



13th Annual Meeting of Colleagues in Jesuit Business Education
Marquette University
Milwaukee, Wisconsin
July 8 through 11, 2010

REGISTER ONLINE AT: www.cjbe.org

Conference registration fees:

Conference Attendees:	\$375.00	for registration before April 16, 2010
	\$425.00	for registration from April 16 to July 7, 2010
Spouse/Guest of Attendee:	\$250.00	for registration through July 7, 2010

On-Campus Housing

On-campus housing is provided in Straz Tower (915 West Wisconsin Avenue)

\$46 per night single occupancy

\$64 per night double occupancy (\$32 per person)

Air conditioned rooms, with private bath

Bed and bath linens, soap, drinking cup and hangers are provided

Front desk staffed 24 hours per day

Recreational and fitness facilities available within building for a fee of \$5.00 per day

Parking available nearby for a fee of \$6.00 per day

Within easy walking distance of conference proceedings (Raynor Memorial Library)

Note: If you plan to select "double occupancy" and will share the room with another attendee (not your spouse/guest), please contact debra.reeder@marquette.edu for proper registration information and to ensure the roommate of your choice.

Commercial/Off-Campus Housing

For attendees desiring accommodation at a commercial hotel, arrangements have been made with the Doubletree Hotel Milwaukee City Center, located at 611 West Wisconsin Avenue. Limited rooms are available at the CJBE rate of \$139.00 per night for reservations made prior to June 7, 2010. Please contact the Doubletree directly at (414) 273-2950.

Jesuit Housing

Jesuit attendees desiring to stay with the Marquette Jesuit Community are asked to contact Father Tom Caldwell, SJ, Guest Master, directly at (414) 288-5000.

Please see attached sheet or visit www.visitmilwaukee.org for information on things to do in Milwaukee.



Out and About in Milwaukee, Wisconsin Home of Marquette University



A vast array of stimulating attractions awaits the eager visitor to Milwaukee, Wisconsin. From a world-renown zoo to numerous museums, breweries, gardens, and special attractions, Milwaukee is the ideal location for any occasion.

Museums

Milwaukee Public Museum, Humphrey IMAX Dome Theater
Milwaukee Art Museum
Discovery World and Aquarium
S/V Denis Sullivan schooner
Frederick Pabst Mansion



Gardens

Boerner Botanical Gardens
Mitchell Park Conservatory Domes



The Historic Third Ward

art galleries
restaurants
unique specialty stores
interesting architecture
Milwaukee Institute of Art and Design
Broadway Theater Center
Milwaukee Public Market

Waterfront Life

Lake Michigan — beaches, marinas
Milwaukee River — sightseeing boat tours, dinner
and cocktail cruises
RiverWalk — restaurants, “the Fonz” from *Happy Days*



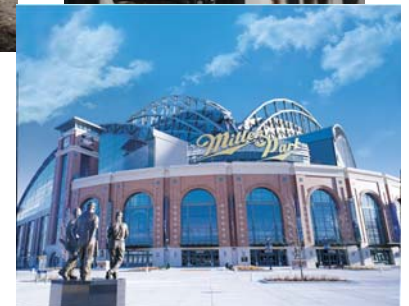
Milwaukee County Zoo

Miller Park (home of the Milwaukee Brewers)

Miller Brewing Company

Potawatami Bingo Casino

Harley-Davidson Museum



More info is available at www.visitmilwaukee.org

**DEADLINE FOR SUBMISSION OF SHORT
PROPOSALS EXTENDED TO MARCH 19, 2010!!!**

Go to www.cjbe.org for electronic
submission of your proposal.

13th ANNUAL MEETING OF COLLEAGUES

IN JESUIT BUSINESS EDUCATION

MARQUETTE UNIVERSITY

JULY 8 – 11, 2010

CALL FOR PAPERS

JESUIT BUSINESS SCHOOLS: LEADERS OR RUNNING WITH THE PACK?

The 13th Annual Meeting of Colleagues in Jesuit Business Education (CJBE) will address what we, as faculty members in Jesuit business schools, have been doing and can do to prepare students to be professionals of principled behavior who are aware of their social and ethical responsibilities. CJBE welcomes papers as well as panels, special sessions and other alternatives that demonstrate what has been and is being done in our Jesuit Business Schools to respond to the criticisms of business schools and challenges to be more proactive in addressing the issues. We seek reports of projects and research that demonstrate our successes in the lives and careers of our graduates, as well as alternative models of scholarship and pedagogy that help to answer the question: “Are our Jesuit business alums making a difference for justice in a global economy?” We invite papers and other proposals that address the following issues:

1. What could be new and robust conceptual foundations for alternative approaches to business education? For example, what can we learn from our traditional body of Judeo/Christian and Jesuit wisdom to understand the role of business and to serve as a foundation for purposeful and ethical business action by our graduates working in the modern world?
2. How does the recent papal encyclical, “Charity in Truth” speak to business curricula in a Jesuit context?
3. How can we encourage service to others in and through our approach to teaching the business disciplines?

4. What are some new approaches to classroom pedagogy in an Ignatian context?
5. What are the results of experiments with perspectives on business scholarship grounded in other than pure models of the rational economic person? (For example, what should the outcomes of business activity produce and how do we incorporate alternative measures – happiness, social welfare, sustainability, quality-of-life – into our discussions?)
6. Other papers and proposals that generally fit the overall theme of being leaders as we enable our students to be responsible business professionals are enthusiastically encouraged.

Important Dates

1. March 1, 2010 (extended to March 19, 2010) – Short (500 words) proposals for papers or outlines for panels or alternative sessions are due.
2. April 1, 2010 - Authors and others to be notified of acceptance, conditional acceptance, or rejection.
3. June 1, 2010 – Papers including abstracts are due.
4. June 15, 2010 – Papers to be posted on the Colleagues website.

Style and logistics

All proposals are to be submitted electronically

- via the paper submission link at www.cjbe.org
- or as an e-mail attachment to:
Dr. Thomas A. Bausch
College of Business Administration
Marquette University 1881
Milwaukee WI 53201 1881
thomas.bausch@marquette.edu
414-288-1657

If your paper or proposal is accepted, further instructions will follow.

Background

Most critics of business schools have been highly vocal about what B-schools fail to do, rather than of what they actually do. Claims have included neglecting education in ethics, leadership, communication ability, and people skills (e.g., Porter and McKibbin, 1988). Since the Enron-WorldCom scandals, the criticisms heightened. B-schools have been told that they need to stop doing some of what they are preaching and own up to their own role in creating Enrons. They must stop legitimizing those actions,

behaviors and philosophies of management that shape the intellectual and normative order within which socially damaging decisions are made. Professor Sumantra Ghoshal of the London Business School went even further and suggested “that by propagating ideologically inspired amoral theories, business schools have actively freed their students from any sense of moral responsibility.” The *Economist* (25-31 October, 2003) dramatically opined that what business schools teach has led to a delegitimazation of companies as institutions and management as a profession.”

In 2009, the global and highly respected CAUX Round Table, in a statement reflecting on the collapse of the financial sector asserted, “The professionals responsible studied in our institutions of higher education, many of which emphasized technical competencies and practical skills, with little consideration for broader social responsibilities and expectations for principled behavior.” CAUX calls for business and related professional fields of higher education to “address our own shortcomings”.

An examination of the mission statements of our Jesuit institutions suggests that we are ideally situated to deal with the issues raised by the critics of business school education. As Jesuit institutions we are highly teleological, committed to the service of others and in so doing to ultimately serving the “Greater Honor and Glory of God”. Our values also emphasize duties as well as rights, the dignity of the human person, the common good, justice, subsidiarity, solidarity, and the universality of goods. Most of our schools advertise and promote their strong service-learning programs. Our students are required to complete a rigorous core curriculum in the humanities and social sciences.

Our pedagogy is grounded in the “Ratio Studiorum” and our educational philosophy is one of “cura personalis”. For the faculty scholar, it would appear that there is no reason for our scholarship to be constrained by the limits of enlightenment positivism or by what Ghoshal calls “Causal determinism and the denial of any role of human choices and intentions” and “negative assumptions about people and institutions.”