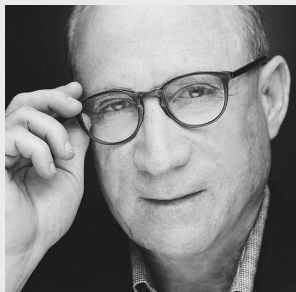


CONVERSATORIO / BRUCE KOGUT

Challenges for the Corporation

EXPOSITOR:



Bruce Kogut

Sanford C. Bernstein & Co. Professor of Leadership and Ethics at CBS, teaches the courses Fundamentals of Governance, Business Strategies and Solving Social Problems Governance and Governance and Ethical choices. His highly-cited research has been published in leading journals in economics, management, sociology, and computer science. He received his PhD from the MIT Sloan School of Management and holds an honorary doctorate from the Stockholm School of Economics. He is currently a member of the scientific board to the Institut Polytechnique de Paris. His edited books on Corporate Governance and International Capital Flows (with Peter Cornelius, senior economist at AlInvest and Carlyle and sponsored by the World Economic Forum) appeared in 2003, and later his book Small Worlds of Corporate Governance was published by MIT Press in 2012.

MARTES 6 DE AGOSTO
13:00 HRS.

Sala: 303-C Edificio C
Campus Peñalolén

La conversación será guiada por Ralf Boscheck, decano de la Escuela de Negocios.
La actividad será en inglés.

Se requiere confirmar asistencia en este link:
<https://doodle.com/poll/za3aa9rz4w9i3z2r>

ABSTRACT

The conventional shareholder paradigm articulated in 1970 by Milton Friedman states that the purpose of a company is to generate profits for its shareholders while abiding the laws and norms of society. Many voices today pose alternative theories, or “counter-narratives,” that argue that the Friedman perspective has led ironically to a weakening of governance and to negative social outcomes such as environmental degradation and a maldistribution of wealth. Bruce Kogut, Professor of Leadership and Ethics at Columbia Business School (CBS), will discuss the relevance of the shareholder primacy paradigm and the alternative views that argue for why firms should sometimes assume responsibility for bettering society.