

# Growing Trust In The Marketplace

## Overview and Introduction

Economic life is deeply interconnected with cultural life. Social capital, including trust, contributes to human flourishing and fuels economic progress. Two decades ago, Francis Fukuyama published *Trust: The Social Virtues and The Creation of Prosperity* (1996), a significant work that explores interconnections between social relationships and economic progress from a global perspective. This symposium, which is co-sponsored by the Asian World Center, the Institute for Economic Inquiry at the Heider College of Business, The Werner Institute for Dispute Resolution, and the School of Law, continues this exploration of trust and its effects on the marketplace through a series of interdisciplinary panel discussions.

## Schedule of Events

### **Registration and Check-in (11:45-12:00 noon, Law School Commons)**

*(Note preregistration is required for lunch. Walk-ins are welcome to attend afternoon panels.)*

### **Lunch & Opening Speaker (Noon-1:20, Law School Commons), “The Leaning Tower of Corporate Governance: Balancing the Compliance and Integrity Approaches”**

Dr. Vasant Raval, a professor in the Heider College of Business, will open the symposium with a presentation based on his recent paper, “The Leaning Tower of Corporate Governance.” Dr. Raval will provide insights into the challenges of maintaining trust in organizations and the society, which have leaned heavily on the side of the rules and bureaucratic measures that are often crafted as a response to breakdowns. But this approach threatens resiliency that is needed to thrive in a dynamic environment. Measures to cultivate integrity in the corporate culture are required to restore balance in this ecosystem.

### **Panel 1: Cultural Dimensions of Trust -- Case Studies in Asia (1:30-2:30, Room 124, Law School)**

*Maorong Jiang, Professor of Political Science and Director, Asian World Center*

*Tadashi Nomura, Visiting Scholar on Japanese Politics, Asian World Center*

*Steve Sieberson, Professor of Law (Moderator)*

Culture profoundly affects the manner in which humans interact with one another and the expectations for building bonds of trust in the business environment. This panel will explore the role of culture in doing business in China, Japan, and other Asian countries, which are major U.S. trading partners. Mr. Nomura has over 30 years of international banking experience based in Japan and the United States, and Professor Jiang, who is a political scientist and Chinese scholar, will discuss their insights on cultural differences affecting cross-border trade and interpersonal understanding. Professor Sieberson, who has experience as a practitioner and a professor of international trade and business contracting, will help to frame this conversation.

### **Panel 2: Economics, Law, and Technology – The Costs and Benefits of Trust (2:35-3:35, Room 124, Law School)**

*Ernie Goss, Professor of Economics & McAllister Chair, Heider College of Business*

*Vasant Raval, Professor of Accounting, Heider College of Business*

*Edward A. Morse, Professor of Law (Moderator and Panelist)*

In a technological society, human relationships can become attenuated through bureaucratic structures and technological barriers. Professor Goss will discuss the significance of trust in economic relationships, including the role of gains from trade, the effects of high transaction costs upon trade, and deadweight losses associated with defensive or protective measures. Professor Raval, an expert in data security and a regular columnist on ethics in technology, will discuss trust in the context of technology. He illustrates challenges of maintaining trust in light of fast-paced change and the means to induce technological trust. Professor Morse will outline the role of trust in shaping corporate governance and consumer initiatives, as well as the possibilities of achievement from private ordering as an alternative to government intervention.

### **Break (3:35-3:45)**

### **Panel 3: Infusing Trust into Low-Trust Environments (3:45-4:45, Room 124, Law School)**

*Jacqueline Font-Guzman, Interim Director, Werner Institute at Creighton University*

*Ed O’Boyle, Global Practice Leader, Gallup, Inc.*

*Ronald Volkmer, Professor of Law, Director of the Community Economic Development Clinic (Moderator)*

Trust affects relationships within institutional actors in the marketplace. This final panel will assess techniques and methods from behavioral economics as well as from the practice of negotiation and dispute resolution to restore trust that is broken or to build trust to more functional levels. Professor Volkmer, who has extensive expertise in mediation processes, will moderate this panel of experts drawing from the negotiation and dispute resolution environment (Font-Guzman) and from executive and management training and development (O’Boyle).

### **Closing Remarks & Cocktail Reception (4:45-6:00 p.m., Law School Commons)**