

The ProDoc Program  
***The Dynamics of Transcultural Management and  
Governance in Latin America\****  
invites you to its inaugural lectures series

University of Bern, Hochschulstrasse 4  
Audimax (nr 110) / 1. OG Mitte



Utopía (2006)  
Milena Bonilla

**Thursday, 1 December 2011**

18:15 hs. **Prof. Dr. Sérgio Costa** (Free University of Berlin)  
**"Postcolonial Modernity in Latin America: Theories, Processes, Actors"**

**Friday, 2 December 2011**

11:15 hs. **Prof. Dr. Marta M. Elvira** (IESE, University of Navarra)  
**"Understanding Management Models in Latin America: Stakeholder Theory and CSR from a New Humanism Perspective"**

18:15 hs. **Prof. Dr. Joan Martínez Alier** (Universidad Autónoma of Barcelona)  
**"Ecological Macroeconomics and Global Environmental Justice"**

**About the speakers**

**SÉRGIO COSTA** is a Professor of Sociology at the Institute for Latin American Studies, at the Free University of Berlin and Senior Researcher at the Brazilian Centre of Analysis and Planning, São Paulo. He has recently published *Decolonizing European Sociology. Transdisciplinary Approaches* (2010, Ashgate) with Encarnación Gutiérrez-Rodríguez and Manuela Boatca; and *Globale, multiple und postkoloniale Modernen. Theoretische und vergleichende Perspektiven* (2010, Rainer Hampp Verlag) with Willfried Spohn.

**MARTA M. ELVIRA** is a Professor of Managing People in Organizations at the IESE Business School (Instituto de Estudios Superiores de la Empresa). She has co-edited *Managing Human Resources in Latin America: An Agenda for International Leaders* (Routledge, 2005) and *Best Practices in HRM in Latin America* (Routledge, 2008) both with Anabella Dávila. Her articles have been published in leading journals including *Academy of Management Journal*, *Organization Science*, *Work and Occupations* or *Industrial Relations*.

**JOAN MARTÍNEZ-ALIER** is a Professor at the Department of Economics and Economic History at the Universidad Autónoma of Barcelona. He is a founding member of the International Society for Ecological Economics. Among his recent publications are *Rethinking Environmental History. World-System History and Global Environmental Change* (Altamira Press, 2007) with Alf Hornborg and John Mc Neill; and *Recent Developments in Ecological Economics* (Edwar Elgar Publishing, 2008) with Inge Ropke.

\* The ProDoc *The Dynamics of Transcultural Management and Governance in Latin America* is a program initiated by Prof. Dr. Yvette Sánchez and Prof. Corinne A. Pernet, Ph.D. (CLS, University of St. Gallen), Prof. Dr. Marc Hufty (IHEID), PD Dr. Stephan Rist (CDE, University of Bern), and Prof. Dr. Aline Helg (University of Geneva). It is funded by the Swiss National Science Foundation.