

Expertise and insight

for the future

The 4 Ps of Poster Presentations

Business Ethics International Project Week 2013

Louise Stansfield

Presumably you've done this in class at some stage:

Social media at work

- Is networking allowed in your company?

- + marketing
- + communication
- + contacts
- + information

- takes time
- trade secrets
- reputation
- public image

Sini Lehtinen, Heidi Koskinen,
Jenna Laine, Sofia Kariainen

Social Media in marketing

What is social media?

- Means of interactions among people in virtual communities
- Users make the content
- From many to many
- No separate reader and communicator
- From 2007 onwards

Marketing strategies

Creating Strategy

- Building a strategy
- Listening
- Set goals
- Specify your goals and channels you use
- Create a content strategy based on your goals
- Plan your monitoring and measuring

Social Media in marketing

- Cost efficiency
- Quick response
- Easy to gather information
- Quick life for sharing
- Get first ask what?
- You are what you publish
- Raise interest
- Enable interaction

Future and problems

- How to stay
- Companies have to learn how to use it efficiently
- Amount of future information
- Hidden customers

Noora, Toni & Mikko

GOOGLE NOSE

DETAILS

- Google's search engine
- Google's search engine
- Google's search engine
- Google's search engine
- Google's search engine

IN PRACTICE

- Temporary multidisciplinary
- Adapted to the environment
- Adapted to the environment
- Adapted to the environment

THE VISION

- Imagine that you could see the world
- Imagine that you could see the world
- Imagine that you could see the world

HARSH REALITY

- The harsh reality is that you can't see the world
- The harsh reality is that you can't see the world
- The harsh reality is that you can't see the world

GOOGLE NOSE

competitive advantage

new perspectives

Multiculturalism in work community

image

leader's responsibility

benefits

management

practive action

mostly against immigrants

discrimination in recruitment

reasons for discrimination

Structural discrimination

But have you done this?



The 4 Ps of Poster Presentations

Poster presentations: What? Why? How?

- 1 Preparation and planning
- 2 Presentation
- 3 Practicalities
- 4 Positives

Twitter
#EthicsIPW2013

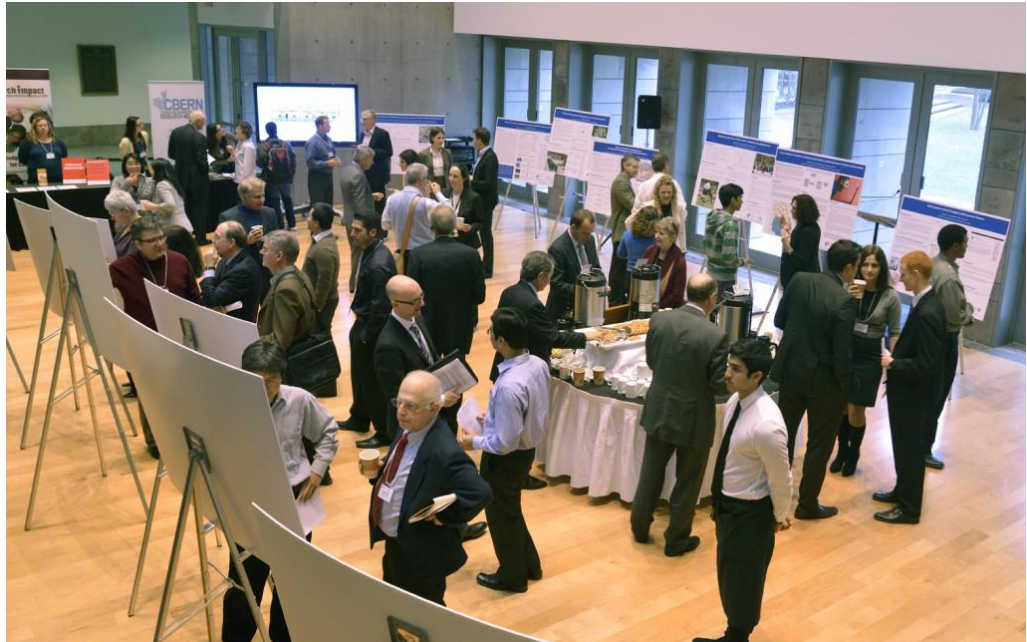


A one-sentence overview of the poster concept*

A large-format poster is a document that can communicate your research at a conference, and is composed of a short title, an introduction to your burning question, an overview of your novel approach, your amazing results in graphical form, some insightful discussion of aforementioned results, a listing of previously published articles that are important to your research, and some brief acknowledgement of the tremendous assistance and financial support conned from others — if all text is kept to a minimum, a person could fully read your poster in under 5 minutes (really).

Poster sessions

- Conferences
- Trade fairs
- Job fairs
- Research fairs
- University courses
=> Metropolia Business School IPW



<http://yfile.news.yorku.ca/2013/02/04/schulich-research-fair-celebrates-breakthrough-scholarship/>

TV AND ONLINE MEDIA STRATEGIES FOR THE EURO-ASIA REGION

Watching TV is becoming the globe's new pastime... will expect to peak by 2015.

RAW & UNDENIABLE FACTS AND NUMBERS:

- Watching a minute of video is the equivalent of 100 words or 100 lines of text.
- Media content usage will increase 10% in 2011. 20% of that will be video.
- 70% of mobile video content is downloaded.
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Who is the leader in online video?

YouTube is the main platform for online video.

Social media channels in business:

E-magazines

What is the relationship between online video and advertisements?

Drive video opens the floor for dramatic advertisement advantages.

Purpose of online education videos in web:

- Database of studying abroad, source for those who want to have connections with education working.
- Choose the country, city and the school - get knowledge what international students are doing there.
- Expression of real experiences of international students from all around the world.
- Focus on the international activities of educational institutions worldwide.

GET INVOLVED!

- Offering the complete menu package to institutions:
 - International video
 - TV Programs
 - Internet Site
- Get international media strategy - our global database consist of 15,000 students and social profiles in the staff bases to your target groups via Facebook, LinkedIn & social media channels.
- Media Strategy - your media are featured on National TV & International through leading educational marketing agency and the highest educational journals.

Our project purpose:

- We are highly experienced in Media-Business and consulting services in the most specific and business and services are looking for.
- We are providing leading image of the institution worldwide on the internet.

More than 25 universities around the world have joined our project:

- University of Technology Sydney, Australia
- The University of Melbourne, Victoria, USA
- McGill University - Canada
- Princess Margaret University - UK
- London - Netherlands
- Mc International Health Management

GC TV distribution channels reached already:

- Australia
- Canada
- Denmark
- India
- Malaysia
- Netherlands
- Spain
- Switzerland
- USA
- United Arab Emirates
- South East Asia

7 reasons to get your own video and start your challenge:

1. Increase international media presence. Maximize YouTube distribution.
2. Increase international media presence in YouTube channel TV.
3. Increase international media presence in YouTube channel TV.
4. Increase international media presence in YouTube channel TV.
5. Increase international media presence in YouTube channel TV.
6. Increase international media presence in YouTube channel TV.
7. Increase international media presence in YouTube channel TV.

Contact Global:

Online Learning: A Glimpse Inside a Virtual Global Classroom

Nancy Coleman (ncoleman@bu.edu)
Boston University, Boston, Massachusetts, USA

Where are our students?

Enrollment:

- 50 states
- 60 countries globally

 Most live 2000+ miles from campus.

Fostering BU Online Community

The Virtual Classroom Experience

International Student Support

- Extensive experience - 15-16% of BU's student body is international
- Dedicated student-services coordinator
- Orientations (virtual)
- Small groups with facilitator and lead instructor
- Understanding of student needs by support teams (Registrar, Bookstore)

Key Principles:

- Customized Look and Feel
- Key Principles: Customized Look and Feel

Results

Before and After: International Student Perceptions of Online Learning

International Student Survey: Connectedness

97% would choose BU's online programs again

Verkkototeutuksen laatiminen – näin se käy!

Opettajan opas verkkototeutuksen laatimiseen Metropolia AMK:n Liiketoimintaosaamisen yksikössä

Pirjo Elo, pirjo.elo@metropolia.fi

Johdanto

Kehittämishankkeen tavoitteena oli tuottaa opettajan opas verkkototeutusten laatimiseen Metropolia AMK:n Liiketoimintaosaamisen yksikössä. Opas on tarkoitettu Metropolian liiketalouden opettajien käyttöön, kun he suunnittelevat ensimmäistä verkkokurssiaan.

Erilaisista verkko-opetuksen muodoista valittiin käsittelyyn ensisijaisesti ajasta ja paikasta riippumaton itseopiskelu verkossa – tosin niin, että opiskeluun oletettiin kuuluvan myös ryhmätoita ja -keskusteluja.

Toteutus

Hanke toteutettiin tutustumalla verkko-opetusta käsittelevään kirjallisuuteen ja verkkoinisteihin, osallistamalla koulutustilaisuuksiin sekä suunnittelemalla ja toteuttamalla verkkokurssi Metropolia AMK:n illan tradenomiopiskelijoille loppusyksystä 2011.

Myös opettajan pedagogisiin opintoihin sisältyvä opetusharjoittelu suoritettiin edellä mainittua verkkokurssia hyödyntäen. Kurssista saatu palaute HAAGA-HELIA/AOKK:n ohjaajalta, opiskelijakollegoilta ja kurssin opiskelijoilta toimi taustatietona opettajan opasta kirjoitettaessa.

Johtopäätökset

Vaikka verkko-opetusta käsittelevässä kirjallisuudessa painotetaan opettajan teknisiä valmiuksia erilaisten teknologioiden ja työkalujen käytössä, oman kokemukseni perusteella opettajan on mahdollista laatia onnistunut, yksinkertainen verkkototeutus myös siinä tapauksessa, ettei hänellä ole syvästä teknologista osaamista.

Opettajan teknisen osaamisen merkitystä ei mielestäni pitäisi painottaa liikaa.

Kuinka epäonnistua verkkokurssin opettamisessa:



Kirjallisuuslähteet

- Hynninen-Ojala, M. (2011). Moodle 2.1.1 Opettajan opas. Helsinki: Metropolia Ammattikorkeakoulu.
- Ihanainen, P. & Kiviniemi, K. (2009). Verkko-opetuksen haasteet ammatillisessa koulutuksessa. Teoksessa P. Ihanainen, P. Kalli & K. Kiviniemi (toim.) 2009. Verkon varassa. Opetuksen pedagoginen kehittäminen verkkoympäristöissä. Jyväskylän Ammattikorkeakoulun julkaisuja 97, 130-141
- Kalliala, E. (2002). Verkko-opettamisen käsikirja. Helsinki: Oy Finn Lectura Ab.
- Kalliala, E. & Toikkanen, T. (2009). Sosiaalinen media opetuksessa. Helsinki: Oy Finn Lectura Ab.
- Koli, H. (2008). Verkko-ohjauksen käsikirja. Helsinki: Oy Finn Lectura Ab.
- Löfström, E., Kanerva, K., Tuuttila, L., Lehtinen, A. & Nevgi, A. (2006). Laadukkaasti verkossa: verkko-opetuksen käsikirja yliopisto-opettajille. Helsinki: Helsingin yliopisto/Kehittämisosasto.
- Suominen, R. & Nurmele, S. (2011). Verkko-opettaja. Helsinki: WSOYpro Oy.

Kiitokset

Haluan kiittää HAAGA-HELIA/AOKK:n ohjaajaani Henna Heinilää sekä verkko-opetusharjoittelua seuranneita opiskelijakollegoitani arvokkaasta palautteesta, joka auttoi kehittämishankkeessani.

Lisäksi haluan kiittää Irmeli Pietilää, jonka opastuksella sain tutustua Vespa-toteutuksen verkkoympäristöön.

Kuva: Linda Saukko-Rauta, CC BY-NC



Poster presentations – why?

- Allow many participants to report findings or ideas within a single session

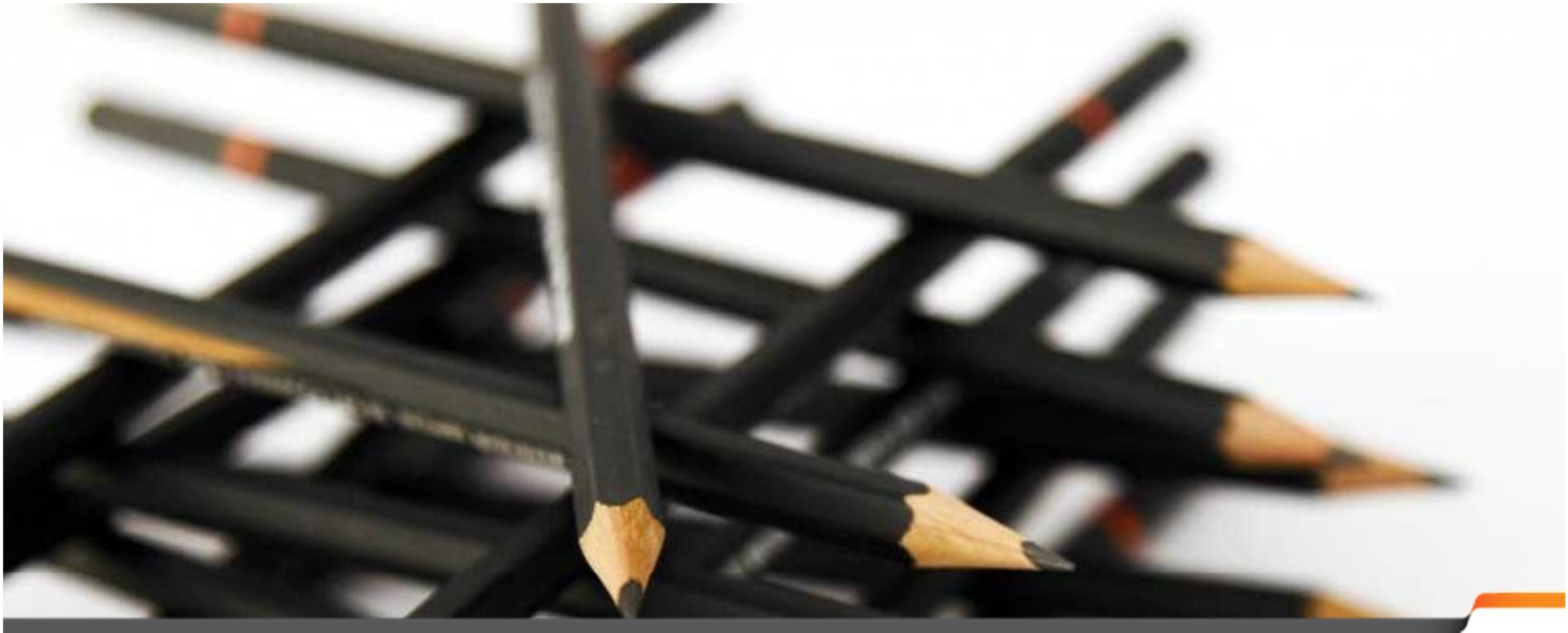


Poster presentations – how?

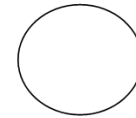
- Audience come and go
- Presenters explain their poster several times during the session



**Your posters will be evaluated on Friday
on the basis of poster design, effective
presentation, poster contents and key
messages learned.**



Preparation and Planning





Typical Components of a Research Poster

Poster design

Modern Slavery as a Management Practice

Andrew Crane

Schulich School of Business, York University, Toronto, Canada,

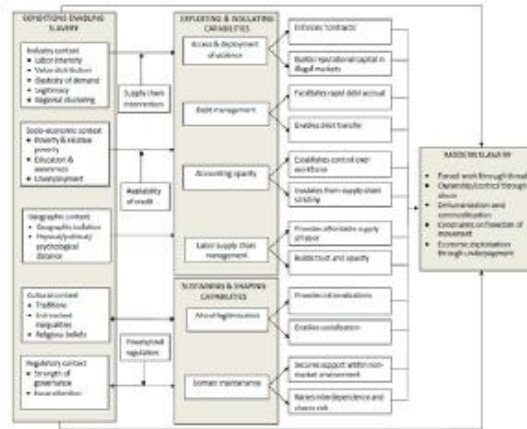
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Theoretical Framework

- This research uses insights from management theory, the economics of crime, and contemporary slavery studies to answer the question by developing a theory of *modern slavery as a management practice*.
- This theory is based on the idea of 'institutional deflection' – the preservation of illegitimate practices over time by organizations in the face of powerful forces to the contrary.

Conditions and Capabilities of Modern Slavery



Conclusions

- This is the first management theory of modern slavery – it provides a solid foundation for future empirical work.
- The theory suggests that slavery enterprises are 'liminal organizations' in uncertain positions at the margins of institutional fields – provides new insight into the role of operational capabilities in institutional work.
- Provides various policy and practice implications to tackle slavery, including points of leverage for government, civil society and business actors.

What is Modern Slavery?

Modern slavery is the exercise of "any or all of the powers attaching to the right of ownership" League of Nations, 1926



Main Findings

- There are five key *conditions enabling slavery* at the enterprise level: industry context; socio-economic context; geographic context; cultural context; and regulatory context.
- The effect of these conditions can be moderated by: supply chain interventions; availability of credit; and regulation by non-state actors.
- To take advantage of these conditions slavery enterprises require four main *exploiting and insulating capabilities*: access and deployment of violence; debt management; accounting opacity; and labour supply chain management.
- To preserve these conditions, slavery enterprises develop two critical *sustaining and shaping capabilities*: moral legitimization; and domain maintenance.

Next Steps

- This paper will be published in the *Academy of Management Review* in 2013
- Jan-Apr 2013, continuing research on the business models of forced labour with a \$40,000 grant from the Joseph Rowntree Foundation.



Typical components of a poster: **Title**

- Use the poster title effectively to draw the reader in
- A two-part title can be used: the first part being a ‘hook’ and the second giving more information

Source: McMillan & Weyers: The Smarter Study Skills Companion, 2009

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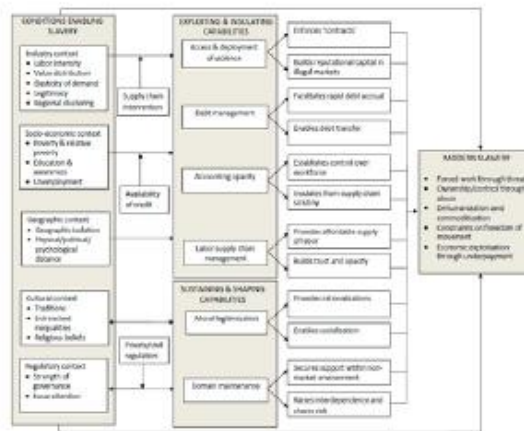
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Reputation needs time to build but can be destroyed in seconds.

Corporate reputation management and business ethics

The Enron case

Enron (1985-2001) was one of the world's leading energy corporations, which had an amazing reputation and was ranked 7th out of 500 most admired American companies according to Fortune magazine, before it collapsed. Enron started with aggressive accounting, which eventually led to the biggest financial fraud in history. Enron's shares dropped from \$90 to \$0.61 per share just in five months and 27th of December 2001 Enron bankrupted.

Types of reputation crises

	ENRON WinCapita Lehmann Brothers	TERRORISM World Trade Center bombings
Social		
Technical	Chernobyl, Oil Spills, Plane Crashes	Tsunami, Hurricane, Volcanos
	Internal	External

5 Elements of Reputation Crisis

1. **Context**
2. **Signal Detection**
3. **Preparatory Prevention**
4. **Response**
5. **Containment**

Corporation controls communication channels
Control of company communication channels
Control of public opinion

Conclusions

Enron's Chief Financial Officer is jailed for 24 years
Several other executives face charges
Jailing five (Arthur & Andersen) executives face charges
Massive group claims from shareholders
Thousands of employees lose their jobs
Reputation of Reputation management has been assessed experimentally after the Enron case, but there are still issues with the ethics and conflicts of interest.
Several years after the Enron Case (2005), very similar case of the Lehmann Brothers was revealed
Government and supervisory body controls developed are still being developed after the case.

www.metropolia.fi/en

Acknowledgement
Giuseppe Abatecola

Metropolia
University of Applied Sciences

References
Giuseppe Abatecola
ABC - case study, Metropolia, 4 February, 2002
Four speakers, Behind the Enron Scandal

Group 6: Unethical Marketing & young consumers

WHO IS RESPONSIBLE?

Today's children - tomorrow's students

MEDIA

- smartphones, computers
- cartoons, cartoons
- reality TV
- TV-series, reality TV
- Facebook
- computer games

ROLE MODELS

- TV-stars, rock stars
- super models
- athletes
- celebrities
- celebrities

NUTRITION

- Fast food
- alcohol
- candy
- breakfast cereals

TOYS

- Barbie, dolls, action figures
- action figures
- action figures
- action figures
- action figures

BEAUTY

- size zero models
- thinner, better
- plastic surgery
- cosmetics

Aggressive marketing consequences

- rise in suicide rates
- childhood obesity
- unrealistic beauty image
- pressure to change

Effects on our society

- problems in families
- change in children's behavior
- materialistic habits
- social isolation
- anti-social behavior (drugs-alcohol)

Conclusion

We ALL have to take action - We are ALL responsible!

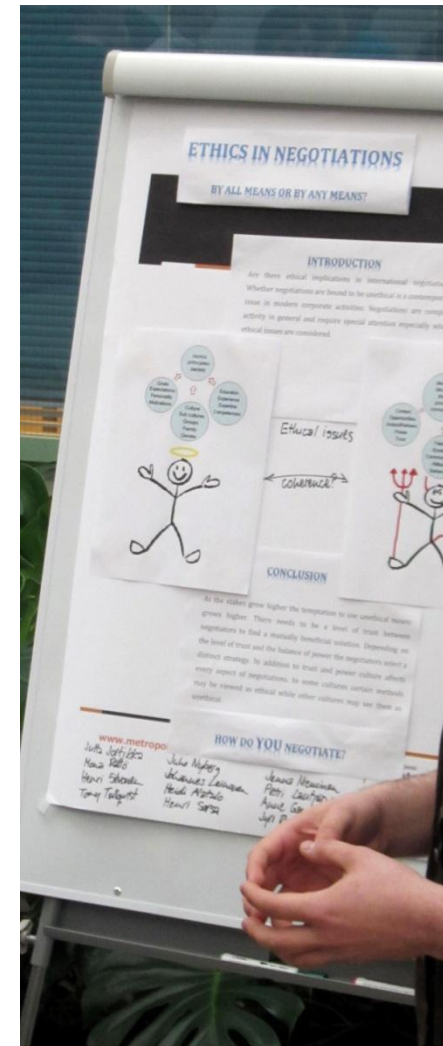
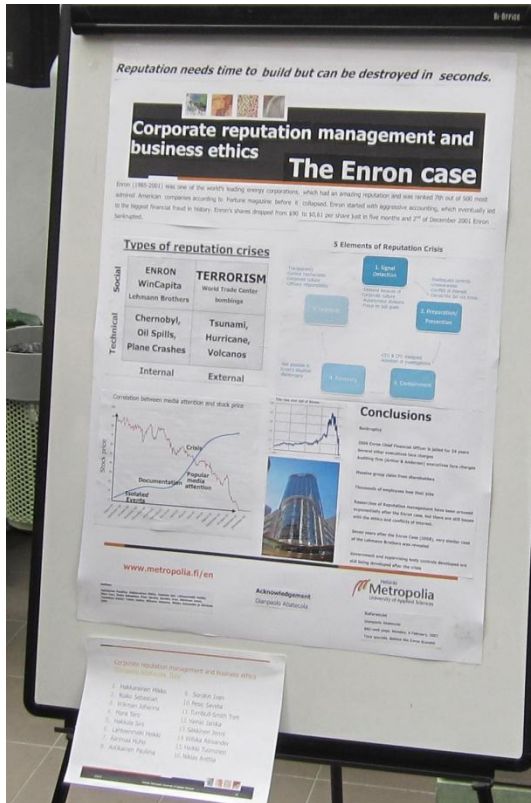
Acknowledgements
We want to thank Nursoo Tuomi for all his help and our outdoors and fathers for being responsible parents and helping us to grow into conscious consumers.

References
Kaukainen Marja, Luoma Laura, Leppä Marika, Mattsson Laura, Korhonen Malin, Strömberg Jenni, Toivola Hanna, Tuomi Nursoo, Tuomi Marika, Tuomi Marika

Title has to be visible from 1 – 2 metres away 100 – 170 pt size

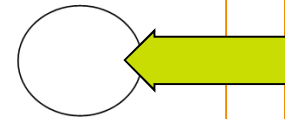
Typical components of a poster: Author

Remember your group members



Yes they sometimes forgot last year

Your title here



Group
number
here

Group
members
names
here



Group members:

Acknowledgements:

Typical components of a poster

- **Introduction**
- **Materials and methods**

Modern Slavery as a Management Practice

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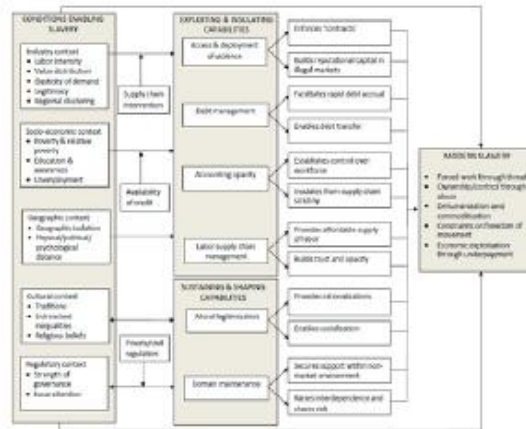
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Main Findings

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Making Markets Work for Poor Producers in Least Developed Countries

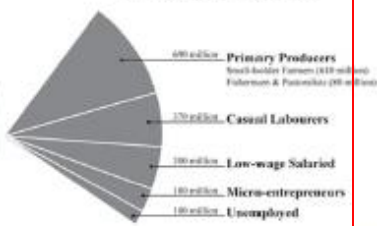
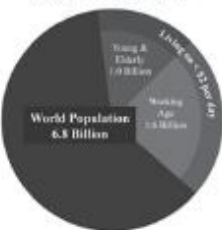
Kevin McKague, MBA, PhD

Schulich School of Business, York University, Toronto, Canada

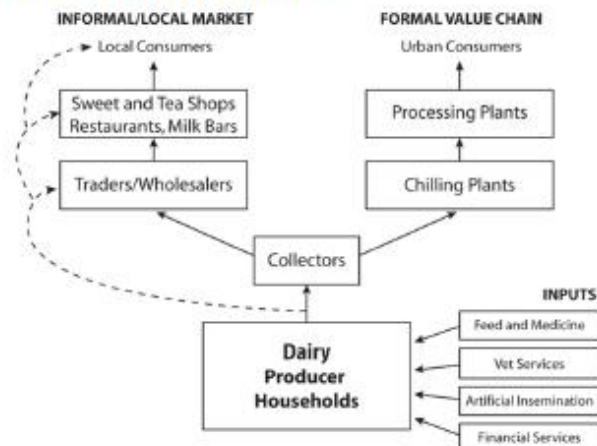
Introduction

Segmentation by Income

Working Age Main Occupation



The Dairy Value Chain in Bangladesh



Research Questions

- In contexts of market failure and weak state governance characteristic of least developed economies...
- How can an intermediary organization make value chains and markets work more effectively for poor smallholder agricultural producers?

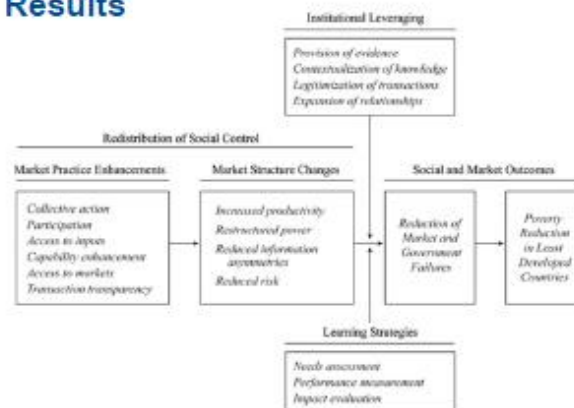
Discussion

- This was one of the first studies to examine how poverty can be reduced for poor producers in least developed economies through value chains
- Companies, non-governmental organizations, development agencies and donors can use this framework to more effectively allocate resources

Qualitative & Quantitative Methods

- 50 Interviews, Focus Groups, 4 Field Observations, Archival Documents
- Quantitative analysis of 360 variables
- 35,000 farmers, 1,163 producer groups

Results



Take Away Message

How do you make markets work for the poor?

- Consider the entire value chain
- Rebalance power relationships
- Reduce information asymmetries
- Reduce risk
- Increase access to productivity



Acknowledgements: The support of SSHRC, York University, OGS and the Schulich School of Business is gratefully acknowledged.

Typical components of a poster

- **Results**
Key findings or examples
- **Conclusion**
Giving the ‘take-home messages’ of your project

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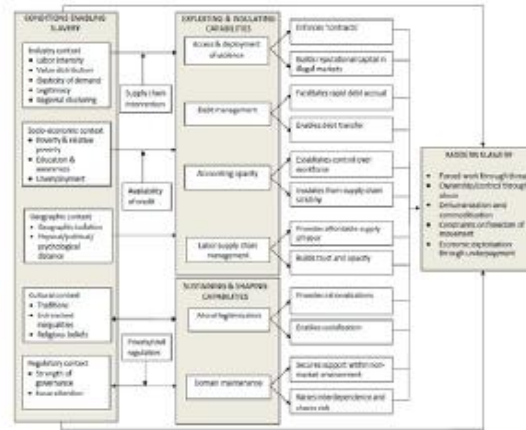
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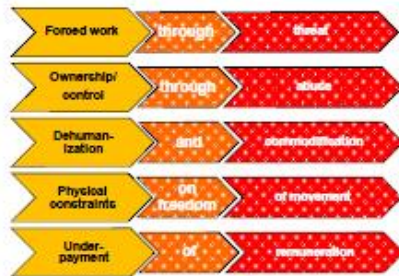


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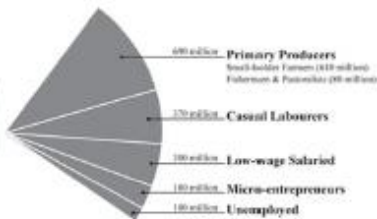
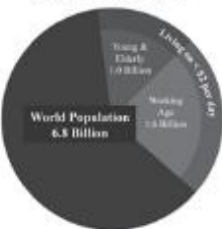
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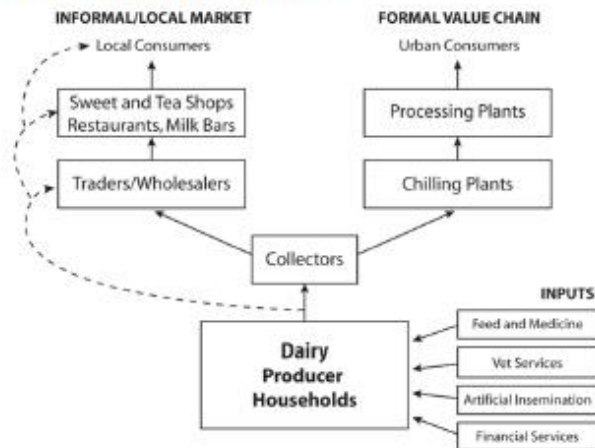
Working Age Main Occupation



Research Questions

- In contexts of market failure and weak state governance characteristic of least developed economies...
- How can an intermediary organization make value chains and markets work more effectively for poor smallholder agricultural producers?

The Dairy Value Chain in Bangladesh



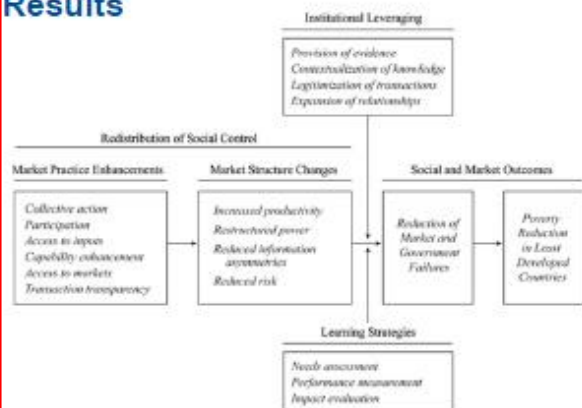
Discussion

- This was one of the first studies to examine how poverty can be reduced for poor producers in least developed economies through value chains
- Companies, non-governmental organizations, development agencies and donors can use this framework to more effectively allocate resources

Qualitative & Quantitative Methods

- 59 Interviews, Focus Groups, 4 Field Observations, Archival Documents
- Quantitative analysis of 360 variables
- 35,000 farmers, 1,163 producer groups

Results



Take Away Message

How do you make markets work for the poor?

- Consider the entire value chain
- Rebalance power relationships
- Reduce information asymmetries
- Reduce risk
- Increase access to productivity



Acknowledgements: The support of SSHRC, York University, OGS and the Schulich School of Business is gratefully acknowledged.

Typical components of a poster: **Acknowledgements**

State who has helped you

Making Markets Work for Poor Producers in Least Developed Countries

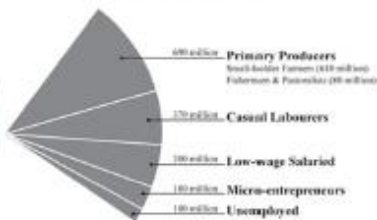
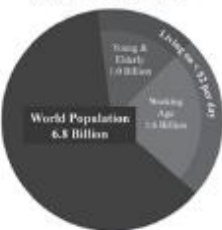
Kevin McKague, MBA, PhD

Schulich School of Business, York University, Toronto, Canada

Introduction

Segmentation by Income

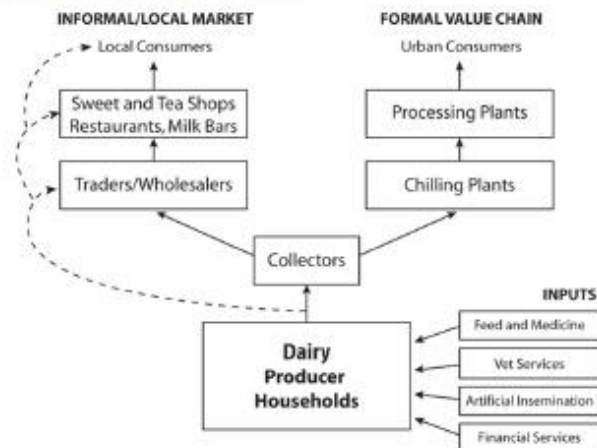
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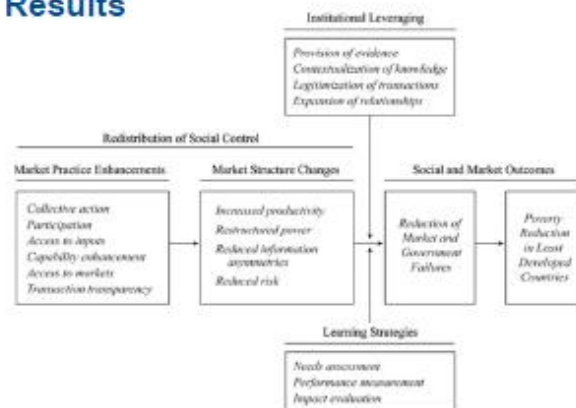
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Verkkototeutuksen laatiminen – näin se käy!

Opettajan opas verkkototeutuksen laatimiseen Metropolia AMK:n Liiketoimintaosaamisen yksikössä

Pirjo Elo, pirjo.elo@metropolia.fi

Johdanto

Kehittämishankkeen tavoitteena oli tuottaa opettajan opas verkkototeutusten laatimiseen Metropolia AMK:n Liiketoimintaosaamisen yksikössä. Opas on tarkoitettu Metropolian liiketalouden opettajien käyttöön, kun he suunnittelevat ensimmäistä verkkokurssiaan.

Erilaisista verkko-opetuksen muodoista valittiin käsittelyyn ensisijaisesti ajasta ja paikasta riippumaton itseopiskelu verkossa – tosin niin, että opiskeluun oletettiin kuuluvan myös ryhmätoita ja -keskusteluja.

Toteutus

Hanke toteutettiin tutustumalla verkko-opetusta käsittelevään kirjallisuuteen ja verkkoaineistoihin, osallistamalla koulutustilaisuuksiin sekä suunnittelemalla ja toteuttamalla verkkokurssi Metropolia AMK:n illan tradenomiopiskelijoille loppusyksystä 2011.

Myös opettajan pedagogisiin opintoihin sisältyvä opetusharjoittelu suoritettiin edellä mainittua verkkokurssia hyödyntäen. Kurssista saatu palaute HAAGA-HELIA/AOKK:n ohjaajalta, opiskelijakollegoilta ja kurssin opiskelijoilta toimi taustatietona opettajan opasta kirjoitettaessa.

Johtopäätökset

Vaikka verkko-opetusta käsittelevässä kirjallisuudessa painotetaan opettajan teknisiä valmiuksia erilaisten teknologioiden ja työkalujen käytössä, oman kokemukseni perusteella opettajan on mahdollista laatia onnistunut, yksinkertainen verkkototeutus myös siinä tapauksessa, ettei hänellä ole syvällistä teknologista osaamista.

Opettajan teknisen osaamisen merkitystä ei mielestäni pitäisi painottaa liikaa.

Kuinka epäonnistua verkkokurssin opettamisessa:



Kuva: Linda Saukko-Rauta, CC BY-NC

Kirjallisuuslähteet

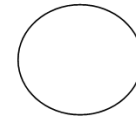
- Hynninen-Ojala, M. (2011). Moodle 2.1.1 Opettajan opas. Helsinki: Metropolia Ammattikorkeakoulu.
- Ihanainen, P. & Kiviniemi, K. (2009). Verkko-opetuksen haasteet ammatillisessa koulutuksessa. Teoksessa P. Ihanainen, P. Kalli & K. Kiviniemi (toim.) 2009. Verkon varassa. Opetuksen pedagoginen kehittäminen verkkoympäristöissä. Jyväskylän Ammattikorkeakoulun julkaisuja 97, 130-141
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- Koli, H. (2008). Verkko-ohjauksen käsikirja. Helsinki: Oy Finn Lectura Ab.
- Löfström, E., Kanerva, K., Tuuttila, L., Lehtinen, A. & Nevgi, A. (2006). Laadukkaasti verkossa: verkko-opetuksen käsikirja yliopisto-opettajille. Helsinki: Helsingin yliopisto/Kehittämisosasto.
- Suominen, R. & Nurmela, S. (2011). Verkko-opettaja. Helsinki: WSOYpro Oy.

Kiitokset

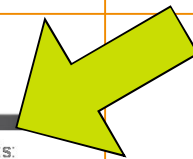
Haluan kiittää HAAGA-HELIA/AOKK:n ohjaajaani Henna Heinilää sekä verkko-opetusharjoittelua seuranneita opiskelijakollegoitani arvokkaasta palautteesta, joka auttoi kehittämishankkeessani.

Lisäksi haluan kiittää Irmeli Pietilää, jonka opastuksella sain tutustua Vespa-toteutuksen verkkoympäristöön.

Your title here



Acknowledgements here



Group members:

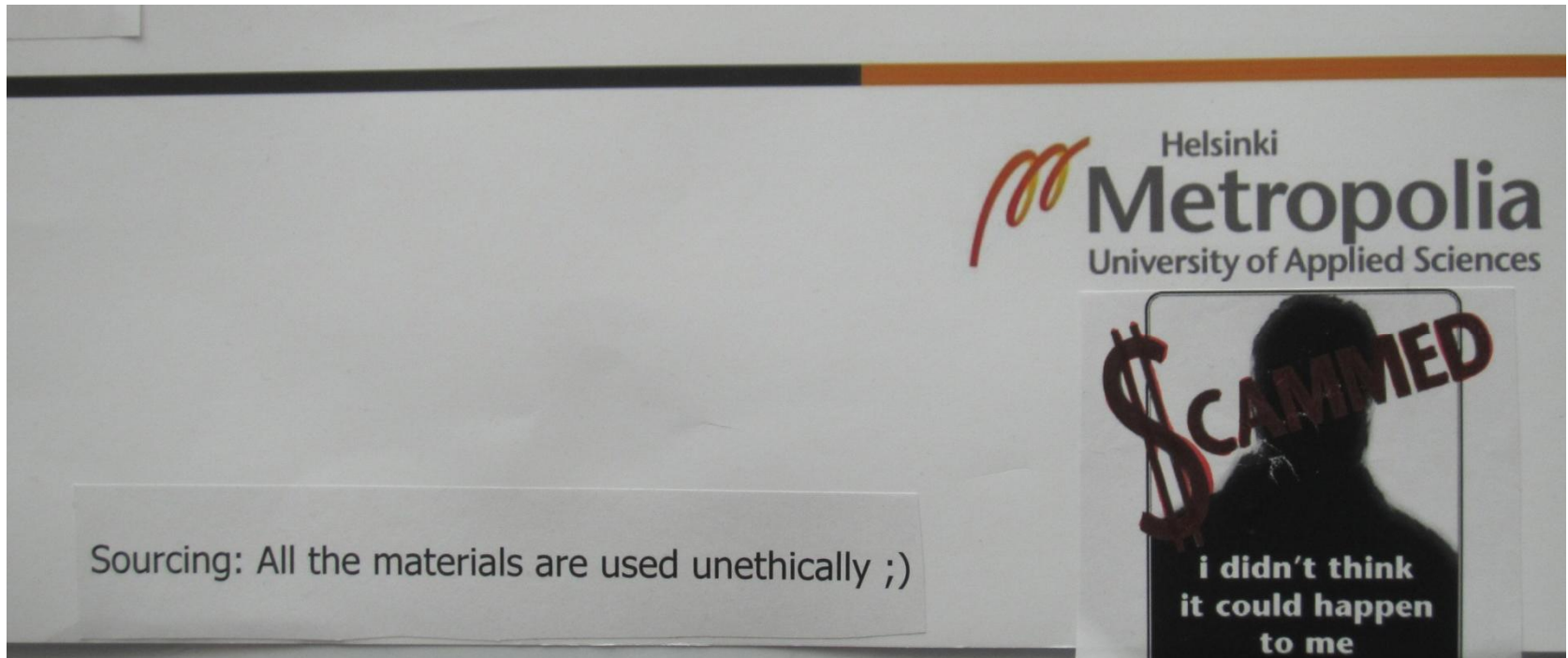
Acknowledgements:

Typical components of a research poster

- Title
- Author information
- Abstract or summary
Stating the approach taken and the main conclusions
- Introduction
Providing brief background information essential for understanding the poster
- Materials and methods
Describing background theory or historical overview (or field research)
- Results
Key findings or examples
- Conclusion
Giving the ‘take-home messages’ of your project
- Acknowledgements
Stating who has helped you

Remember to give your sources

- Reference literature used
- Reference any non-original visuals used
(Check you may use them)

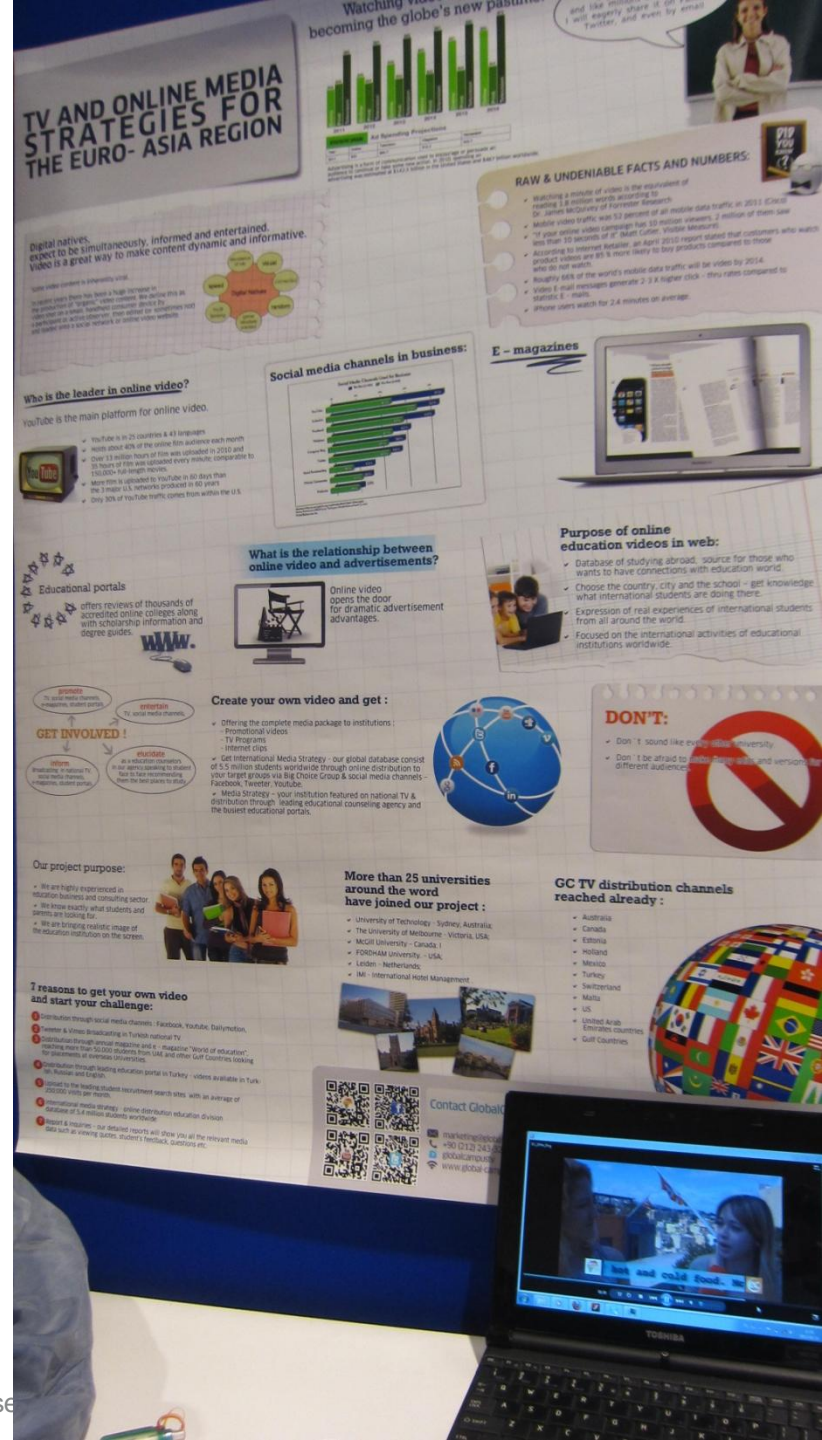


Other elements for posters

- QR code
- Get and give feedback in social media
e.g. Pimp my poster on Flickr
Twitter
- Interactive elements for online versions



Posters EAIE conference 2012 photos L Stansfield

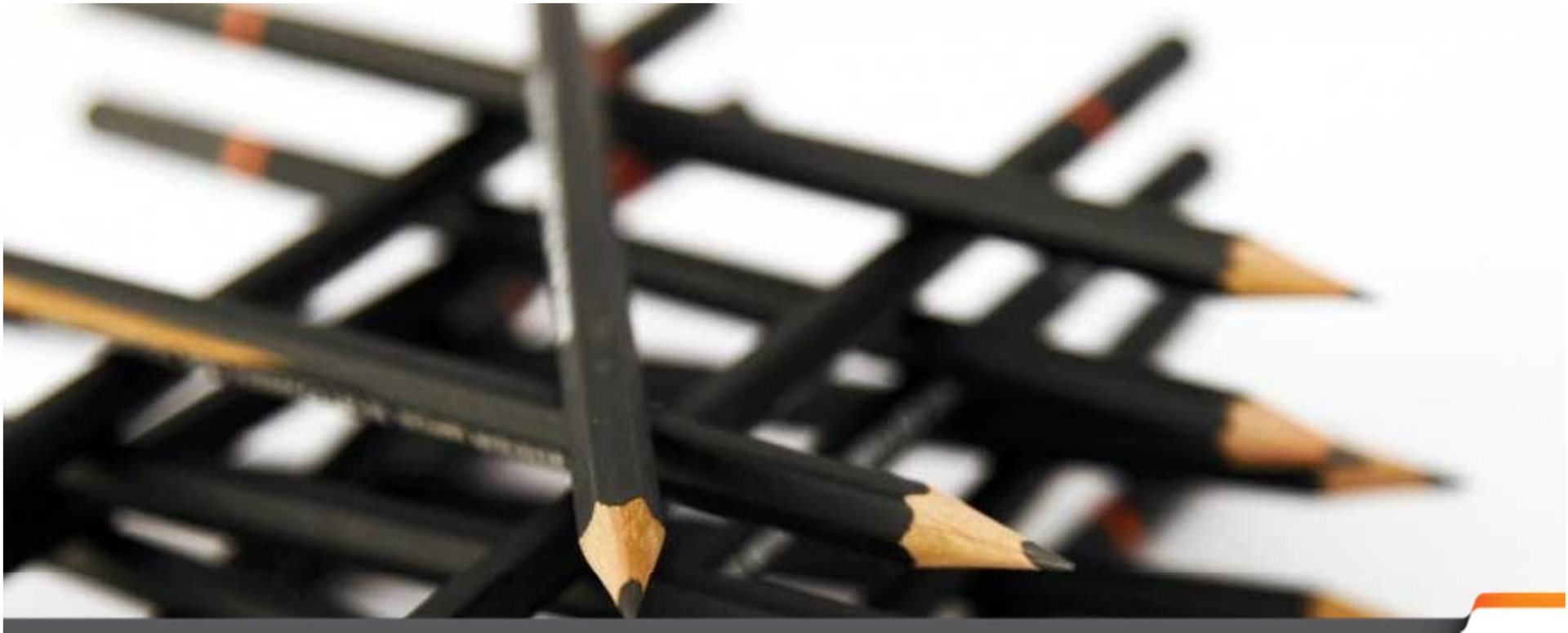


Audience is king

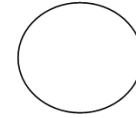
- Plan content for your audience who are guest lecturers, students, Metropolia staff



- Remember your external audience – via social media and Twitter



Poster design



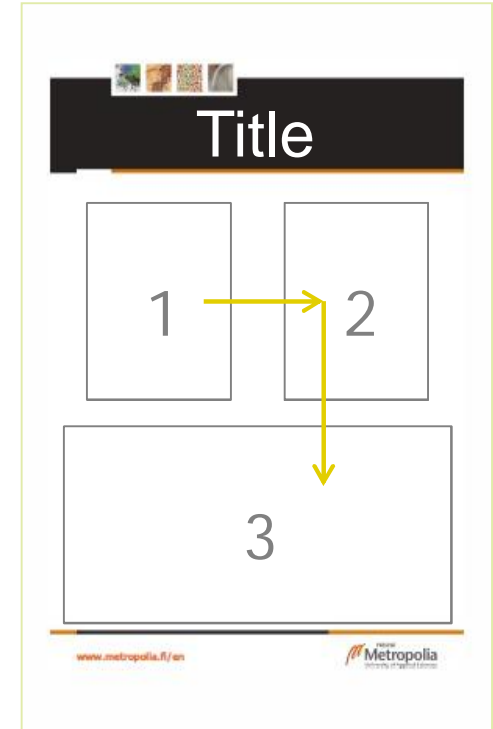
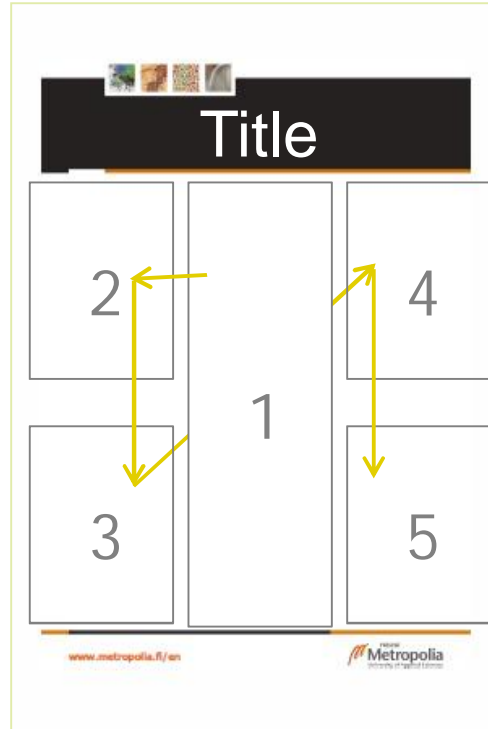
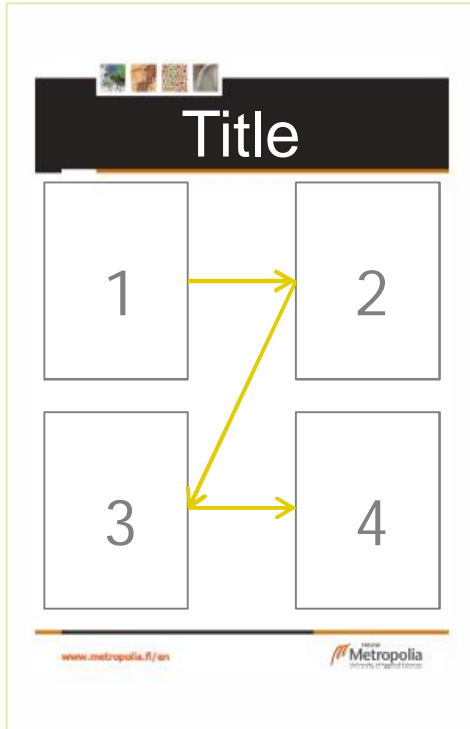
IPW
template
= Plan for
Portrait
Orientation
A1 size



Group members:

Acknowledgements:

Some options for laying out a poster



Visual impact

- What should the viewer see first?
- What does the viewer need to see first?
- What is the focal point?

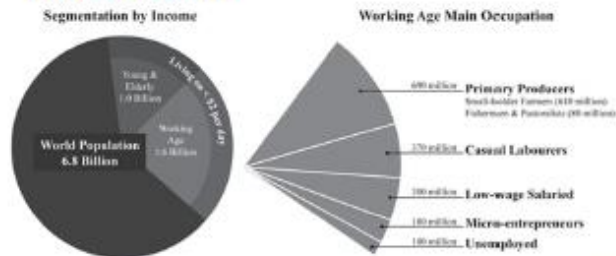
Text header or visual image?

Making Markets Work for Poor Producers in Least Developed Countries

Kevin McKague, MBA, PhD

Schulich School of Business, York University, Toronto, Canada

Introduction

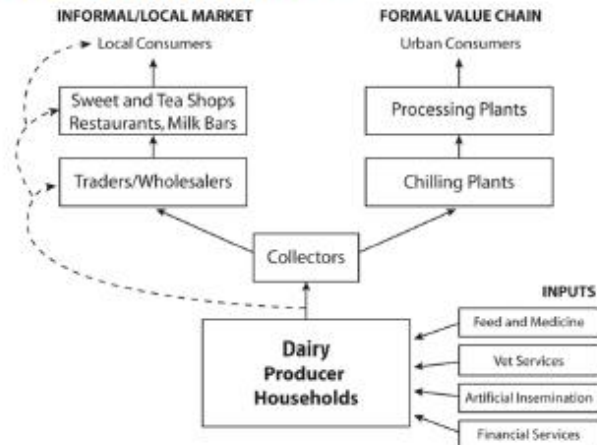


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The Dairy Value Chain in Bangladesh



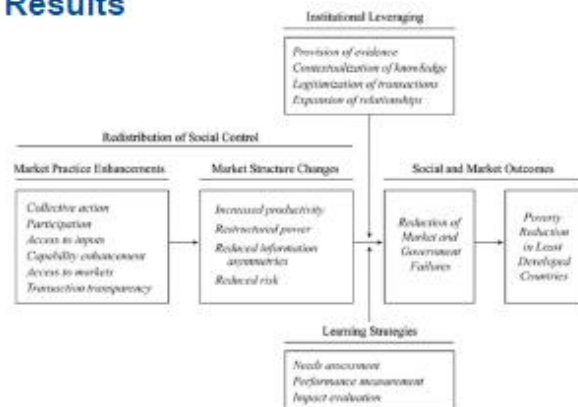
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Visual impact

PERSPECTIVES ON ETHICAL LEADERSHIP

Acknowledgements - Lillian Sævién

LEAD THE WORLD WITH ETHICS

Four Leader Temperaments

Blue	Red
<ul style="list-style-type: none"> Planned, methodical Detail oriented, analytical Not afraid of data, statistics, formulas, spreadsheets Planning, thinking Impartial, practical, ethical 	<ul style="list-style-type: none"> Passionate, energetic Optimistic, confident Efficient, insight oriented Self directed Self-motivated, leader types Confident, power
Yellow	Green
<ul style="list-style-type: none"> Lots of ideas, spontaneous Emotional, colorful and fun Very flexible Good, energy/optimistic Can bond easily, charismatic 	<ul style="list-style-type: none"> Cooperative, communicative Teamwork, team players Stable, good oriented Impartial, not self-oriented Change resistant, power

ETHICAL LEADER

- IS HONEST
- RESPECTS OTHERS
- SERVES OTHERS
- SHOWS JUSTICE
- BUILDS COMMUNITY

REAL ETHICAL WORK AND BEHAVIOUR OF THE LEADER

Microsoft

- Past mistakes of Microsoft approved by Bill Gates
- 2006: Turnaround

Unethical actions by companies

- McDonald's**
 - misleading advertisement about health benefits.
- The Coca-Cola Company**
 - paid off universities to gain exclusive sale of their products.
 - Were also accused of mistreatment

Corporate Social Responsibility

"We are selfish beings."

Shareholders vs. Stakeholders

Shareholders

- Own a part of the organisation

Stakeholders

- Can affect or be affected by the organisation's objective

Stakeholders for Metropolia?

The Beauty factor

Aesthetic labour

- Whether or not beauty provides an advantage to a more attractive applicant over those less attractive
- Positive discrimination?

Pyramid of Corporate Social Responsibility

- Philanthropic responsibilities
- Ethical responsibilities
- Legal responsibilities
- Economic responsibilities

Milton Friedman vs. CSR

1) Corporate philanthropy distorts the profitability of a company

2) Corporations should not use shareholder funds to support good causes

3) Corporations cannot possess responsibilities

Moral issue: clothing

life... ✨ Nordic Business Forum 2012 JYVASKYLÄ FINLAND

2013 ✨ ✨ ✨

SIR **Richard BRANSON**

AKA DR. **YES!**

or a man of **experience**

GRR... GRR... GRR... HA-HAA!

Virgin

BIG COMPANIES

COMPANIES BRANDS
BRANCHES BUSINESSES

But in the end,
RUNNING A BUSINESS IS MAKING A DIFFERENCE IN PEOPLE'S LIVES.

A **positive** one!

Especially after a poor service experience...

ENJOY LIFE!

I CAN'T RESIST A CHALLENGE!

A DEDICATED BUSINESSMAN = AN ARTIST

DETAILS → Customer experience

ARE YOU A GOOD ENTREPRENEUR?

So what do you need?

OR A GOOD MANAGER

- A GOOD BRAND NAME
- THE RIGHT PEOPLE TO BE HUMAN AND ENCOURAGE PEOPLE!
- **let them flourish!**

OR BOTH?

SKETCHNOTES BY: **findo**
WWW.REDANREDAN.FI

CHANGING THE WORLD

[www.virginunite.com]



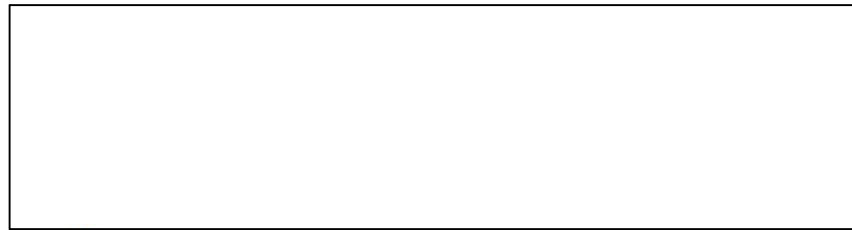
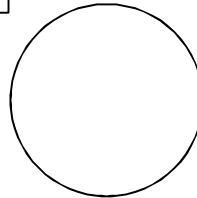
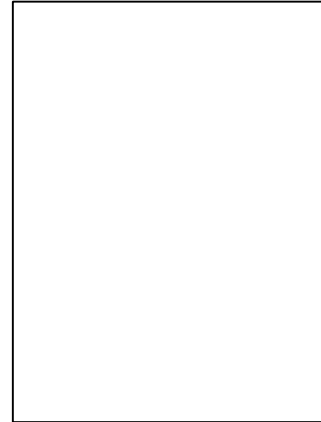
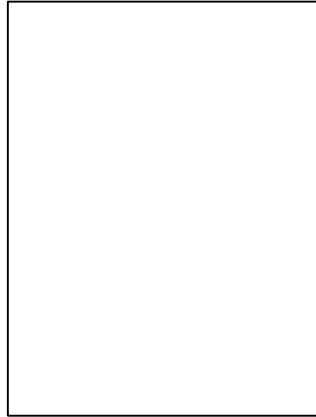
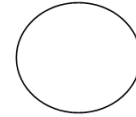
Font size

- Title – has to be visible from 1 – 2 metres away
100 – 170 point size
- Subtitles 60 – 100 points
- Main text 25 – 40 points
- Use font types sparingly – 2 font types for example

Can they see your titles?



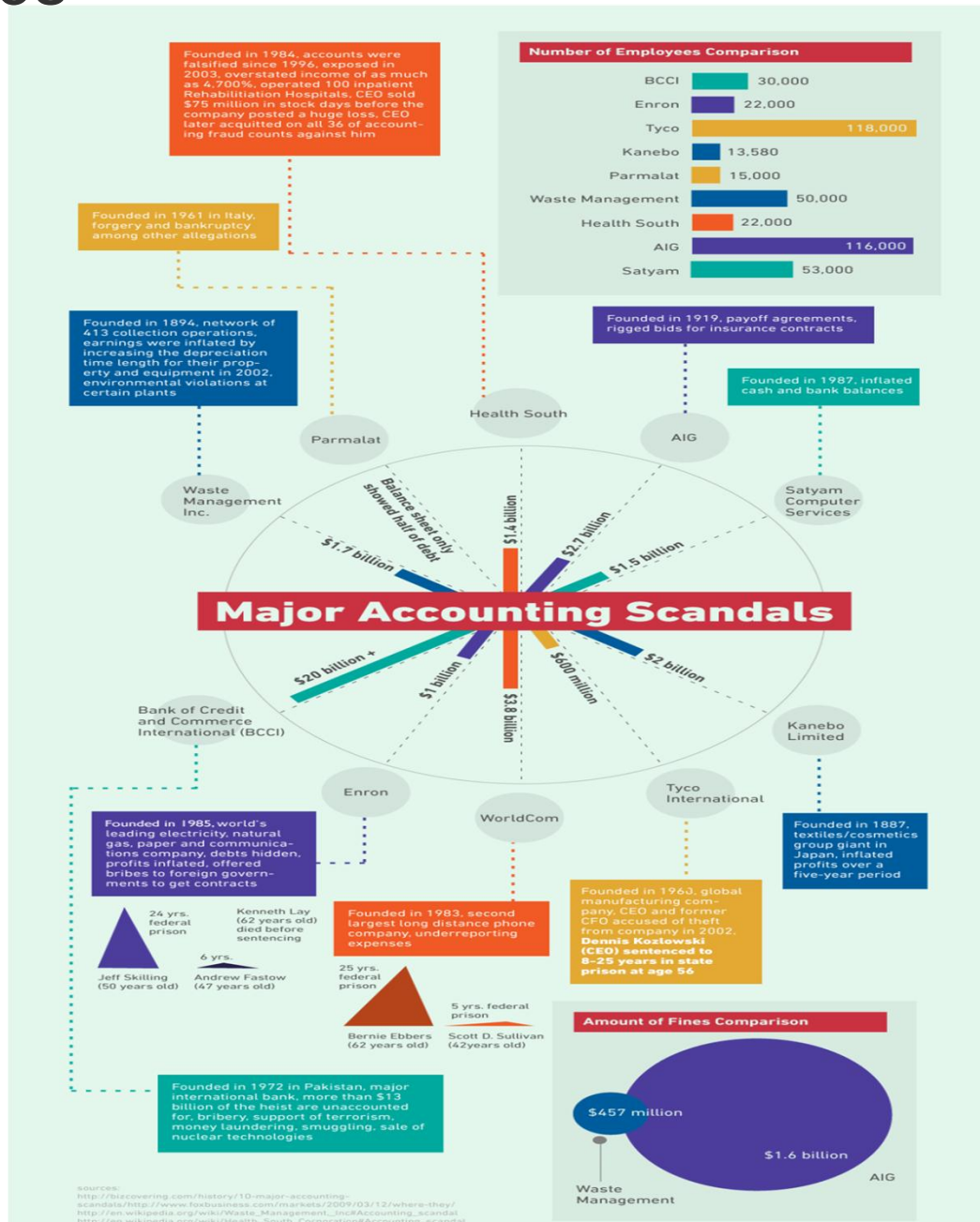
Work out
your word
limit once
you have
your design
and panel
dimensions



Group members:

Acknowledgements:

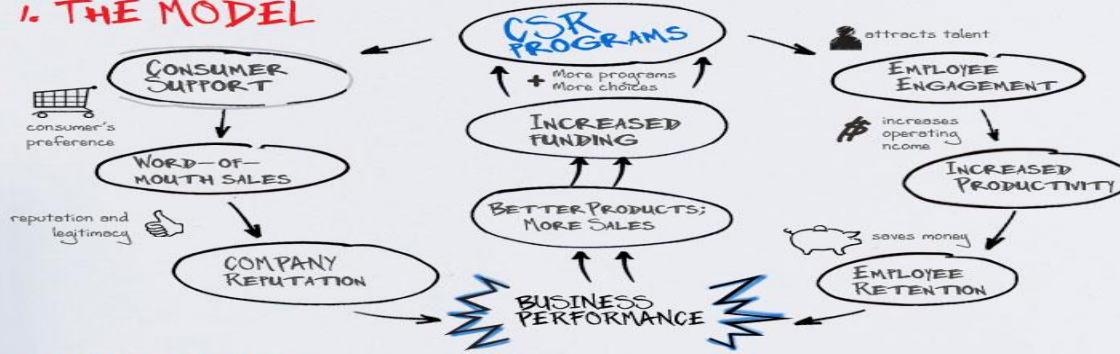
Infographics



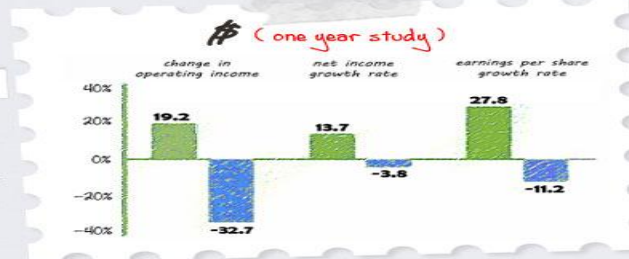
CSR: THE BUSINESS CASE

It's in the facts: Research proves a measurable payoff exists of corporate social responsibility (CSR) initiatives to companies as well as their stakeholders.

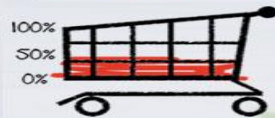
1. THE MODEL



2. THE FACTS



CONSUMER'S PREFERENCE



41% of Americans say they bought a product because it was associated with a cause or issues in the last year - doubling since 1993.

COMPANY REPUTATION

More than half of executives thought their social responsibility strategies resulted in improving corporate reputation and saw this as a business benefit.



EMPLOYEE ATTRACTION

7 out of 10 employed Americans trying to decide between two jobs offering the same location, job description, pay, and benefits would choose to work for the company that also supports charitable causes.

MORE CHOICES, + MORE ENGAGEMENT

79% of companies say donations increased once they added more choices to their workplace giving programs.

EMPLOYEE RETENTION

Did you know?



The cost of replacing a mid-level employee is estimated to be 150% the value of their entire compensation. For high-level employees, the cost can reach upwards of 750%.

Sources:

- "Closing the Engagement Gap: A Road Map for Driving Superior Business Performance." Towers/Watson.com. Towers/Watson, 2008.
- "2010 Cone Cause Evolution Study." ConeInc.com. Cone Inc, 2010.
- "Shaping the Future: Solving Social Problems Through Business Strategy." CorporatePhilanthropy.org. Committee Encouraging Corporate Philanthropy, 2010.
- Carroll, Archie B., and Kareem M. Shabana. "The Business Case for Corporate Social Responsibility." Director Notes. The Conference Board, June 2011.
- "Workplace Giving Works! Make It Work for You." LBGresearch.org. LBG Research Institute and LBG Associates, 2010.
- Northup, Jan. "Employee Retention Is the Key to Minimizing Turnover Costs." Web blog post. HR.com. HR.COM Limited, 30 Sept. 2010.

Creative element



Cartels & ethical principles

COLLUSION

Classes of collusion

Tacit collusion Coordination through market interaction	Overt collusion Coordination through explicit communication between companies
---	---

- Implicit, hidden, hard to prove
- Spontaneous
- No meetings, following a rival's price change
- Explicit, intentional
- Illegal
- Overt cartels

CARTEL?
A cartel is defined as an agreement between competing firms. Cartels usually occur in an oligopolistic industry. World's only legal cartel is OPEC.

Cartel Dynamics

- Cartels drive prices upwards and restrict output and are therefore harmful. (art. 101 Treaty of Rome)
- Cartels need close monitoring to work and have monthly "off-shore" meetings.

Agreements <ul style="list-style-type: none">• Price• Supply• Monitoring• Punishments	Problems <ul style="list-style-type: none">• Need to establish degree of trust• Confidentiality• The weakest link• Law enforcement
---	--



Immanuel Kant
(1724-1804)

- An ethical absolutist
- Actions must be guided by universal principles
- Categorical imperative, 3 parts
 1. Consistency
 2. Dignity
 3. Universality
- No focus on outcomes



Milton Friedman
(1912-2006)

- An ethical relativist
- A supporter of the Free Market
- Governments should not intervene in corporate issues but have a social responsibility
- Believed in maximizing the profit within the legal boundaries



Jeremy Bentham
(1748-1832)

- Ethical relativist – there is no absolute right and wrong
- Consequentialist – only the outcome matters
- Utilitarianism – maximizing overall happiness

www.metropolia.fi/en

Metropolia
University of Applied Sciences

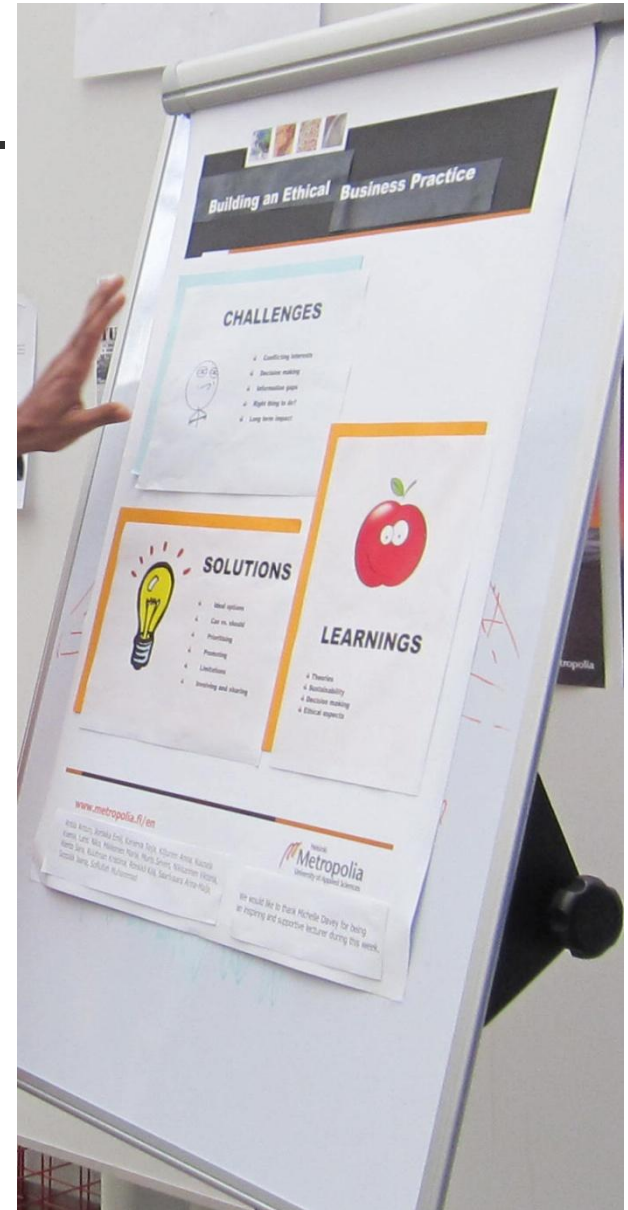
Acknowledgements
The authors acknowledge Eli Jacobs & Sheila Ferraz-Luz

Less is more, generally but ...

When is less too little?

Too much white space
= not enough content

Strike a fine balance between
content and design



Overview of poster design

- Overall design concept related to the topic
- Effective use of colours
- Visual impact
 - e.g. A large image at the center of the poster
- Audience centred-title to hook
- Large enough font
- ‘White space’
- Appropriate amount of detail
- Correct spelling and grammar
- Creative elements



2 Presentation

Timing
Delivery

Interaction
Language

Timing

- Plan for 6 – 8 presentations of 5 – 10 mins
- Allow time for questions and natural interaction



Delivery

- Formal



- Informal



First impression is important

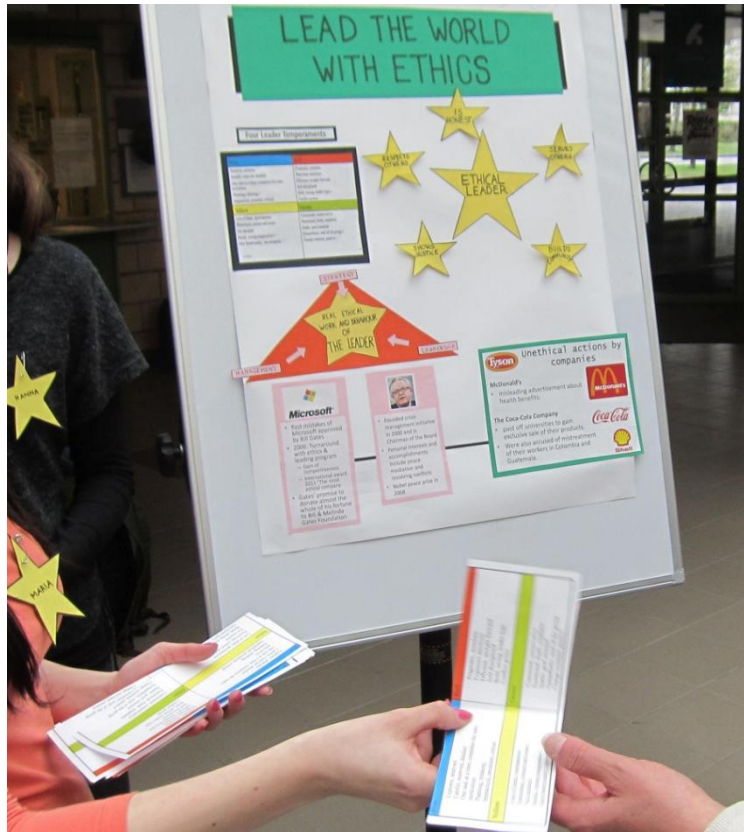
- Practise your opening



Dress to project the right image for your poster



Interaction



Your voice

- Poster sessions can be noisy. You need to project your voice and speak more loudly than normally.



Language

- Inclusive – “we” “our”
“let’s take a look at ...”
- Jargon – have a glossary or handout for complicated terms
- Abbreviations – give a list if necessary

As in any presentation

- Don't read
- Use small cue cards for notes if necessary





3 Practicalities

Thursday

Friday

Each group ...

- will receive their Metropolia A1 size poster template on Thursday
- may insert prints, charts, text, images, etc. on their poster
- can print A4 size colour print-outs on Thursday using “top-up card” from library – see instructions
- can have language check/edit Thursday afternoon
- will evaluate 5-6 other posters during the poster session on Friday at 9.30-11.30 a.m.

Thursday afternoon



- Planning, designing & creating your group poster as a team
- Poster template given
- Colour printing available
- Language check/editing

FRIDAY 17th MAY IPW POSTER SESSION

- 09.30 - 11.30** Compulsory for all students Gym
- 09.30** Opening of the event
Schedule for evaluations & iPads distributed
Twitter feed and wall opened #EthicsIPW2013
- 09.40** Home group's poster presentation with lecturer & evaluation/assessment
- 10.00** Groups, lecturers & visitors start moving around other posters
Poster presentations, evaluation of other posters, interaction, discussion
- Members of your group must man your poster at all times.**
- 11.20** Return to your own group poster with lecturer who takes final attendance
- 11.30 – 12.00** Closing ceremony ALL



4 Positives

You will ...

- see all the other posters & groups in action.
- receive up to 17 explicit take-home messages about business ethics!
- join a cafeteria of information on business ethics!
- network.
- get feedback.
- have a positive experience.
- have fun.

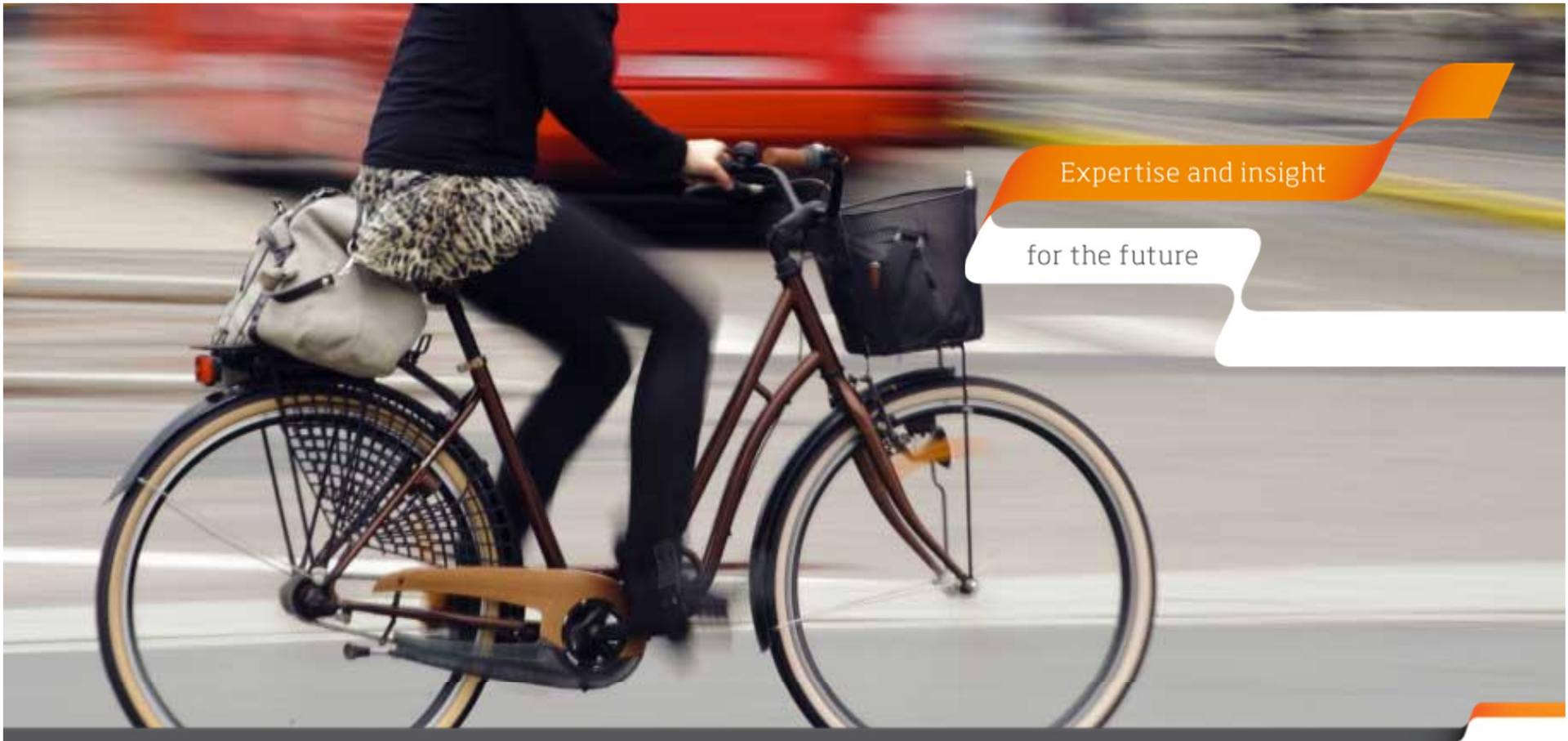


Positives: **Added value**

- Save your poster in your Slideshare account
- Add your slideshare to your LinkedIn account

- Include professional poster presentation as a skill on your CV!





Expertise and insight

for the future

HAVE FUN THIS WEEK
THANK YOU!

- www.metropolia.fi/en/
- www.facebook.com/MetropoliaAMK
- Louise Stansfield

References

Elo P Creating poster presentations PowerPoint IPW2012

McMillan K. & Weyers J. (2009) *The Smarter Study Skills Companion* Pearson

Purrington, C.B. *Designing conference posters* Retrieved May 2013 from <http://colinpurrington.com/tips/academic/posterdesign>

Stansfield Louise The 4 Ps of Poster Presentations – guidelines for IPW 2013 (handout available on wiki at <https://wiki.metropolia.fi/display/liiketalous/International+Project+Week+%28IPW%29+13.-17.5.2013>)

Pictures used:

Louise Stansfield

Metropolia kuvapankki

Schulich Research Fair poster examples Retrieved 10 May from <http://yfile.news.yorku.ca/2013/02/04/schulich-research-fair-celebrates-breakthrough-scholarship/>

Infographics from <http://pinterest.com/finnfield/business-ethics-ipw/>