

# Ethics in a Sustainable & Functioning Corporation

October 19, 2012 Jockey Club Auditorium,  
The Hong Kong Polytechnic University

Register Online: [www.druckerforum.hk](http://www.druckerforum.hk)

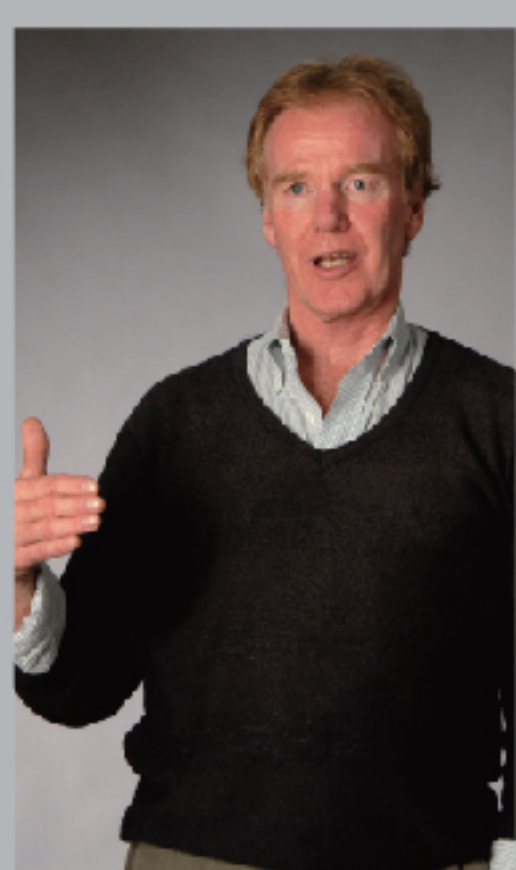


## Ethics in a Sustainable & Functioning Corporation

A new era of ethical awareness has begun. It's easy to point to unethical business behavior in the financial, pharmaceutical and a large variety of business sectors. But defining what constitutes ethics in a corporate context is not easy at all. Do you really know whether companies act ethically – or if they just haven't been caught yet?

Thought leadership on the issue varies. Some say that ethical practices make good business sense. Peter F. Drucker said that there is no "Business Ethics" per se but only "Ethics" itself. Ethics should be a universal standard whether you are in business, medical, education and, as matter of fact, all that you do.

In the 2012 Forum – Ethics in a Sustainable & Functioning Corporation, we are proud to present to the world a glimpse of how some of us see this immensely popular topic which we hope to deepen our awareness.



### Keynote Speaker

**Dr. Peter M. Senge**

*Author of The Fifth Discipline*

**"One of the top ten management gurus" - Business Week**

Dr. Peter M. Senge is a Senior Lecturer at the Massachusetts Institute of Technology and the Founding Chair of the Society for Organizational Learning (SoL), a global community of corporations, researchers and consultants dedicated to the "interdependent development of people and their institutions".

Dr. Senge has lectured extensively throughout the world, translating the abstract ideas of systems theory into tools for better understanding of economic and organizational change.

He is a specialist in decentralizing the role of leadership in organizations so as to enhance the capacity of all people to work productively toward common goals.

## Program

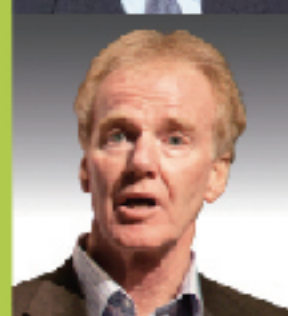
### Morning Session



#### Opening Remarks

**Dr. Darwin CHEN, SBS** 陳達文博士

Honorary Chairman, Peter F. Drucker Academy



#### Keynote Speech: Ethics in a Sustainable & Functioning Corporation

**Dr. Peter M. SENGE**

Ethics: the real cure for social decay?

Global perspectives and trends of corporate and social ethics.

Corporate behavior and governance through organizational learning.

## LUNCH TIME

### Afternoon Session

#### Plenary Session 1 Leadership Issues on Ethics & Integrity

- Ethics – behavior or character?
- Universality and golden rule of ethics for leadership.
- Responsibilities for industry-wide unethical behaviors.



**Dr. John CHAN, GBS, JP**

陳祖澤博士

Independent Non-executive Director and Deputy Chairman  
Transport International Holdings Limited



**Prof. Andrew CHAN, SBS, JP**

陳志輝教授

Director, EMBA Program  
The Chinese University of Hong Kong



**Mr. Paul CHOW, GBS, SBS, JP**

周文耀先生

Chairman  
Hong Kong Cyberport Management Co. Ltd.



#### Moderator

**Mr. Stephen LEE** 李志剛先生

President  
Peter F. Drucker Academy

#### Plenary Session 2 Corporate Issues on Ethics & Integrity

- Do ethics and CSR make good business?
- Insufficiency in corporate governance.
- Shaping cultural behavior.



**Mr. Wing Ching SHIH, JP**

施永青先生

Founder  
Centaline Property Agency Ltd.



#### Moderator

**Dr. Royce YUEN, JP** 袁文俊博士

Former Chairman, Ogilvy HK  
Managing Director,  
Lifestyle Federation



**Prof. C.F. Lee, SBS, JP**

李焯芬教授

Director, HKU SPACE

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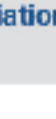
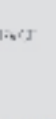
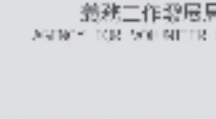
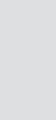
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