The Story of Capitalism is Our Story”</p>
<p>14:00 - 15:30</p>	<p>Networking Lunch - Book signing at MANZ booth 14:30 – 15:30</p>