

Global Forum
Called by
The Academy of Management,
United Nations Global Compact
and Case Weatherhead School of Management
23rd – 25th October 2006

Title of meeting: “Business as an Agent of World Benefit:
Management Knowledge Leading Positive Change”

Date of event: 23rd – 25th October 2006

Short description: The Global Forum is being convened by the Academy of Management and the Global Compact and hosted by Case Western Reserve University. This forward-looking Forum is an unprecedented opportunity to bring together leading business executives, management scholars and top students from around the world to identify and to leverage new solutions that have the potential to change the nature of 21st-century society. The format, like the content, will encircle the globe, with delegates coming from around the world to attend the Forum in person and an additional 3,000 delegates expected to participate virtually. The Forum theme includes a call for papers and stories on the following topics:

- Business stories of significant innovation and impact, including those involving entrepreneurship to eradicate poverty, new designs to support sustainable enterprise and the use of clean energy, and business as a force and partner for peace.
- Research on the tangible and intangible benefits and risks of taking leadership in corporate citizenship—including the ways in which a multi-stakeholder view of the firm can become a source of innovation, brand identity, trust, inspiration and human motivation, and competitive advantage.
- Research for transforming business school curricula, learning designs and approaches that align management and leadership education in strategy, international relations, business ethics, finance, accounting, marketing, entrepreneurship, operational management, organizational behavior, human resources management, and environmental studies, with the next stages of good corporate citizenship.

The Global Forum is headed by a highest-profile Advisory Board of Business Schools Deans and experts from both Business and Academia.

We strongly encourage the submission of seminal papers and stories to become valuable contributions to the event. For further details please visit the web site www.bawbglobalforum.org or contact Cat Tully, bawbgc@un.org at the Global Compact Office.