

Tuesday, September 22, 2009

Ethics & Social Responsibility

Friday, Oct. 9, 9:05 -10:30 a.m.

What are the theories of corporate social responsibility? Can a company be both socially responsible and profitable? What are root causes of bad business behavior? What has been the role of a business school in addressing ethical behavior? Have business schools been successful in teaching ethics? Are whistle blower statutes effective in deterring unethical conduct? Has the implementation of Sarbanes-Oxley been effective in reducing unethical conduct? What are ideas for dealing with these issues in the future and role of the business school in addressing such issues in prospective curriculum and research?

Panel speakers include:

Betsy E. Bayha, senior vice president, general counsel and secretary, Blue Coat

Michael G. Houghton, manager, global planning, Stamping Strategic Planning and Allocations

Ken Janke, senior vice president, investor relations, Aflac Incorporated.

Panel moderated by Frederick Hoffman, special instructor of management for OU's SBA

Speaker Biographies

Betsy E. Bayha joined Blue Coat in April 2007, as Senior Vice President, General Counsel and Secretary, bringing to Blue Coat more than 25 years of experience in providing legal representation to high technology companies. Bayha previously served as Senior Vice President, General Counsel and Secretary of NetIQ Corporation (Nasdaq: NTIQ), where she was responsible for all legal functions, including corporate governance, corporate and securities matters, mergers and acquisitions, intellectual property matters, strategic investments, revenue agreements, employment matters and litigation support.

Prior to joining NetIQ, Bayha was in private practice representing high technology corporations in licensing, corporate and litigation matters. Bayha was a partner at General Counsel Associates from November 1994 through October 2001, and was a partner at the international law firm of Coudert Brothers from December 1986 through October 1994. Bayha holds a J.D. from Harvard Law School, an M.A. in public administration from The Ohio State University and a B.A. in economics from Oakland University.

Michael G. Houghton is Manager of Global Planning for Stamping Strategic Planning and Allocations where he is responsible for common global business processes and tools for planning and allocation of dies and presses, as well as leading new business development in low-cost growth regions. Prior to that Houghton held a variety of positions at General Motors including Paint Area Manager, General Assembly Area Manager, Director of Competitive Operations, Manufacturing Lead in the Vehicle Development Process and Superintendent, Industrial Engineering.

Houghton earned an MS in Industrial Engineering from Purdue University, MBA from Oakland University and a BS in Electrical and Computer Engineering from Wayne State University.

Ken Janke is senior vice president of Investor Relations for Aflac Incorporated. He received a BS in political science from the University of Michigan in 1981 and a MBA from Oakland University's School of Business Administration in 1985. Prior to joining Aflac in July 1985, he was employed by the National Association of Investors Corporation (NAIC) as director of corporate services. Janke is the former chairman of the corporate advisory committee of the NAIC and a member of the board of directors of the Investment Education Institute of the NAIC.

He is a member of the senior investor relations roundtable of the National Investor Relations Institute. He also chairs Aflac's Disclosure Committee. In 2002 Aflac's Investor Relations Department was recognized by *Investor Relations* magazine as the "Best Overall Investor Relations" department for a large-cap company. Janke was named the "Best Investor Relations Officer" for a large-cap company in 2003.

For details or to register see the [2009 International Business Conference Web page](#)

SUMMARY

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