

# European Integration and Corporate Managerial, Social and Cultural Values

## 10:00 – 10:30 Registration and Coffee

### 10:30 – 11:00 Welcoming Address

Manfred Pohl, IBH e.V., Frankfurt am Main  
Herbert Matis, Österreichische Akademie der Wissenschaften,  
Wien  
NN, Raiffeisen Zentralbank Österreich AG, Wien  
Christopher Kobrak, ESCP-EAP, European School of  
Management, Paris

### 11:00 – 12:30 Session I

#### Corporate Governance in a European Context

Chair: Ivo Blanken, Philips International B.V.

*Futures Past: Europeanizing German Corporate Governance*  
Jeffrey Fear, Harvard Business School, Boston

*Federalism, Corporate Law and Corporate Governance:  
What Can Europe Learn from the American Experience?*  
Christine Pochet, Université de Toulouse

*Corporate Governance in Italy in the European Mirror:  
Groups, Families and Financial Institutions*  
Giandomencio Piluso, Università degli studi di Siena

Q & A Session

### 12:30 – 16:00 Session II (with Lunch Break) Values, Ethics and Identity: National Experiences and European Integration

Chair: Gerassimos Notaras, National Bank of Greece

*The Corporate Identity and Culture of Centre-East French  
Companies:  
Its Heritage of Governance Confronted to European Integration*  
P. Lamard, Université de Technologie de Belfort-Montebéliard

*The Possible Europeanization of the Largest Danish Companies,  
1973-2003*  
Martin J. Iverson, Copenhagen Business School

*How Hoechst Has Been Affected by European Integration*  
Wolfgang Metternich, HistoCom GmbH, Frankfurt am Main-Höchst

*European Integration and its Effect on the Ethical Dimension of Polish  
Business Conduct*  
W. Gasparski, Leon Kozminski Academy, Warsaw

*Inter-Nationalisation: The Impact of Ford's European Business Integration  
upon Labour Relations at Fordwerke AG Germany (1967-2000)*  
Thomas Fetzer, European University Institute Florence

Q & A Session

## 16:00 – 16:15 Coffee

### 16:15 – 17:45 Session III

#### Social Dimension of Europeanised Firms

Chair: Christopher Kobrak, ESCP-EAP, European School of Management,  
Paris

*Social Policy in Spanish Firms from the 1940's*  
Lina Galvez Munoz, Pablo de Olavide University, Sevilla

*French Public Utilities: The Heritage of Social and Cultural Values  
against European Integration*  
Hubert Bonin, Institut d'études politiques de Bordeaux

*Rhine and Danube Capitalism: The Case of Schenker Forwarding*  
Herbert Matis, Österreichische Akademie der Wissenschaften, Wien  
Dieter Stiefel, Institut für Wirtschaftswissenschaften der Universität Wien

Q & A Session

### 17:45 – 18:00 Concluding Remarks

Luciano Segreto, Università degli studi di Firenze

### 20:00 Dinner

Restaurant Ofenloch, Kurrentgasse 8, 1010 Vienna