



CASiM Conference "The Role of Trust in Business Economics" in Leipzig (Germany) on June 28, 2012

CASiM Conference "The Role of Trust in Business Economics" in Leipzig (Germany) on June 28, 2012

Trust is one of the crucial foundations for the successful exchange and interplay of economic actors. Trust has a great influence on the intra-firm and inter-firm interaction of employees, management, customers and financiers, and hence on the efficiency and prosperity of the national economy. In spite of the necessity of economic rules, regulations, compliance and contracts within firms, on the market and in the national economy, there can be no doubt that true efficiency and sustainability require trust. Our current economic and financial crisis demonstrates clearly how important trust is and which problems arise on the market and in the national economy if trust is violated or even lost.

We believe that trust has not been adequately discussed in the economic sciences and that the trust research in other scientific disciplines has not been sufficiently incorporated into economics. To remedy this problem, HHL - Leipzig Graduate School of Management and the Center for Advanced Studies in Management (CASiM) will organize a one-day scientific conference on the topic "The Role of Trust in Business Economics" on June 28, 2012.

The conference will take place in Leipzig (Germany) and will run three panels with talks on the following topics:

Panel 1: "Trust and the Theory of the Firm?•"

Panel 2: "Trust and Markets?•"

Panel 3: "Trust in Innovation?•"

The Organizing Committee:

Prof. Dr. Dr. h.c. mult. Horst Albach (em. Professor at the School of Business and Economics at the Humboldt-Universität zu Berlin, Board Member of CASiM)

Prof. Dr. Dr. h.c. mult. Heribert Meffert (em. Professor and em. Director of the Marketing Center Münster at the Westfälische Wilhelms-Universität Münster, Board Member of CASiM)

Prof. Dr. Andreas Pinkwart (Dean of HHL - Leipzig Graduate School of Management, Board Member of CASiM)

Prof. Dr. Prof. h.c. Dr. h.c. Ralf Reichwald (em. Professor at the Technische Universität München, Academic Director of the research center CLIC at HHL - Leipzig Graduate School of Management, Board Member of CASiM)

Dr. Kerstin Hesse (Executive Director of CASiM, HHL - Leipzig Graduate School of Management)

Carmen Gebhardt (Event Manager, HHL - Leipzig Graduate School of Management)

Conference website: www.hhl.de/casim-conference-2012

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Handelshochschule Leipzig (HHL)

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen

Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender

Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL

zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden.

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Anlage: Bild

