

Raziskovalni center Ekonomske fakultete
organizira znanstveno - raziskovalni seminar,
ki bo v **četrtek 6. novembra 2014, ob 12:00 uri**
v **Lila dvorani na Ekonomski fakulteti v Ljubljani.**

Predstavljen bo članek:

**“Research Based Approaches to Critical Managerial
Challenges: Work in Corporate Social Impacts and in
Corporate Innovation”**

*avtor: prof. dr. Marc J. Epstein, Jones Graduate School of Business at
Rice University in Houston, Texas*

“This presentation is intended to provide an overview of my work that uses scientific rigor to address challenges of managerial relevance. I have worked extensively in the implementation of strategy through various strategic performance measurement and management control systems. I have also worked extensively in corporate governance that includes writing, speaking, and working with corporate boards. But, two topics that have dominated much of my work have been my work in corporate sustainability and innovation. In both cases, the performance measurement and management control aspects have been central. Recent journal articles in *Accounting Review* (on my work with MGM Mirage Hotels using their data base of 8 million gaming customers) and in *Long Range Planning* (on field work with Nike, The Home Depot, Nissan, and Procter & Gamble) are examples of work that bridges disciplines and integrates research, teaching, and corporate engagement.

In the presentation, I will focus on my recent work in developing countries and sustainability with corporations, philanthropies, and NGOs but also discuss the newest book on breakthrough innovation that draws extensively on my work with leading companies including Apple. I will provide an overview of the 5 books that summarizes much of my recent and current work (a book on sustainability (2nd edition of a best-selling book), a book on measuring and managing social impacts, and a book on business' role in solutions to global health. Two of the books are on innovation focusing on a) implementation of mostly incremental innovation systems (2nd edition of a best-selling book) and a new book on breakthroughs). All of my work draws in part on a foundation of performance measurement and implementation of strategy through systems and structures.”

Na brezplačni seminar se lahko prijavite v Službi za znanstveno raziskovalno delo, po telefonu (01) 58-92-490, ali po e-pošti research.seminars@ef.uni-lj.si, in sicer do srede,
5.11.2014

Vljudno vabljeni!