

XXVI UNIAPAC WORLD CONGRESS 2018

Business as a Noble Vocation

22nd to 24th of November 2018

Universidade Católica Portuguesa, Lisbon, Portugal



Business leaders who participate in this congress are expected to gain insightful reflections and ideas through dissertations, dialogues and practical examples of peers, Christian Churches representatives, renowned speakers and panelists from the academia aiming to encourage and help them in their quest for the transformation of business into a noble vocation...a transformation that needs to start with their own personal change.

Nowadays the company needs to play a much more active role to help tackle socio-economic changes, to address the key challenges the world is currently facing and to support the implementation of a policy agenda for smart, sustainable and inclusive growth, quality job creation, and a more inclusive economy with better labor markets, environmental awareness and an ethical deployment of technology.

Businesses should be key agents in building trust with all the stakeholders through behaviors that unconditionally respect the human dignity, foster inclusiveness, and enhance intercultural understanding and a sense of belonging in a community regarding all type of social interactions.

However, in order to truly assume these relevant social responsibilities, a more humane corporate culture needs to be built in their organizations and **deep-rooted** in the attitudes and behaviors of their members so that they see themselves as active participants in a community where they can flourish by contributing to a long-term business project. A project aimed to create wealth in a more suitable way to all and more fairly distributed among all the stakeholders for the enhancement of the society as a whole.

And these organizational cultures can only be built with business leaders who see themselves as critical social change agents that contribute to the transformation of society into a better world.

Leaders who understand that the purpose of a business firm is not simply to make a profit but, within a broader mission, is to be found in its very existence as a community who creates value, offers their talents, skills, and knowledge, their initiatives and innovative ideas, strengthening and fulfilling a purpose of common good. Leaders who emphasize their entrepreneurial mission on key values: respect for human dignity, responsible freedom, representative democracy, equity, the rule of law and respect for human rights. Ultimately, leaders who are willing to transform their business endeavors into a noble vocation.

UNIAPAC´s World Congress “Business as a Noble Vocation” aims to be a source of inspiration and support for leaders wishing to embrace this path, adopt a broader view of their role in society, and transcend the quest for short-term profits to become architects of the common good and promoters of a new humanism of work.

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Business is still too often perceived as a part of the problem rather than as a part of the solution. And while there is certainly abuse, there is also often a great deal of nobility in business that needs to be, not only portrayed, but extensively promoted worldwide in order to serve the common good for the prosperity of society as a whole.

The cornerstone elements to be discussed in this congress are based on the conviction that business is a vocation, and a noble vocation, that works as a personal challenge to find a new meaning in life and work. This will enable them truly to serve the common good by striving to increase the goods of this world and to make them more accessible to all.

This congress is focused in three main topics, as follows:

- **Personal Transformation for the Betterment of the Society**
(i.e. actions to support business leaders in their efforts to be challenged by a greater meaning in life and thus willing to adopt a broader view of their role in society; to go beyond the pursuit of short-term profits and be converted into builders and promoters of the common good regarding a new humanism of work)
- **More Humane Organizational Cultures**
(i.e. actions to assist business leaders in their efforts to ingrain in their organizations a culture based on the principles of human dignity and the common good; to help them organizing work within their enterprises in ways that are in accordance with the principle of subsidiarity, which fosters a spirit of initiative and increases the potential of the employees who are, thereby, considered as “co-entrepreneurs” and see the workplace as a source of flourishing).
- **Business serving the Common Good**
(i.e. specific actions, exemplified with business cases, for businesses to properly organize a set of practical principles, in particular the principle of meeting the needs of the world with goods that are truly good and which accurately serve, without forgetting, in a spirit of solidarity, the needs of the poor and the vulnerable; and the principle of sustainable creation of wealth and their just distribution among the various stakeholders for the betterment of the society as a whole).