PRESS RELEASE 3rd INTL SYMPOSIUM ON CROSS SECTOR SOCIAL INTERACTIONS: MAKING A DIFFERENCE: ENHANCING THE IMPACT OF PARTNERSHIPS FOR THE SOCIAL GOOD

Maria May Seitanidi
Professor James E. Austin, the Eliot I. Snider and Family Professor of Business Administration, Emeritus of the Harvard Business School, is to be presented with the first Lifetime Achievement Award in Collaboration Research at the 3rd International Symposium on Cross Sector Social Interactions, 24-25 May 2012 at RSM Erasmus University Rotterdam (The Netherlands).

This year’s symposium is co-organised by the ‘The Partnership Resource Centre’ - University of Erasmus, and Hull University Business School, with the support of EABIS (Academy of Business in Society) and focuses on the ‘Impact of Social Partnerships for the Social Good’. Professor Austin is the world’s leading academic in this field, spending much of his academic career dedicated to research in this subject.

On news of the award, Professor Austin remarked: ‘I am greatly honoured to receive this recognition. Through my research I have concluded that societies throughout the world face growing social, environmental and economic problems of a magnitude and complexity that transcend the capacities of individual sectors to deal with them effectively.

‘It is therefore imperative that sectors combine their distinctive and complementary capabilities and resources to create innovative solutions to these societal challenges. In this century cross-sector partnering is the productive path to progress and I am energised by collaborating with others to contribute to this process.’

As part of the award, Professor Austin will be given a monetary gift raised from the conference to donate to the charity of his choice – the award beneficiary will be Conservation and Environmental Education Project of San Pablo Etla, a rural community in Oaxaca in Mexico. The community is working to conserve and restore their communal forest lands and create an educational centre for demonstrating and teaching conservation techniques.

Austin continued: ‘Currently, my spouse and I are assisting the village in its efforts to conserve its communal natural resources, a project involving significant cross-sector collaboration with the partners including the community, government agencies, local and international nonprofits, foundations, and corporations.

‘This donation will help the project take a significant step forward, for which I thank the symposium committee.’

As well as Professor Austin, delegates at the symposium will have the chance to network with leading academics and business leaders such as Martin de la Beij, Director of the Department of Sustainable Economics of the Dutch Ministry of Foreign Affairs; Professor Sandra Waddock, Carroll School of Management at Boston College; and Patrick Villemin, Director of Heineken, in addition to a host of other academics and practitioners from around the world.
For more information about the 3rd International CSSI symposium, including the full list speakers, please visit http://symposiumprc2012.org

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Notes to editors

For more information about the symposium or to organise interviews with any of the committee, please contact Kate Tyson, k.tyson@hull.ac.uk/+44 (0)1482 463335.

Additional comments from the committee:

Symposium programme chair, Professor Rob van Tulder, Rotterdam School of Management, Erasmus University: ‘We are delighted to be hosting the third symposium. Effective cross-sector partnerships are vital to improving the social good, to addressing issues such as poverty, environment and health.’

Symposium chair, Professor Andrew Crane, Schulich School of Business, University of York: ‘This third symposium promises to be the most important yet, addressing the critical issue of how and whether partnerships make a genuine social impact. Both in terms of developing the right metrics, working out what kind of impacts are possible, and even whether partnerships are the best mechanism for achieving certain types of social goals, questions of partnership impact are critical to the future growth and prosperity of our societies.’

Symposium co-ordinator Dr. Seitanidi, Hull University Business School, said: ‘Professor Austin suggested that in the 21st century the method of choice for creating societal value will increasingly be cross sector partnerships. We are delighted to have the opportunity to present Professor Austin with this award that aims to promote rigorous research in this field that can make a real difference to society.’

About Professor James E. Austin

Professor James E. Austin is the Eliot I. Snider and Family Professor of Business Administration, Emeritus of the Harvard Business School.

During his career, he has authored, co-authored and editor 24 books, 96 academic papers, and 178 Harvard Business School case studies and teaching notes. In addition to cross-sector collaboration, he is a recognized expert on management in developing countries, social enterprise, and food and nutrition policy. He was the Co-Founder of the Harvard Business School Social Enterprise Initiative and the Iberoamerican Social Enterprise Knowledge Network. In addition he has served as an advisor to international development agencies, companies, nonprofits, and governments, including being Special White House Advisor on Food Policy.

More information about Prof. Austin is available from: http://drfd.hbs.edu/fit/public/facultyInfo.do?facInfo=bio&facEmId=jaustin&loc=extn

About the LTA Award in Collaborative Research

The aim of the LTA Award in Collaboration Research is to: 1/encourage and promote rigorous research and analysis in collaboration, partnerships and related; 2/raise the profile
of collaboration research within academia, business, non-profit and government organizations around the world; 3/ encourage collaboration between academia and practitioner communities while improving the quality of outputs and finally 4/ to contribute positively to the work of a charity by raising money for the charity of choice of the recipient of the award and track the outcomes and impact of the award.

More information about ‘The Partnerships Resource Centre’, Erasmus University and Hull University Business School is available from:

http://www.partnershipsresourcecentre.org/

http://www2.hull.ac.uk/hubs/

http://www.eabis.org/home.html

Academic Organising Committee of the 3rd International CSSI Symposium:

- Prof. Rob Van Tulder - Programme Chair 2012
- Prof. Andrew Crane - Symposium Chair 2012
- Dr. May Seitanidi - Symposium Co-ordinator
- Dr. Carlos Rufin - Symposium Programme Co-Chair 2014
- Dr. Miguel Rivera - Symposium Programme Co-Chair 2014