



**Spirituality and Sustainability:
A New Path for Entrepreneurship**
Annual Conference of the European SPES Forum
September 21-23, 2012, Visegrad, Hungary

The *Business Ethics Center of the Corvinus University of Budapest* (<http://ethics.uni-corvinus.hu>) and the *ERENET - Entrepreneurship Research and Education Network of Central European Universities* (<http://www.erenet.org>) organize the 2012 Annual Conference of the *European SPES Forum* (<http://www.eurospes.be>) in September 21-23, 2012 in Visegrad, Hungary. The collaborative partner is the *Business Ethics Society*, Budapest.

The aims of the conference are (1) Disclosing the spiritual dimension in business ethics and sustainability management, and (2) Introducing/strengthening the European SPES Forum in Central and Eastern Europe.

The European SPES Forum

The mission of the European SPES Forum is to open up spirituality as a vital source in social and economic life. The keyword of SPES is an acronym for 'SPirituality in Economics and Society', but it is also the Latin word for Hope, the virtue that sustains our belief in a better future. The European SPES Forum has a focus on experience-based spirituality that succeeds in making a connection between day-to-day activities and the inner, pluriform quest for meaning.

Issues to be Addressed

What are the spiritual orientations to nature in different cultural traditions (Christianity, Buddhism, Judaism, Hinduism etc.)?

How can spirituality and ecology contribute to transforming contemporary management theory and praxis?

How art can influence the commitment of people and organizations to sustainability and nature?

Which are the promising sustainability business models in Europe and other parts of the world?

Which new leadership roles emerge for sustainability in business?

How entrepreneurship can be inspired by nature and spirituality in a meaningful way?

Place and Date

The “Spirituality and Sustainability” Conference will be held at the venue of the *Visegrad Conference Hotel*, in the historical town of Visegrad, 40 km from Budapest, Hungary. The conference will start on September 21, 2012 and will end on September 23, 2012 (from Friday afternoon to Sunday noon).

Keynote speakers

Paul Shrivastava,

David O'Brien Distinguished Professor of Sustainable Enterprise, and Director, David O'Brien Center for Sustainable Enterprise, John Molson School of Business, Concordia University, Montreal, Canada

János Vargha,

Alternative Nobel Prize winner environmentalist, Founder of the Danube Circle, Budapest, Hungary

Scientific Committee

Members of the Scientific Committee of the Conference include:

Luk Bouckaert, Professor Emeritus, Catholic University of Leuven, and President of the European SPEES Forum

Zsolt Boda, Deputy Director, Institute of Political Science, Hungarian Academy of Sciences

Paul Shrivastava, Professor and Director, David O'Brien Center for Sustainable Enterprise, John Molson School of Business, Concordia University, Montreal, Canada

Antal Szabó, Executive Director of ERENET - Entrepreneurship Research and Education Network of Central European Universities

Laszlo Zsolnai, Professor and Director, Business Ethics Center, Corvinus University of Budapest

Publication

Selected papers presented in the conference will be published in a volume edited for the “*Ethical Prospects*” book series of Springer.

Participation Fee of the SPES Annual Conference

180 Euros for regular participants

100 Euros for students and accompanying persons

Submissions

Interested participants should send a *detailed abstract* of their planned presentation (about 500 words) accompanied by a *short biographical note* (100 words) electronically by *February 28, 2012* to:

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Conference organizers are interested in receiving proposals for *academic papers* as well as *practice oriented* submissions.

Full papers should be submitted by *July 31, 2012*.

About the history of Visegrád

Hungarian King Bela IV built the current fortress system in the 1250s. King Charles Robert located his royal court in Visegrád in 1323. The famous *Royal Summit of Kings* took place here in the autumn of 1335 (the location of the summit for the four Central-European kings). His descendant, Louis the Great was welcoming the delegation of the Polish Orders, who offered him the Polish crown. The current plan of the palace was established in the reign of King Sigismund. The next days of glory for Visegrád came under the reign of King Matthias, who erected magnificent buildings in the fortress and renovated the palace of King Sigismund and was residing in Visegrád until 1408.

Visegrád and its sister town, Nagymaros - located on the other side of the Danube - became symbol of the environmental fight in the late 20th century in Hungary. The so-called *Bős-Nagymaros Dam project* aimed at constructing a huge, artificial system consisting of a canal and two dams for electricity production in the region. It was not only highly destructive in environmental and cultural sense but also economically irrational because it required about USD 3 billion for the completion, but this investment would never be recovered through the benefit of electricity production. The Danube Circle led by Alternative Nobel-Prize winner and environmentalist *Janos Varga* was able to stop the project in 1998. Today there is no damaging, artificial construction exists on the site of Visegrád and Nagymaros.



Further information on Visegrad can be gained by visiting the website of the city:

<http://www.visegrad.hu/en>