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Heidi von Weltzien Hoivik (Ph.D.), Associate Professor, was until August 1993 elected Executive Vice-President and Dean of Faculty of the Norwegian School of Management. She is a Fellow of the Harvard Executive Programme of the Institute of Education Management, and a Fellow of the Harvard Programme on International Negotiations. From 1995 to 1997 she was Visiting Professor of Business and Values in Society at Tel Aviv International School of Management, Israel. In 1994/5 she launched the Centre for Ethics and Leadership at the Norwegian School of Management. She is currently President of the European Business Ethics Network (EBEN), an executive member of the Caux Round Table, Transparency International Norway and the International Society for Business, Ethics and Economics (ISBEE).

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He has been with Suez Lyonnaise des Eaux since 1966, serving in various capacities in the water division, being involved in engineering, purchasing, corporate PR, lobbying and business ethics. He is now at the parent company head office, in charge of its ethics programme. He graduated in mechanical engineering and economics.

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Fred Seidel is Professor of Comparative Analysis of Business and Management Systems at E.M. Lyon, France. He graduated in history and political sciences from the University of Marburg (Germany). He has business experience in advertising and management development. His present focus in consulting and training deals with how to implement business ethics in international companies, intercultural training of members of the board for a Franco-German company and business-to-business marketing.

Bernhard Seitz has studied Business Administration in Saarbrücken, Paris, Oxford and Berlin. After having worked for two years consulting in Eastern Germany and three years in industry for a Swiss-Franco floatglass manufacturer, he began working in 1998 on his Ph.D. with Prof. Dr. Karl Homann, then Chair of Business and Corporate Ethics at the business faculty of the Katholische Universität Eichstätt. His research focuses on the relationship between business and society. The objective of his work is to formulate from a business, profit-maximisation point of view a strategy that leads to more productive interactions with social players. Additional areas of his research are globalization, corporate governance and tertiary education.

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