

Spirituality and Creativity in Management World Congress Challenges for the Future Collaboration Proposal

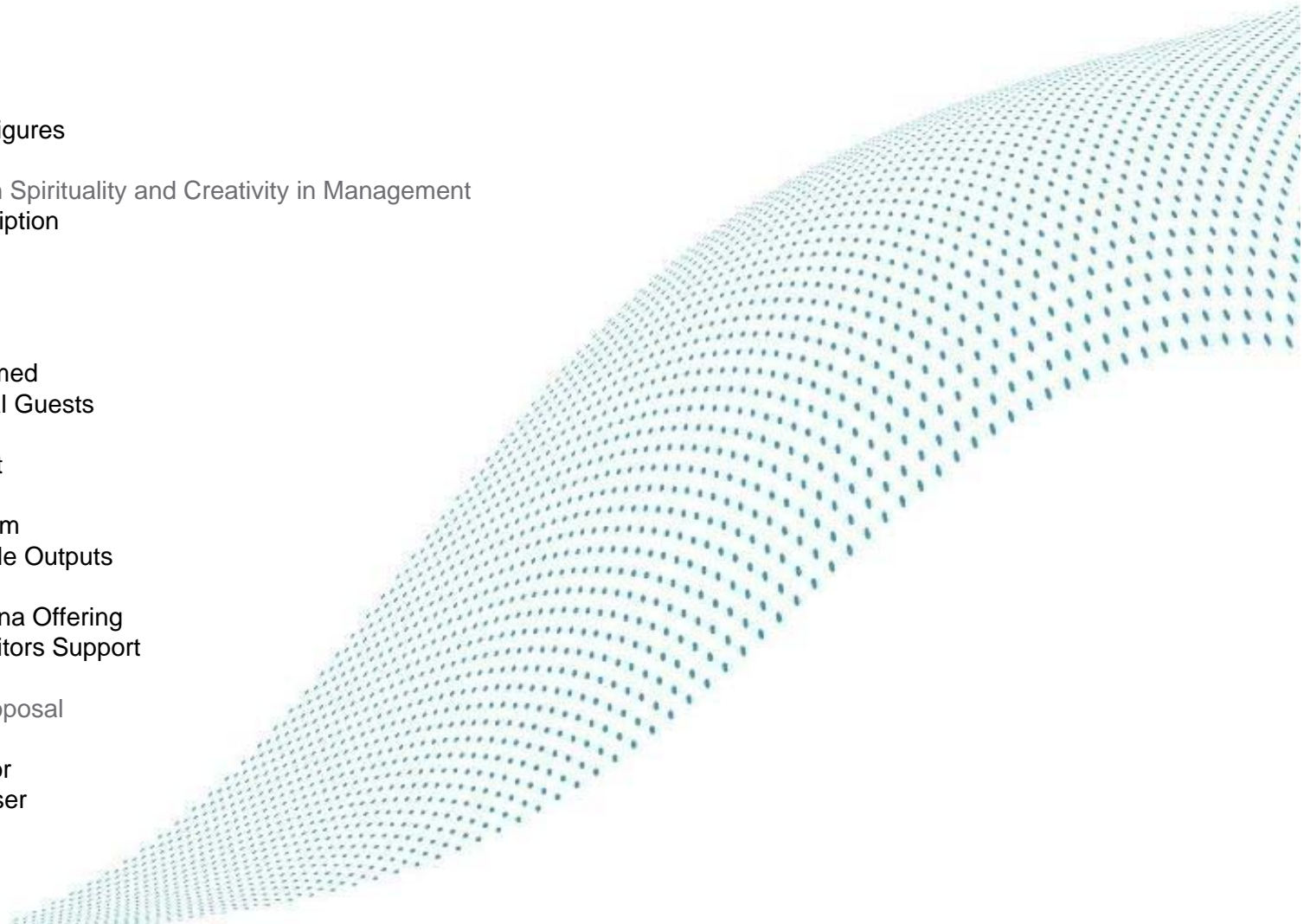
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Barcelona on April 23rd, 24th and 25th 2015

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ESADE Today SINCE 1958

WELCOME TO ESADE
An innovative, globally
recognised academic institution
**committed to society,
business and entrepreneurship**



MISSION

To educate and carry out research in the areas of management and law, by means of:

**INTEGRAL
EDUCATION
OF PEOPLE**

**CREATION OF
RELEVANT
KNOWLEDGE**

**CONTRIBUTION TO THE
SOCIAL
DEBATE**



VALUES



Integrity

in academic and professional work.



Respect

for people, colleagues and oneself,
becoming aware of others' specific situations.



Diversity

as a positive factor that enables learning
about differences in people, ideas and situations.



Contribution to the common good

by sharing experiences
with the ESADE community.



Responsibility and commitment

to a more just society.

* Source: The ESADE Community Declaration of Values, approved by the ESADE Foundation Board of Trustees on 24th January 2008 following a favourable review by the management bodies and consultation with faculty, administrative and service staff, and student representatives.

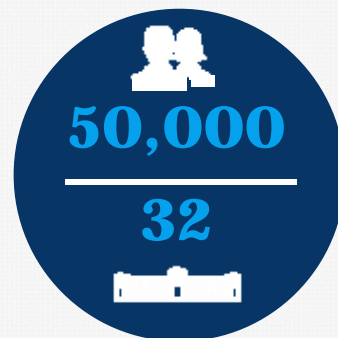
KEY FIGURES (12-13)

Students



Foreign students

Alumni



Internacional Chapters

Annual events



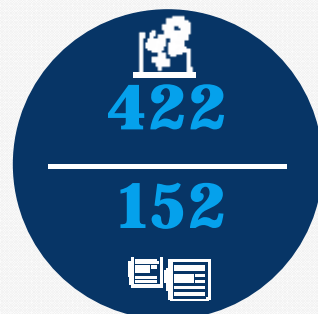
Participants

Opinion articles in national and international press



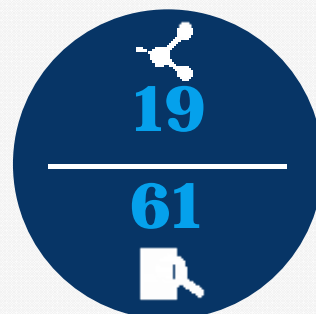
Followers on social networks

Scientific contributions



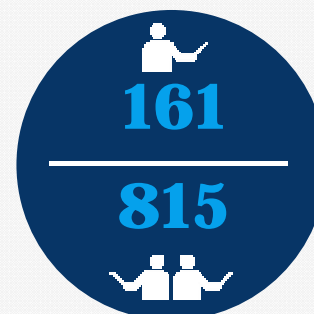
Journal articles

Research units



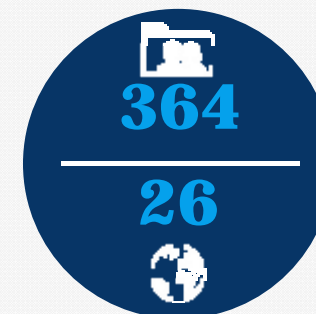
Research projects

Faculty members



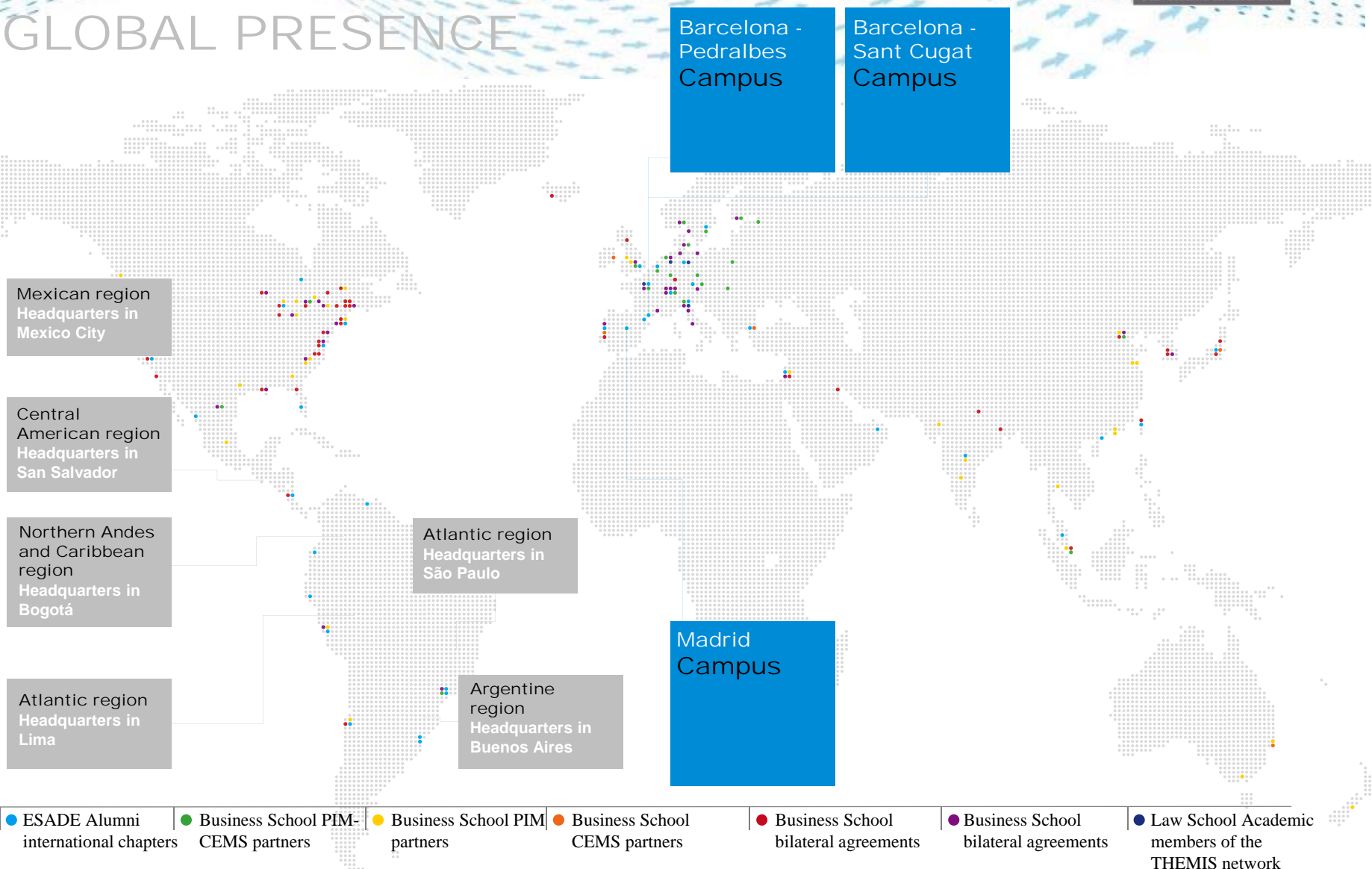
Academic assistants

Administrative and services staff



Countries of origin

GLOBAL PRESENCE



ESADE GLOBAL FIGURES



**Students' countries
of origin**



**Faculty members'
countries of origin**



**Exchange agreements
with international
universities**



**Alumni working
outside Spain**

Strategic alliances



Georgetown, USA



HEC Paris, France

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International associations

Associations of which
ESADE is a member

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World Congress on Spirituality and Creativity in Management

PURPOSE & DESCRIPTION

The **First Global Congress** that invites both academics and leading executives to **bring spirituality (aided and/or fuelled by creativity)** to the forefront of management research and practice. Our goal is to integrate spiritual practice within the daily work of professionals

- **EXPLORE** new views of Spirituality - Creativity and its connection with Management Research, Education and Practice.
- **BRING TOGETHER** academics, global spiritual leaders, practitioners and leading executives of many companies throughout the world to present, discuss and debate multiple angles of Spirituality and Creativity in the broad field of management.
- **FEATURE** Professional Development Workshops (PDWs) and pre doctoral consortium events blended with numerous spiritual events taking place in Barcelona.

DIFFERENTIATION

- **This is the First Global Congress where global spiritual leaders will share ideas with the scholarly academic community, as well as with leading executives of many companies throughout the world.**

This is the first HYBRID GLOBAL CONGRESS for practitioners, professionals, and academics

- **The previous conferences hosted by IAMSR (The International Association of Management Spirituality and Religion) the were held in Vienna (Austria) , Bangalore (India) and Lourdes (France) respectively, and were primarily of academic nature.**

WHY IN ESADE

SPIRITUAL & RELIGIOUS FOUNDATION

ESADE Was founded by the company of Jesus (Jesuits)

REPUTATION

- **ESADE has over 50 years experience in the field of management education, and its brand is renowned internationally.**
- **ESADE is among the co-founders of CEMS and other management education initiatives in Europe.**
- **Ranked as one of the top Business schools by the Financial Times, Forbes, Business Week, The Wall Street Journal, and others.**

EXPERIENCE

ESADE has accumulated over the years substantial experiences in handling large scale conferences:

- **2007 EABIS conference;**
- **2007, 2013 Europe STEP Congress;**
- **2009 Balas Conference;**
- **2009 EGOS conference (> 1000 participants);**
- **2010 EIASM Conference (> 100 participants);**
- **2014 CLADEA conference (> 500 participants expected)**

FACILITIES

- **In the last ten years, ESADE has played host to over 2000 events, attended by more than 200,000 people.**
- **ESADEFORUM has become the place to discuss the future subjects that really matter. The avant-garde architectural concept and the technical level of the facilities make it the ideal stage for international conferences and events.**
- **An easy contingent plan will be worked out if estimates are made for larger number of participants**

TARGET GROUPS

The age of the participants can range from 30 to 60.

Leading Senior Executives from large multinational and global organizations

- Passionate for Creativity and Spirituality
- From top management to functional senior positions
- Politicians

Global Spiritual Leaders

Academics Leaders & Gurus

Practitioners from the areas of Spirituality and Creativity in Management

- Paper submissions will be encouraged from:
 - management scholars;
 - sociologists;
 - anthropologists;
 - artists;
 - philosophers;
 - and consultants.
 - leadership scholars;
 - psychologists;
 - religious scholars;
 - creativity and innovation scholars;
 - organizational leaders;

SPEAKERS CONFIRMED

Peter Senge: Senior Lecturer in Leadership and Sustainability at the MIT Sloan School of Management.

Riane Eisler: Social scientist, attorney, and author whose work on cultural transformation has inspired both scholars and social activists.

Danah Zohar: Management thought leader, physicist, philosopher and author.

Naomi Tutu: Tutu is the third child of Archbishop Desmond Tutu and Nomalizo Leah Tutu.

Richard Boyatzis: Distinguished University Professor, professor in Departments of Organizational Behavior, Psychology, and Cognitive Science at Case Western Reserve University, Adjunct Professor at ESADE.

Subhanu Saxena: Global Chief Executive Officer, Managing Director, Additional Director of Cipla Limited.

If you want to learn more about the speakers, please visit:
<http://www.esade.edu/homesite/eng/scmwc/programme/speakers>

EXPERTS AND SPECIAL GUESTS

Selected experts in the field will include: *Please note that leading global experts (academics and executives) have been notified and are on standby.*

Academic Leaders & Gurus

- Professor Mike Csikszentmihalyi;

Global Spiritual Leaders

- H.H. Dalai Lama;
- Jon Kabat Zinn;
- Dr. and Master Scha

Visionary Global Leading Executives

- Larry Page (Google);
- Jeff Bezos (Amazon Founder);
- Chade-Meng Tan;
- Anne Mulcahy (CEO, Xerox)

TEAM

Simon L. Dolan



Full Professor & Future of Work Chair at ESADE, Founder and developer of the Managing and Coaching by values concepts

Josep M Lozano Soler



Full professor Department of Social Sciences
Former director of the Institute for Social innovation in ESADE

Enrique López Viguria



ESADE-
Corporate
secretary

Carlos Losada



Associate Professor –
Dept. of Strategy &
General Management
Former Director General
of ESADE

Yochanan Altman



Full Professor & pioneer in his work on organizational spirituality; founder of IAMSR and the Journal of Management, Spirituality & Religion

Kristine Kawamura



Director of Graduate Business Programs and Professor of Management at St. Georges University in Grenada. Has over 25 years of consulting experience.

Gloria Mora



Director of
Public Relations
at ESADE

Silvia Bueso



ESADE
Corporate
relations and
Fundraising

Dominik Mertens



Congress
Operations
Manager

FORMAT

- Two and a half days congress concentrated around various spirituality and creativity themes - to be held in an appropriate format ranging from round table discussion, to formal presentation or interactive one.
- Sessions will be facilitated by a theme expert who has done his/her homework and planning prior to the summit.
- Active involvement in the Professional Development Workshops (PDW).

Note: Leading global experts (academics and executives) have been approached. Some has already accepted the invitation and other s will notify us later. .We will add the names of the experts to the web site upon their acceptance.

MAIN THEMES

Here below is a sample list of possible themes that were identified as relevant to this congress and for which presentations are welcome:

- What evidence-based practices and outcomes of spirituality in management and in organizations are available?
- How may spirituality serve as a foundation for nurturing purpose (for both people and organizations?)
- How may spiritual engagement serve as a critique on conventional approaches to business?
- Is spiritual commitment (beliefs, values, practice) relevant to personal and organizational performance?
- What is the relationship between spiritual leadership and management and service?
- What is the relationship between spirituality and decision making?
- How do we bring spirituality into leadership and human resource decisions? Should organizations be looking for smart people or wise people?

MAIN THEMES

- Creativity in spirituality and in organizations: does creativity have the same meaning and purpose in each of these two fields?
- Spiritual practices and the temporal and spatial spiritual correlates in organizations
- The business case of spirituality in business versus the moral case and the personal/developmental/well-being case
- Spiritual practices and spiritual spaces in management education: does it make sense? And how to do that?
- Spirituality in personal development and in professional development: Are they related? Are they similar or different?
- Spirituality in management: the critical approach - reductionism, instrumentality and contemporary Capitalism.
- Spirituality in management: New Age versus a faith based approach.

CONGRESS PROGRAM

	April, 22nd	April, 23rd	April, 24th	April, 25th
7 - 8 am			Creative Meditation Session	Creative Meditation Session
8 - 9 am	Creative Meditation Session	Creative Meditation Session	Parallel Sessions II	Parallel Sessions IV
9 - 10 am	Pre-congress doctoral presentations and activities	Welcome session (practitioners) Plenary Session I		
10 - 11 am		Coffee Break		
11 - 12 pm		Parallel Sessions I	Coffee Break	Coffee Break
12 - 1 pm			Welcome session (academics) Plenary Session III	Plenary Session V
1 - 2 pm		Lunch		Closing Session
2 - 3 pm		Plenary Session II	Lunch	Lunch
3 - 4 pm			Parallel Sessions III	Parallel Session V
4 - 5 pm				
5 - 6 pm			Plenary Session IV	
6 - 7 pm				
7 - 8 pm			Gala Dinner	
8 - 9 pm				
9 - 10 pm				

EXPECTED TANGIBLE OUTPUTS

- **White Papers** with the key statements from the congress. Compendium of white papers about the themes presented during the congress.
- **Congress Report.** Publication of a report booklet presenting the congress program, the experts and the stakeholders involved, together with a synopsis of the topics debated and main conclusions reached, to be disseminated widely.
- **Short Video** Podcasts about the top key issues
- **Publications**

Pre-Congress

- 1) Article on theme connected with the congress in The European Business Review of 2500 words. - Name of Publisher: TEBR Media Ltd

Post Congress

- 2) A special issue in the Routledge Journal of Management, Spirituality & Religion (JMSR) with the theme “Spirituality and Creativity in Management,” edited by Simon L. Dolan, Anne Gombault and Kristine Kawamura, will be produced after the Congress.

EXPECTED IMPACT

- Identify leading trends and best practice for spirituality and creativity in management
- Increase the awareness and understanding of the impact of spirituality and creativity in enterprises
- Improve the communication and enhance the shared experiences between stakeholders at a global level about spirituality and creativity in management
- Promote initiatives for joint projects about spirituality and creativity in management, creating synergies among different stakeholders
- Build understanding and consensus about key issues, promoting the sharing of best practices across the multi-faceted fields of spirituality and creativity in management

VENUE – CONGRESS VENUE

- Buildings with modern installations and state-of-the-art technology
- Prepared for plenary sessions and parallel sessions of all sizes
- An amphitheater with capacity for more than 350 people (in Barcelona). In case of higher attendance, additional nearby venue will be added with a total capacity for 1100 people.
- Rooms with modular design where different spaces can take form with all the facilities and features for presentations, interactive sessions, and different group sizes
- High quality catering (lunch, coffee breaks, dinners, cocktails) with large capacity for table-seated meals



VENUE - GALA DINNER

Gala dinner is planned at a special venue

The neoclassical courtyard of Casa Llotja boasts a square ground plan and three openings onto each wing. In the corners are four vaulted niches with sculptures that represent the four continents. The courtyard fountain contains the figure of Neptune, in acknowledgement of the building's maritime dimension. The courtyard is surrounded by a portico gallery and is dominated by the Staircase of Honor.



BARCELONA

Barcelona offers an endless list of social activities for after the sessions and you can stay the weekend following the congress to enjoy them.

On April 23rd Barcelona celebrates “La diada de Sant Jordi”, the most amorous day of the year.

- Lovers walk hand in hand and the streets are filled with red roses and stories of love. The Catalan ritual is to give men (often family and friends as well as partners) a book, and men traditionally give women roses.
- The streets in Barcelona are lined with vendors selling bunches of roses and book stalls. It really is a beautiful sight to behold. It is estimated that on this day, over 4 million roses are sold and almost 800,000 books, which is around half of the annual number of books sold in Catalonia!



BARCELONA



Barcelona is Beautiful

Weather in April -
Average temperature
of 20-22° C during
the day and 17-18
° C at night



Barcelona is Architecture



Barcelona is Sport, Gastronomy and generally... lots of fun



INSTITUTIONAL SUPPORT

Organized by



Sponsored by



EDITORS SUPPORT



Meet the editors sessions. The following editors are already committed:



Robin Holt, Editor-in-Chief,
Organization Studies



Mustafa Özbilgin,
Editor-in-Chief,
European
Management Review



Michael Muller-Camen,
Editor-in-Chief, Zeitschrift
für Personalforschung
(German Journal of
Research in Human
Resource Management)



Sandra Kauanui,
Editor-in-Chief,
Journal of
Management,
Spirituality & Religion

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Collaboration Proposals and Benefits

BEING A SPONSOR

Global Sponsor (25.000€)	Co-Sponsor (12.000€)	Participant Sponsor (3.000€)
<p>Global Sponsors will have access to all Co-sponsors and Participant Sponsors' benefits, as well as the following ones:</p> <p>Visibility and recognition</p> <ul style="list-style-type: none"> ▪ Brand visibility and recognition as Global Sponsor. ▪ Special visibility in placards in all events of the Congress as Global Sponsor. <p>Participation</p> <ul style="list-style-type: none"> ▪ Exclusive invitations for 4 representatives from the sponsor. Access to both academic and social activities. ▪ Possibility to organize a Plenary Session as part of the program of the Congress. ▪ Be exhibitor during the congress (Premium stand available). ▪ Half of a page of advertisement in the Congress' Program. 	<p>Co-sponsors will have access to all Participant Sponsors' benefits, as well as the following ones:</p> <p>Participation</p> <ul style="list-style-type: none"> ▪ Invitations for 3 representatives from the Sponsors. ▪ Be exhibitor during the congress (Standard stand available). ▪ Possibility to organize a Concurrent Session (This session will be part of the Congress Program) 	<p>Visibility and recognition</p> <ul style="list-style-type: none"> ▪ Brand visibility and recognition, together with other Sponsors, in the Global Congress website (http://www.esade.edu/homesite/esp/scmwc) ▪ Brand visibility and recognition in all Congress documentation, together with other Sponsors (Possibility to include sponsors' documentation in the participants' bag) ▪ Brand visibility, together with other Sponsors, in placards in all the events part of the Congress : <ul style="list-style-type: none"> ▪ Placard in ESADE main entrance ▪ Logo of the Sponsors on the Congress background screens. This screen will be projected by default in all conferences rooms during the Congress. (Plenary sessions, workshops and coffee breaks) ▪ Acknowledgement of the Sponsors in all events part of the Congress ▪ Impact in Spanish & International media <p>Participation</p> <ul style="list-style-type: none"> ▪ Invitations for 2 representatives from the Sponsors (Access to all academic events. Not applicable to social activities). <p>Networking</p> <ul style="list-style-type: none"> ▪ Access to the academics, experts and speakers participating in the Congress. <p>Access to Knowledge</p> <ul style="list-style-type: none"> ▪ Congress Proceedings (sent after the Conference)

BEING AN EXHIBITOR



To participate as an exhibitor offers you the right to have One (1) stand and One (1) full registration to attend all academic and social events.

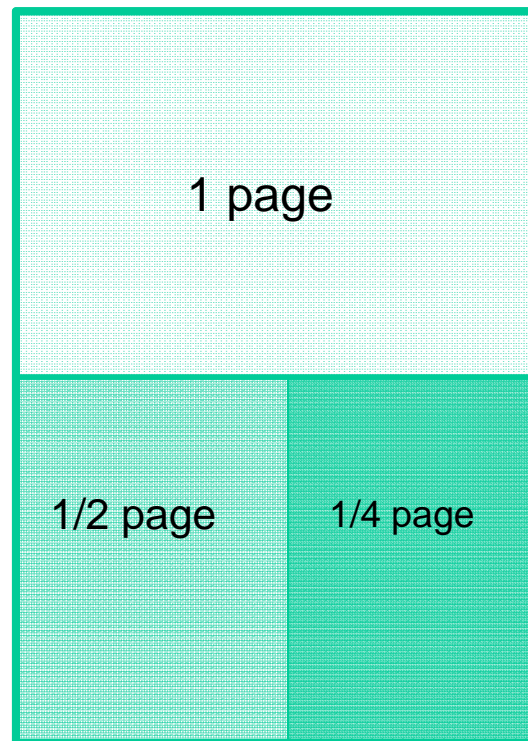
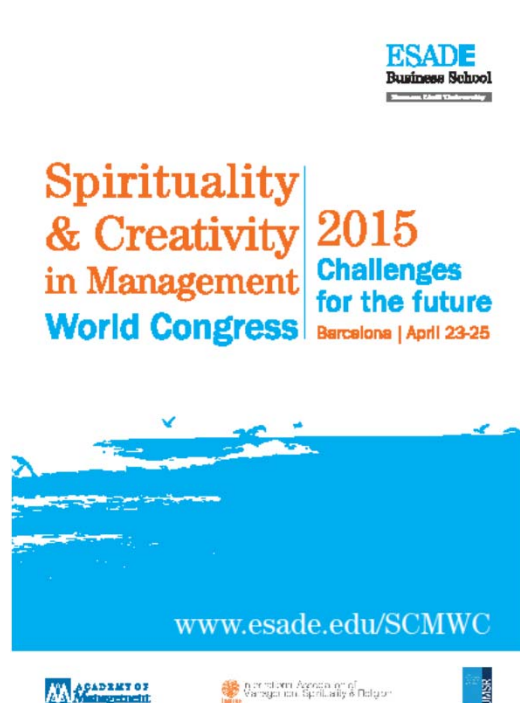
Exhibitors must fill in and send the application form before **March the 1st 2015.**

For further information, visit:

<http://www.esade.edu/homesite/eng/scmwc/sponsors/ser-expositor>

BEING AN ADVERTISER

Presence in the Program as advertiser:



Rates:

- $\frac{1}{4}$ page = 300€
- $\frac{1}{2}$ page = 500€
- 1 page = 800€

CONTACT



ESADE Madrid
Mateo Inurria 25-27



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Edificio 1- Avda. de Pedralbes, 60-62
Edificio 2- Marques de Mulhacen, 40-42
Edificio 3- Avda. de Esplugues, 92-96
ESADE Sant Cugat
Av. de la Torre Blanca, 59

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silvia.bueso@esade.edu

For further information, visit the Congress' Website:
<http://www.esade.edu/homesite/eng/scmwc>