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CONFERENCE ON
BUSINESS AND ITS CHANGING ENVIRONMENT

July 23 - August 2, 1978

at

UCLA

GRADUATE SCHOOL OF MANAGEMENT

George A. Steiner
General Chairperson

Sunday, July 23

6:30 pm - Cocktails and Dinner for Participants and Guests
at the Holiday Inn, Westwood, The Tudor Room

Monday, July 24

9:00 am - Conference Design and Introduction
Teaching and Research in Business and Its Environment

George A. Steiner
Professor of Management and Public Policy, and
Director, Center for Research and Dialogue on
Business in Society

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - The Changing Climate for Business: An Overview

Chairperson: Robert E. Smith

Joseph McGuire
Professor of Administration
University of California, Irvine

12:30 am - Lunch - Faculty Center - Redwood Room

1:45 pm - Panel of Chief Executive Officers on: How
CEO's See Their Social Responsibilities

Chairperson: George A. Steiner

Members: Wayne M. Hoffman
President and Chief Executive Officer
Tiger International

Chauncey J. Medberry
Chairman of the Board
BankAmerica Corporation

Jan J. Erteszek
Chairman of the Board and
Chief Executive Officer
Olga Company Incorporated

Rapporteur: Thomas A. Bausch

3:15 pm - Adjourn

Tuesday, July 25

9:00 am - How a Radical Economist Views Business

Chairperson: Jack Dustman

Howard Sherman
Professor of Economics
University of California, Riverside

10:30 am - Coffee Break Sculpture Gardens

11:00 am - The Changing Consumer Movement

Chairperson: A. B. Cocanougher

Theodore J. Jacobs
Counsel
U.S. Senate
Committee on Governmental Affairs

12:30 pm - Lunch - GSM

1:45 pm - Business and the Mass Media

Chairperson: Elmer E. Waters

William Blundell
Bureau Manager
The Wall Street Journal

John Lawrence
Assistant Managing Editor-Economic Affairs
Los Angeles Times

Stewart Toy
Bureau Chief
Business Week

Rapporteur: Wilmar F. Bernthal

3:15 pm - Adjourn

Wednesday, July 26

9:00 am - New Patterns In Government Regulation of Business

Chairperson: Steven Brenner

George A. Steiner

Reforming Federal Regulatory Processes

Neil H. Jacoby
Professor of Business Economics and Policy
Dean Emeritus
UCLA

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - Continuation of the Preceding Discussion

12:30 pm - Lunch - Faculty Club - Redwood Room

1:45 pm - Federal Energy Policy

Chairperson: Walter Primeaux

Walter J. Mead
Professor of Economics
University of California, Santa Barbara

3:15 pm - Adjourn

6:00 pm - Cocktail Hour at the Japanese Gardens

Thursday, July 27

9:00 am - The Current American Climate As It Affects Business Ethics

Chairperson: Justin G. Longenecker

George C. S. Benson
Professor of Political Science
President Emeritus
Claremont College

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - Environment, Energy and Automobiles

Chairperson: John T. McCall

Henry L. Duncombe, Jr.
Vice President and Chief Economist
General Motors

12:30 pm - Lunch - GSM

1:45 pm - How Government Regulations Affect the Managerial Task

Chairperson: Kent Druyvesteyn

Corwin D. Denney
Former Chairman of the Board & President (Retired)
Automation Industries, Inc.

3:15 pm - Adjourn

Friday, July 28

9:00 am - Current Issues Concerning Multinational Corporations

Chairperson: Robert P. DeWitt

Hal Mason
Professor of International Business
and Business Management
UCLA

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - The Changing Legal Environment of Business

Chairperson: Robert P. Crowner

John E. Cavanagh
Senior Vice President and General Counsel
Lockheed Corporation

12:30 pm - Lunch - Faculty Club - Redwood Room

1:45 pm - Adjourn

Monday, July 31

9:00 am - The Consequences of Breaking Up of Big Business

Chairperson: Robert E. Smith

J. Fred Weston
Professor of Finance
UCLA

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - Tradeoffs In Assessing Environmental Impacts

Chairperson: John M. Hickman

Stahr Edmunds
Dean, Graduate School of Administration
University of California, Riverside

12:30 pm - Lunch - GSM

1:45 pm - The Changing Political Involvement of Business:
The GE Experience

Chairperson: Thomas Martin

Donald J. Watson
Manager, Public Issues Research
General Electric Company

3:15 pm - Adjourn

Tuesday, August 1

9:00 am - The Changing Role of Women in Business

Chairperson: Lena B. Prewitt

Jacqueline Pinckney
Director of Corporate Relations Programs
Standard Brands, Inc.

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - Changing Values in the Work Force

Chairperson: Don Gaymon

Louis E. Davis
Professor of Socio-Technical Systems, and
Chairman, Center for Quality of Working Life
Institute of Industrial Relations
UCLA

12:30 pm - Lunch - Faculty Club - Redwood Room

1:45 pm - Workshops on Teaching and Research in Business and Society

Chairperson: Al Steigerwalt

3:15 Adjourn

Wednesday, August 2

9:00 am - Plenary Session on Teaching and Research in
Business and Society

Chairperson: Al Steigerwalt

Rapporteur: Delbert C. Hastings

10:30 am - Coffee Break - Sculpture Gardens

11:00 am - Alternative Scenarios About the Future of Capitalism

Chairperson: Frank Case

Stahl Edmunds
Dean, Graduate School of Administration
University of California, Riverside

12:30 pm - Lunch - GSM

1:45 pm - How One CEO Sees the Future Business-Society Relationship

Chairperson: Tita William

Louis B. Lundborg
Chairman of the Board (Retired)
Bank of America

3:15 pm - Adjourn

6:30 pm - Dinner - Holiday Inn - Tudor Room

CONFERENCE PARTICIPANTS

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