

The McGrath, North, Mullin & Kratz Endowed Chair in Business Law at the School of Law, The Asian World Center, The Institute for Economic Inquiry at the Heider College of Business, and The Werner Institute for Dispute Resolution  
*present*

## GROWING TRUST IN THE MARKETPLACE April 22, 2016

### OVERVIEW AND INTRODUCTION

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 continues this exploration of trust and its effects on the marketplace through a series of interdisciplinary panel discussions.

### SCHEDULE OF EVENTS

#### Lunch & Opening Speaker

(Noon - 1:20, Law School Commons)

**OPENING SPEAKER - Vasant Raval, *The Leaning Tower of Corporate Governance: Balancing Compliance and Integrity Approaches*** - While rules and bureaucratic measures of control are often the response to failed cooperation, Dr. Raval will explore the limitations of rules and the need for balancing compliance with measures that focus on cultivating integrity within the corporate culture.

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

Maorong Jiang, Prof. Political Science & Dir., Asian World Center; Tadashi Nomura, Visiting Scholar on Japanese Politics; Steve Sieberson, Professor of Law (Moderator) - 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.



JIANG



NOMURA



SIEBERSON

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

Ernie Goss, Prof. of Econ. & McAllister Chair, Heider College of Business; Vasant Raval, Professor of Accounting, Heider College of Business; Edward A. Morse, Professor of Law (Moderator and Panelist) - This panel will explore the significance of trust, data security and ethics in technology, and private ordering as an alternative to government intervention.



GOSS



RAVAL



MORSE

#### 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) - To restore trust that is broken or to build trust to more functional levels, this final panel will assess techniques and methods from behavioral economics, the practice of negotiation, and dispute resolution.



FONT-GUZMAN



O'BOYLE



VOLKMER

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

### FREE AND OPEN TO THE PUBLIC

Pre-Registration Required for Lunch / Contact: Dana Patterson 402-280-1887  
danapatterson@creighton.edu