**Third Annual IECO-RCC International Colloquium. RCC at Harvard**

“Developing Trust and Ethically Healthy Organizations through Humanistic Management”

Organized by the Institute for Ethics in Communication and Organizations (IECO) and the RCC at Harvard University, the purpose of the Colloquiums is to bring together leading scholars and practitioners to shed light on what it takes to promote a work place environment that brings out the best in people, creating not only trust, but also organizations that thrive.

The First IECO-RCC International colloquium (2013) focused on **“The role of ethics, values and dignity in building trust”** was recorded and is available at [Harvard University’s YouTube Channel](https://www.youtube.com/playlist?list=PL2SOU6wwxB0tC7m3-n-_BnBOOyv9QPjt9). The Second IECO-RCC International Colloquium (2014) examined **“The role of moral and spiritual motivation in building trust”** and is also available on [YouTube](https://www.youtube.com/playlist?list=PL2SOU6wwxB0splsmVkHIHWr2N0grP5M-j).

This Third IECO-RCC International colloquium (2015) will focus on **“Developing Trust and Ethically Healthy Organizations through Humanistic Management.”** Members of the panel will discuss whether and how managers ought to be guided not only by considerations of economic efficiency, but also by norms, values and virtues that promote trust and ethically healthy organizations. These contribute to the “human enrichment” of its members and stakeholders, fulfilling the larger purpose of companies of benefiting all members of society. As a core element of the discussion, panelists will raise awareness of the value and vulnerability of all human beings. The goal is to help us begin shaping a business world in which we are all considered not as means but as invaluable, priceless and irreplaceable people. Panelists will present a Humanistic Management vision that protects human dignity while promoting human well-being in an economic system in which all stakeholders are equally respected and where market mechanisms are applied to maximize societal benefits rather than individual profits.

**Date**: Friday, March 27th, 2015

**Colloquium Time**: 10:30 a.m. – 1:00 p.m.  **Lunch**: 1:00 – 2:00 p.m.

**Location**: RCC (Real Colegio Complutense) at Harvard University

Ground Floor, Conference Room

26 Trowbridge Street,
Cambridge, MA, 02138

**Guest speakers**:

* [William English](http://ethics.harvard.edu/people/william-english), PhD, *Edmond J. Safra Center for Ethics*, **Harvard University (Moderator)**.
* [Donna Hicks](http://drdonnahicks.com/biography/), PhD, *Weatherhead Center for International Affairs*, **Harvard University.**
* [Nien-he Hsieh](http://www.hbs.edu/faculty/Pages/profile.aspx?facId=24284), PhD, *Harvard Business School*, **Harvard University**.

* [Michael O’Mara Shimek](http://ieco.us/?page_id=468), PhD, *IECO Research Institute*, **Catholic University of Valencia**.
* [Michael Pirson](http://business.fordham.edu/faculty/pirson/), PhD, *Fordham Schools of Business*, **Fordham University**.

**Organizer:** [Manuel Guillén](http://www.uv.es/Manuel.Guillen/), PhD, Director of *IECO Research Institute*, **University of Valencia**.

**Contact**: Manuel.Guillen@uv.es and rcc@harvard.edu